



African Tote Competition

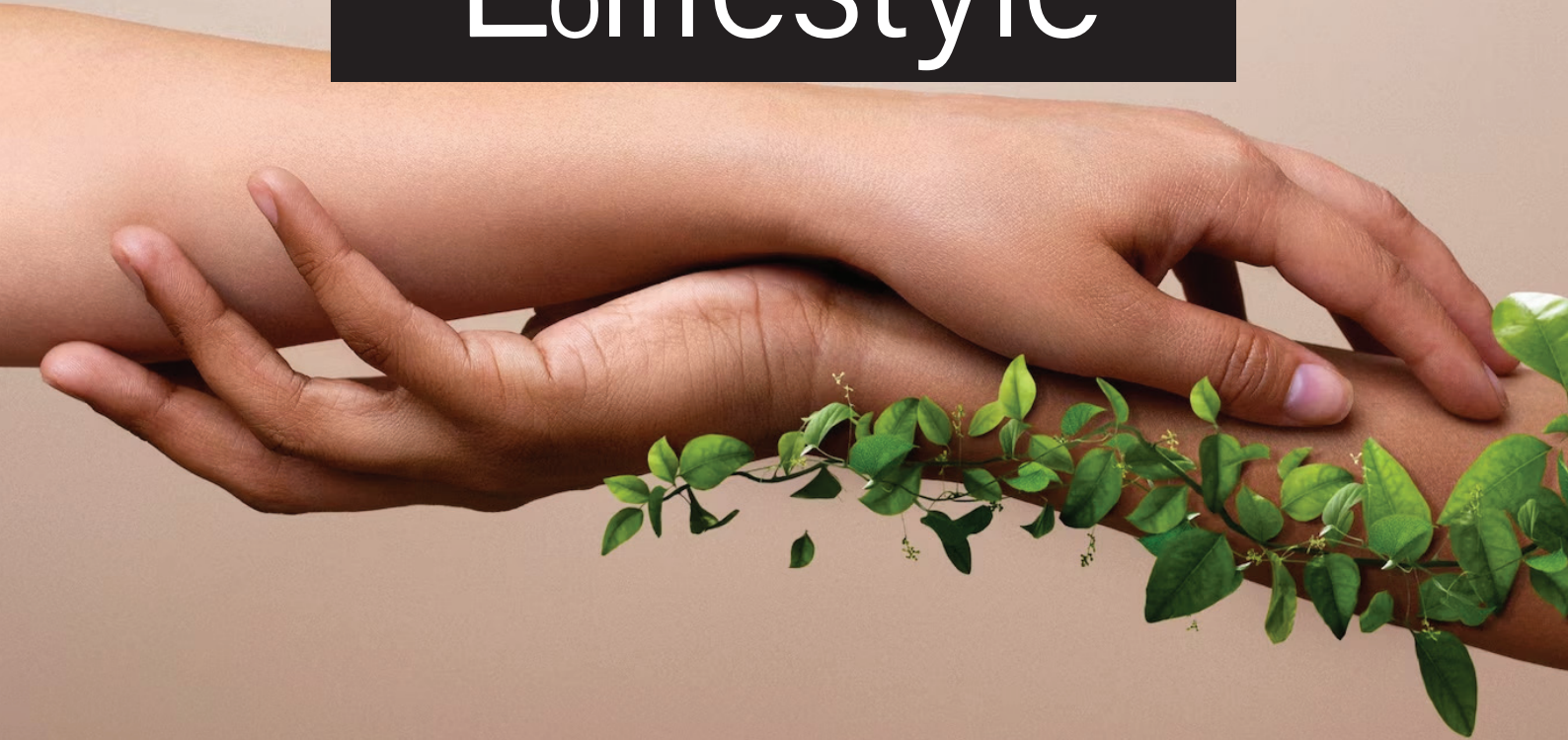
Ecolifestyle



COLOURS
OF A
Kind

fedisa
FASHION SCHOOL
HONORIS UNITED UNIVERSITIES
Cape Town • Sandton

Ecolifestyle



Design Locally made shopping bags

Eco Lifestyle has partnered with Colours of Kind, Fedisa and the 1% for Planet to create a competition where the students of FEDISA will create a mock-up concept of their unique designs which will be printed onto the bags.

How it works

Colours of kind will uplift and empower young woman in disadvantaged communities around Cape Town, by producing tote bags which Eco Lifestyle will offer to wine farms, boutique stores and major retailers in South Africa.

Eco Lifestyle will also offer the stores the opportunity to donate 1% of sales to local NGOs to plant trees, clean our oceans and protect wildlife. We will also present the opportunities with our Eco-cycle initiative.

