



YEVU

YEVU MEDIA KIT 2017

ABOUT YEVU

YEVU is a socially responsible clothing line that is made in Ghana, West Africa. Operating out of a small but growing workshop in the heart of Accra, a dedicated team of highly skilled artisanal tailors and seamstresses produce garments from an array of riotous traditional West African prints and textiles.

YEVU founder, Anna Robertson developed the idea for a purpose driven business in Ghana after living and working in the capital, Accra, in the development and aid sector. She saw huge potential in working with female led micro enterprises that dominate the informal sector and are constrained by low earning capacity and lack of access to public infrastructure. Building a fully resourced manufacturing hub in Accra and providing ongoing training to the YEVU team is a way to economically empower low income women and men, whilst providing the social support lacking in the informal economy.

YEVU is sold predominately to an Australian market through an online store and bi-annual pop up stores, generating sufficient commercial revenue to continue operations in Ghana and negating reliance on donations and grants. YEVU “popped up” for the first time in October 2013 in Sydney’s Surry Hills and has since produced eight ranges and opened pop up stores around the world, including East London, Melbourne and Sydney.



YEVU IN NUMBERS

MINIMUM WAGE

PER DAY
\$2.50 AUD

PER YEAR
\$650 AUD

LIVING WAGE

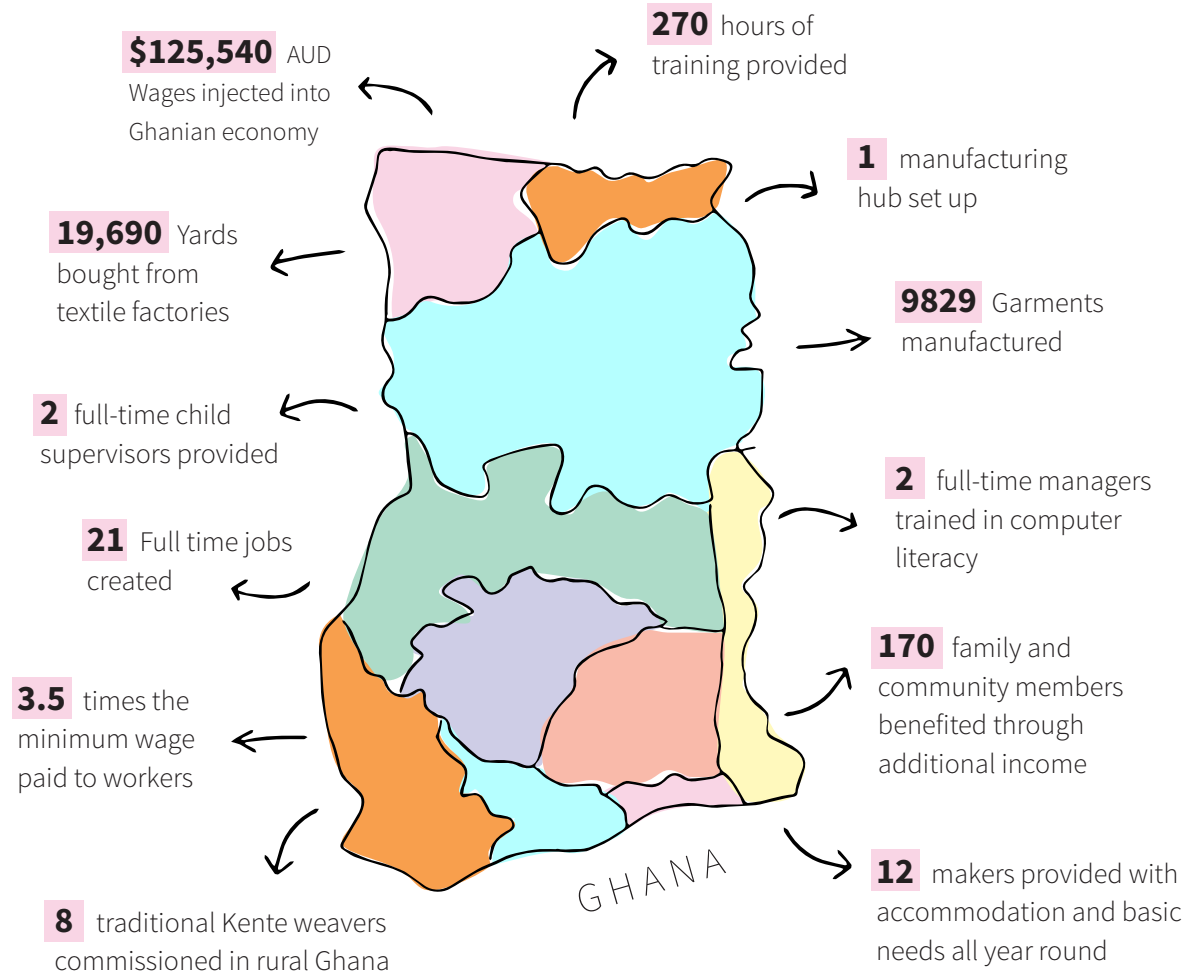
PER DAY
\$5 AUD

PER YEAR
\$1365 AUD

YEVU WAGE

PER DAY
\$8 AUD

PER YEAR
\$2017 AUD



Fair and
sustainable
employment



Capacity
building



Womens
economic
empowerment



Supporting
local industries

70% of women are
financially excluded

86% of Ghanaian workers are employed
in the informal sector

24% of the population
are living in poverty

8% of Artisanal manufacturers
have social security

MAKERS PROFILE: FELICIA ASENTSIWAH

Felicia Asentsiwah is the YEVU Production Manager, responsible for managing the YEVU workshop, coordinating production and quality control. She is a trained seamstress from Bonwire, a village in the Asante Region of Ghana and has two young children who are cared for by YEVU nanny Ruth while Felicia is busy at work. Felicia was one of the first seamstresses to work for YEVU, and has grown in responsibility and capacity over the years, learning computer skills, pattern making and technical skills, in turn training the rest of the YEVU team.

She uses the income she earns with YEVU to support the education of her children, and is also saving so she can eventually go to fashion school in Ghana and one day start her own business, employing and training women, economically empowering a team of her own.

