

WOW!CRAFT
Authentic & Handmade



2026 PRODUCT CATALOGUE



**AFRICA
IGNITE**
IGNITING RURAL DEVELOPMENT

OUR PRODUCTS

Exquisite craftsmanship fused with contemporary design



Handmade by rural mothers across KwaZulu-Natal.

These quirky animals are hand-beaded over wire-and-cloth frames.

Gwala family,
Mbozamo,
KWAZULU
- NATAL.



Proudly hosted by
WOWZULU 

Hand beaded bracelets by Ngonephi Nojiyeza in the hills above Inanda dam.

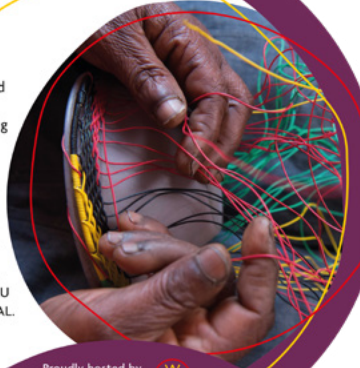
Mshazi,
KWAZULU
- NATAL.



Proudly hosted by
WOWZULU 

Hand woven wire-weaving created by members of the Zululand Crafters' Association, near Eshowe.

Zululand,
KWAZULU
- NATAL.



Proudly hosted by
WOWZULU 

Hand embroidered arrow cushions made by women from Matata Mountain outside Durban.

Inanda,
KWAZULU
- NATAL.



Proudly hosted by
WOWZULU 

Hand embroidered cushions and bags using recycled mealie bags.

Wirenest
Co-operative,
KWAZULU
- NATAL
Battlefields.



Proudly hosted by
WOWZULU 

Original designs and exquisite beadwork by women from the Zululand Crafters Association.

Zululand,
KWAZULU
- NATAL.



Proudly hosted by
WOWZULU 

HAND EMBROIDERED CUSHIONS

Langazelahand-embroideredonrecycledmealie bags

Sml - 445

Med - 475

Lrg - 535

1.1

1.2

1.3

1.4

1.5

1.6



HAND EMBROIDERED CUSHIONS

Langazela hand-embroidered on recycled mealie bags



Prices are valid for 2026. ***ALL prices are indicative and includes courier and packaging if shipped within South Africa.** All prices exclude VAT. Final quotations will be prepared based on colour ways and specific customer requirements. For international shipments, courier and packaging is excluded. A minimum order of R3,500.00 is required for all orders.

HAND-EMBROIDERED LAMPSHADES POTPLANT HOLDERS, BASKETS, TOTES



3.1

R140



3.4

R165

3.3



R645 - R725



3.2

R285



3.5

R225

LAUNDRY BAGS, BUCKET HATS, BROAD-RIMMED HATS, LAMPS



R285

4.1



4.2

R445



R485

4.3



4.4



R3350

4.5



R3455



BASKETS AND QUIRKY BEADED ANIMALS

5.1

Plate - R445

Sml - R210

Med - R295

Lrg - R285



5.4

R920



R645

R500

5.3

R130



5.5

R130



5.6

R770 - R1190



5.2

R130



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BEADED DOG COLLARS & PURSES



6.1



6.2

Sml - R485
Lrg - R700



6.6



6.3

R920

R920



6.7



6.8



6.4



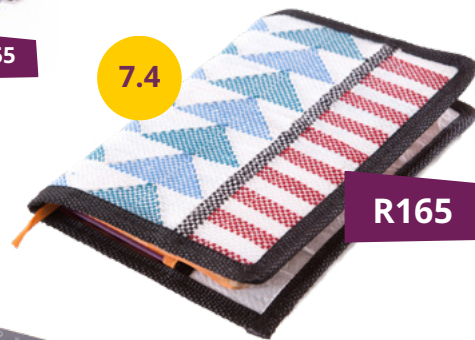
6.5



6.9

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OFFICE ACCESSORIES, TRAVEL, EVENTS



JEWELLERY AND FASHION



WORK OR PLAY CLOTHING RANGES

Embark on a journey of artistry and empowerment with our collection, crafted in collaboration with the **AFRICA IGNITE ART AND CREATIVITY DEVELOPMENT PROGRAMME**. Funded by the Department of Sports Arts and Culture, this project brings designers together with local artists and crafters to create a unique range of merchandise.

Twenty talented crafters undergo training in AI production methods, crafting Loom accessories and the "Wow! Women Workwear" collection. Beyond just beautiful garments, this project empowers Ado Crafters with sustainable income and market access. Join us in celebrating cultural diversity, heritage, and empowerment in the Ado Region.