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COLOURS OF A *Kind*

Colours of a kind was established in 2019. Colours of a Kind is a social business and a non-profit company. They uplift and empower young women in disadvantaged communities around Cape Town, by providing education opportunities and helping them to find employment in the fashion and textile industry.

Colours of a Kind is based in Woodstock, Cape Town. Our experienced leaders Stella le Riche and Sindisiwe Phafuli with a core team do the training through their education program.

They minimise waste through our production line and promote fair labour conditions. The work experience enables our program graduates to find further employment in the industry.

Eco lifestyle

Eco Lifestyle is founded in Cape Town, South Africa in 2020. Eco Lifestyle is an eco-conscious online store that prides itself on diverse collections from a green home to an outdoor lifestyle. We make sustainability easily accessible to people.

Our Eco-cycle initiative is producing reusable bags made sustainably with RPET which is recycled materials. While supporting South African NGOs and recycling the pre-loved reusable bags after wear and tear, through our eco-cycle box.



Eco-Cycle

Recyclable materials are sent to the factory



Recycled plastic is made into Fabric then transported to Colours of a Kind



Colours of a Kind locally produce the bags



The winners bags are placed in selected stores



Old bags are put into the eco-cycle box in stores



Reusable bags are recycled once again into blankets



Design Brief

Eco Lifestyle has partnered with Colours of kind, FEDISA and the 1% for the Planet to create a competition where the students of FEDISA will create a mock-up concepts of thier unique designs which will go on reusable shopper bags.

We are looking for a **trendy, ethnic, abstract and African** design. Create a design that represents the authenticity of Africa and stand a chance to be 1 of 5 lucky winners who will have thier design feature in various local outlets.

How to Enter

Send through your creative artwork to ecoshoppersa@gmail.com and include a mini essay about you and what inspired your artwork.

The winners design will feature in major retail stores or various local outlets. The winners will be contacted 3 months after the closing date.

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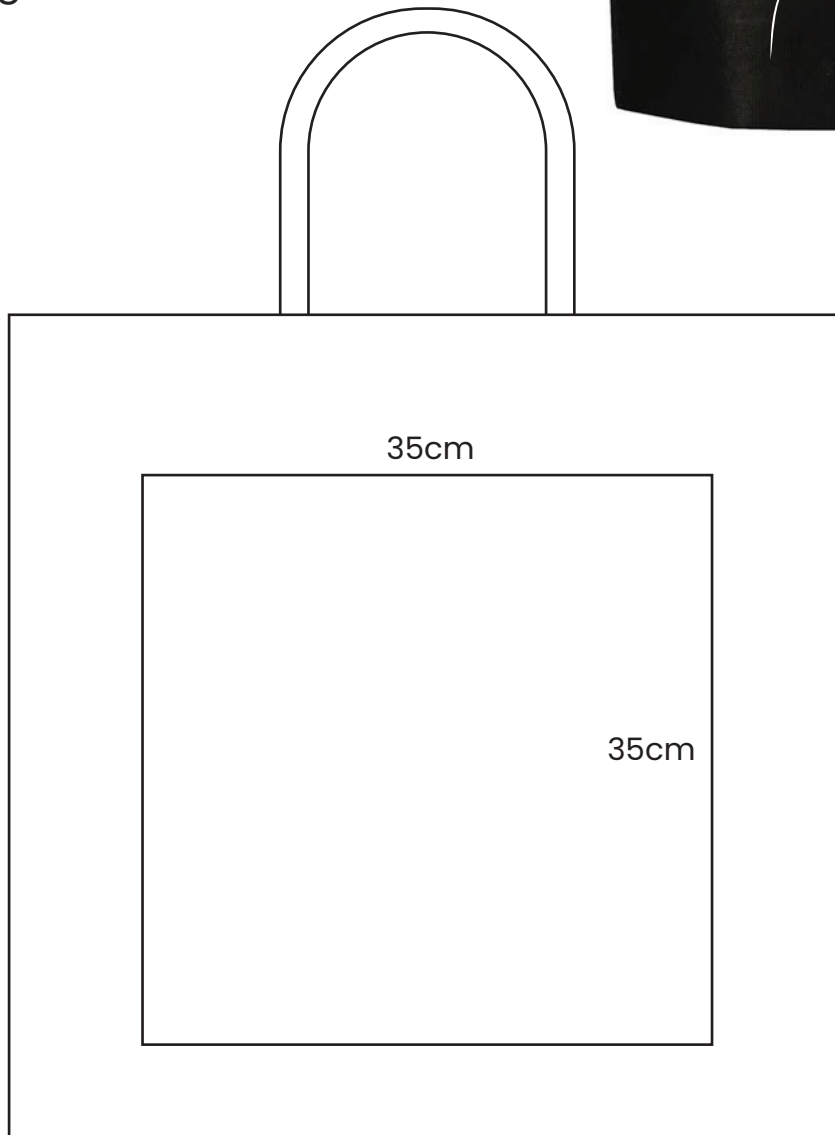
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Reusable Non-woven Specifications

Create your design on the non-woven reusable shopper bag on the template below. You can place your design within the proximity below.