“When Yeuv continues to come it will help me in the future because I will be able to afford all what I need...it will help me be a responsible person, to move forward.”



YEVU HQ GHANA

YEVU HQ is located in Ofankor, in the Greater Accra region. It's a large pink house and compound converted into a workshop and community space for the YEVU team. Here our makers have access to all their sewing needs, as well as having access to a fully resourced kitchen and accommodation facilities to anyone that may need them. Lunch is provided to the staff at YEVU everyday, and we have a big staff party on the final Friday of every month, with dancing, music and food. It's a warm, vibrant and welcoming space, for staff and their families.







KEY CAMPAIGNS



YEVU4 / 2015

Shot in collaboration with Ghanaian sign writers, this campaign pays homage to the work of nineties Ghanaian studio photographer Philip Kwame Apagya, who shot his subjects in front of opulent, painted backgrounds – imagining a dream lifestyle filled with televisions, stocked fridges and houses in the country.

KEY CAMPAIGNS



YEVU Q1 / 2016

Shot by photographer Francis Kokoroko on location in Nima, Accra, YEVU sits amongst the hustle and bustle of one of the busiest parts of the city. With open markets and sprawling urban dwellings, it is a true reflection of the city that inspires the brand.

KEY CAMPAIGNS



YEVU Q3 / SKYBABIES / 2017

Sky Babies is a growing subculture in Ghana that is greatly influenced by high fashion and western celebrity culture. Presented as a fashion campaign, these series of photos give commentary on the dynamic cultural exchange through fashion; the merging of cheap imitations of high fashion and locally produced western designs that is commonplace in contemporary Ghana.

MEDIA HIGHLIGHTS

“LOOK SHARP WITH A CLEAR CONSCIOUS THIS SUMMER”,
I-D AUSTRALIA, 2015.

http://i-d.vice.com/en_au/article/look-sharp-with-a-clear-conscience-this-summer

“3 REASONS TO LOVE YEVU: THE SOCIALLY RESPONSIBLE, PRINTASTIC FASHION LINE”,
WGSN INSIDER, 2017.

<https://www.wgsn.com/blogs/3-reasons-to-love-yevu-the-socially-responsible-printastic-fashion-line/#>

STYLE SCHOLARSHIP WINNER,
INSTYLE AND AUDI WOMEN OF STYLE 2017.

<https://www.instylemag.com.au/gallery/wos/congratulations-to-our-wos-2017-winners>

“LUNCH WITH ANNA ROBERTSON”,
SYDNEY MORNING HERALD, 2016.

<http://www.smh.com.au/lifestyle/fashion/lunch-with-anna-robertson-the-woman-behind-clothing-label-yevu-20161102-gsgt9m.html>





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