WOW! WOMEN WORKWEAR



Prod. Name	Mens Shirt
Code	A1003MSU
Description	Slimfit, Long Sleeved Button Through Shirt with Contrast Collar, Fronting and Cuff. 100% Cotton, Poplin & Shweshwe
Sizes	XS,S,M,L,XL

40 Degree wash, Cool Iron, do not bleach, do not tumble dry, do not dry clean, wash dark colours separately.

Prod. Name	Worker Pant
Code	A1005LPU
Description	Worker Pant with Slant Patch Pockets, Side Pockets & Hammer Loop. 100% Cotton Stretch Twill & Shweshwe Contrasts
Sizes	XS,S,M,L,XL

Priced per order



Prod. Name	Ladies Shirt
Code	A1002LSU
Description	Slimfit, Long Sleeved Button Through Shirt with Contrast Collar, Fronting and Cuff. 100% Cotton, Poplin & Shweshwe
Sizes	XS,S,M,L,XL

40 Degree wash, Cool Iron, do not bleach, do not tumble dry, do not dry clean, wash dark colours separately.

Prod. Name	Wrapskirt
Code	A1004LSU
Description	Reversible Circular Wrapskirt with Tie Binding. 100% Cotton Poplin & Shweshwe
Sizes	XS,S,M,L,XL

Prod. Name	Chefs Jacket Long Sleeve
Code	A1009UCIU
Description	Long Sleeve Chefs Jacket with Front Pocket Styled Features and Bound Sleeves. Slim Overstated Fit. 100% Bull Denim & Shweshwe Contrasts
Sizes	XS,S,M,L,XL

40 Degree wash, Cool Iron, do not bleach, do not tumble dry, do not dry clean, wash dark colours separately.



Prod. Name	Doek
Code	A1001LDU
Description	Reversible Head Scarf, 100% Cotton, Poplin & Shweshwe
Sizes	One size fits all

40 Degree wash, Cool Iron, do not bleach, do not tumble dry, do not dry clean, wash dark colours separately.

Prod. Name	Zipper Jacket
Code	A1004JUU
Description	Polar Fleece Zipper Jacket With Elasticated Cuffs and Band, Contrast Collar and Buggy. Polar Fleece (100% Polyester) & Shweshwe
Sizes	XS,S,M,L,XL

Cold water wash, do not iron, do not tumble dry, wash with similar colours and dry inside out. Keep away from fire.



Prod. Name	Apron
Code	A1007LAU
Description	Pinni Style Apron with Patch Pockets and Contrasts in Bindings and Tie Straps. 100% Cotton Bull Denim & Shweshwe
Sizes	XS,S,M,L,XL

40 Degree wash, Cool Iron, do not bleach, do not tumble dry, do not dry clean, wash dark colours separately.



Prod. Name	Chefs Jacket Short Sleeve
Code	A1008UCIU
Description	Short Sleeve Multwrap Chefs Jacket with Pocket Details to Sleeve, Bony Shirt Fit. 100% Bull Denim & Contrasts in Shweshwe
Sizes	XS,S,M,L,XL

40 Degree wash, Cool Iron, do not bleach, do not tumble dry, do not dry clean, wash dark colours separately.

Colour Options (All Garments)

Caramel & Orange, Olive & Chocolate, Black & Ecru



Contact Details	
Call	+27 31 303 5482
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BESPOKE PRODUCT DEVELOPMENT

DEVELOPMENT

Africa!gnite is an excellent partner to help develop **bespoke product ranges**, whether it be for interior design elements, fashion, jewellery, corporate gifts or special campaigns.

Our trusted community art and craft partners are always willing to learn new skills and experiment with new ideas and techniques. Through their creative input, Africa!gnite has created many amazing new ranges **which are not featured in this catalogue.**



ABOUT AFRICA!IGNITE & WOWCRAFT

WOWCRAFT is a sustainable income creation initiative of Africa!ignite, a Durban-based, non-profit rural enterprise development agency that works across rural KwaZulu-Natal, Eastern Cape and increasingly into South Africa.

Our purpose is to create opportunities for people in rural and marginalised communities to reach their full potential so that they can improve their lives and those of their families.

Africa!ignite makes critical contributions to help our rural artists and crafters raise their personal *and* product profiles. Many of our rural enterprises operate informally by choice, but they are nevertheless able to deliver high-end products by partnering with Africa!ignite.

We build ethical partnerships with our art and craft producers by providing design input, improving technical - and business skills, assuring quality and fulfilling orders.

In this way, we create sustainable opportunities for producers to earn a fair income for themselves and their families, from art and craft skills inherited and passed on through generations - usually from their mothers and grandmothers. .

AFRICA!IGNITE upholds the 10 Principles of Fair Trade as prescribed by WFTO in our day-to-day work. For more information please visit www.africainite.co.za



IGNITING RURAL DEVELOPMENT




AFRICA!IGNITE REACH IN CULTURAL PRESERVATION & DEVELOPMENT



IGNITING RURAL DEVELOPMENT





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CONTACT US

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