Rules for design:

1. Maximum 3 colour print.
(Solid colours only)
2. Bag size: 48 x 14 x 43cm
3. Design area size is 35 x 35cm
4. The bag colour is black

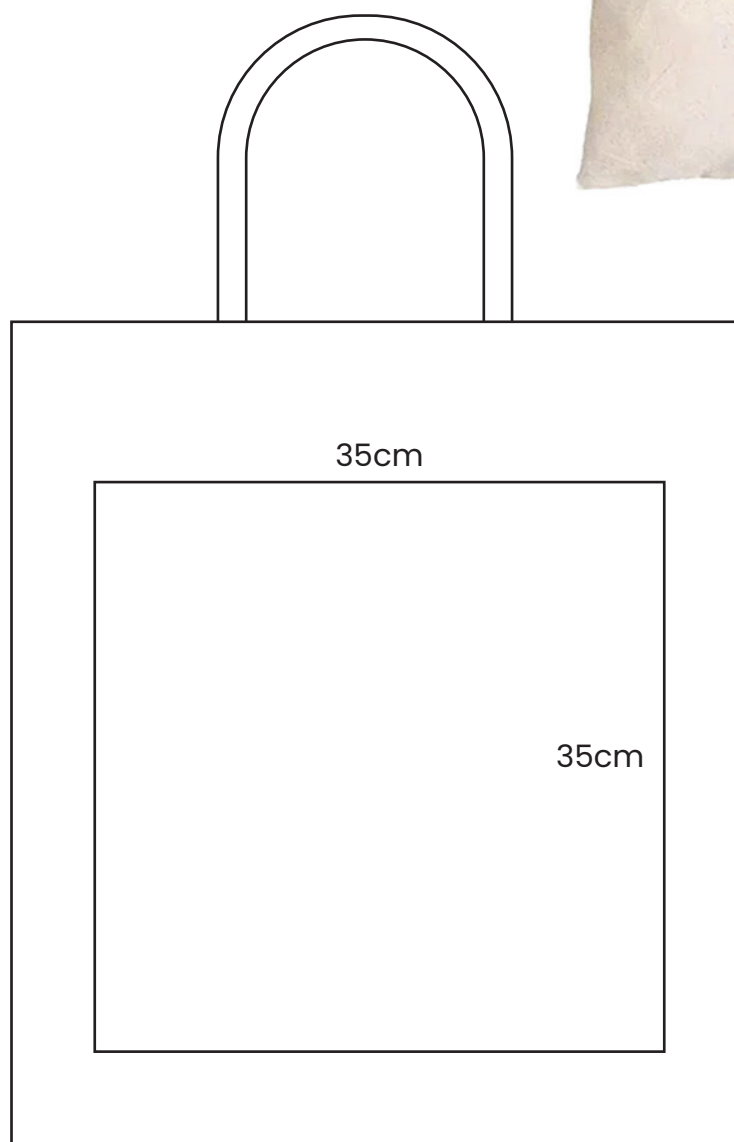


Sustainable Cotton Specifications

Create your design on the sustainable cotton shopper bag on the template below. You can place your design within the proximity below.

Rules for design:

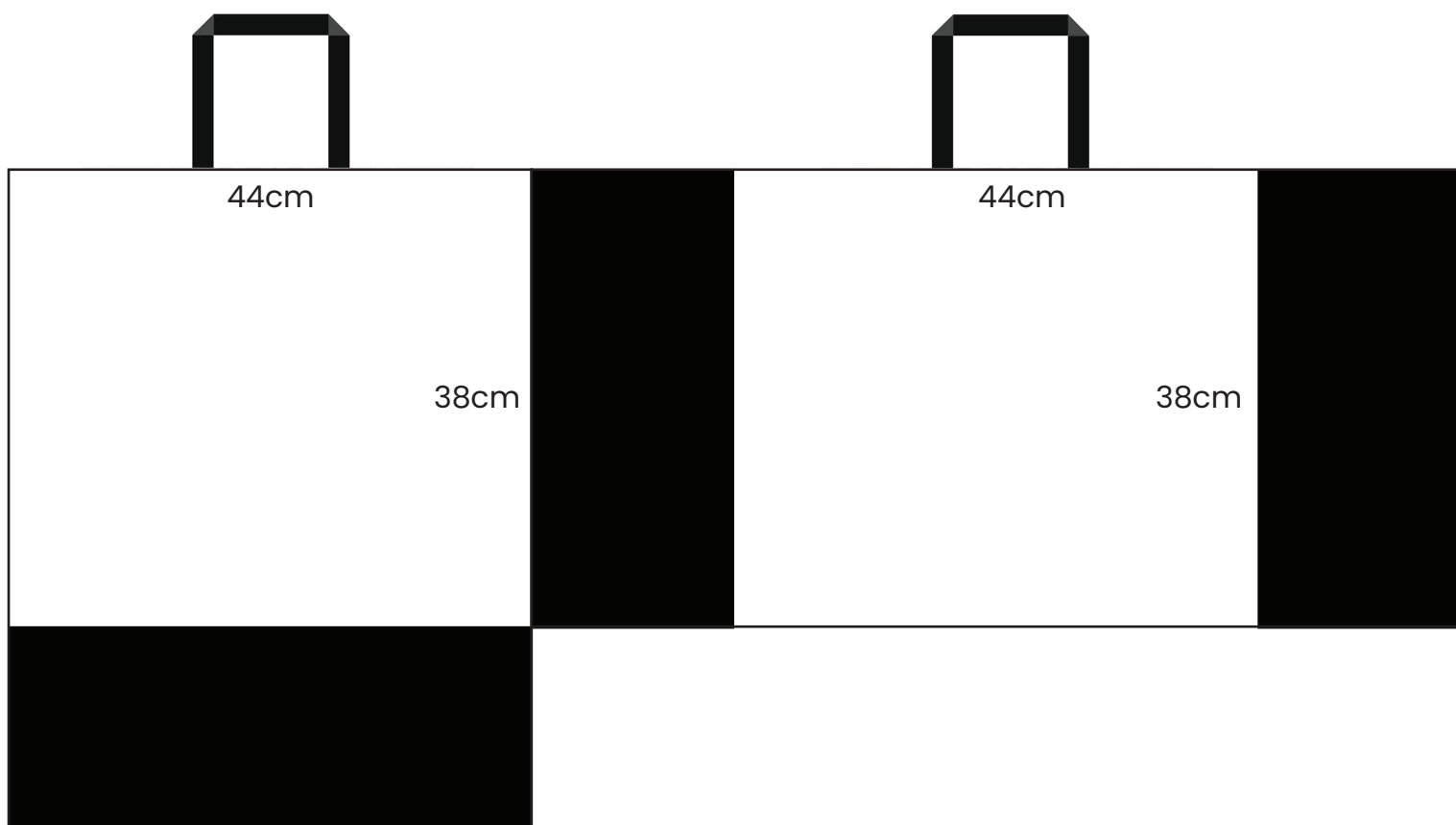
1. Maximum 3 colour print.
(Solid colours only)
2. Bag size: 38 x 41cm
3. Design size is 35 x 35cm



Laminated Non-Woven Specifications

Create your design on the reusable laminated shopper bag on the template below. You can place your design within the proximity below.

1. No colour limitations
2. Bag size: 44 x 22 x 38cm
3. Design size is 44 x 38cm



Swing Tag (Required)

Create a creative swing tag with your QR code and your name.

1. Back to back design
2. No colour limitations
3. You are required to use the logos provided.
4. You must add your name and the name of your design
5. The QR code will be added with a link to your portfolio and a video of you
6. Size of the swing tag is 10 x 16cm





Rules

Please ensure all artworks are done in illustrator. The resolution for the artwork is 300dpi and within the specifications provided. All entries have to be submitted and completed by the due date, no late entries will be accepted.

Remember the artworks will be screen printed onto the selected bags.

Please ensure the file name is your name and surname.
You have all the files in one single folder.

You are required to have:

- You have to choose which type of bag you will place your artwork in and submit it with the relevant documentation.
- Swing tag is a requirement for all entries
- All the artworks are maximum 3 colours
- The artworks are high resolution
- You have done the artwork in illustrator and submitted in PDF format
- You include a mini essay of 250 - 400 words. This will include your name, contact details and what inspired your artwork.
- We are looking for artwork that is cultural, abstract, trendy and has that ethnic South African feel.
- Artwork has to be 300dpi in CMYK format

