

WOW!CRAFT
Authentic & Handmade



2024 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

Langazela hand-embroidered on recycled mealie bags



HAND EMBROIDERED CUSHIONS

Langazela hand-embroidered on recycled mealie bags



HAND-EMBROIDERED LAMPSHADES POTPLANT HOLDERS, BASKETS, TOTES



Prices are valid for 2024. *ALL prices include courier and packaging if shipped within South Africa. All prices exclude VAT. For international shipments, courier and packaging is excluded. A minimum order of R3,500.00 is required for all orders.

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



R265

4.1

R415



4.2

4.4



4.5



R3215

R450



4.3

R3115



BASKETS AND QUIRKY BEADED ANIMALS

5.1

Plate - R445

Sml - R195

Med - R275

Lrg - R355



R120

5.3



R120

5.4

R855



R600

R465

5.5



R120

5.6



R715 - R1105

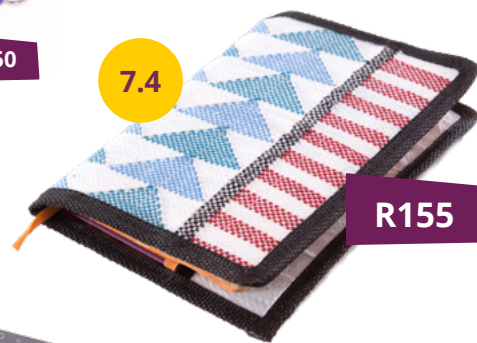
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BEADED DOG COLLARS & PURSES



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OFFICE ACCESSORIES, TRAVEL, EVENTS



JEWELLERY AND FASHION



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ABOUT AFRICA!IGNITE & WOWCRAFT

WOWCRAFT is a fair trade, sustainable enterprise development initiative of Africa!Ignite, a Durban-based, non-profit rural enterprise development agency that works across rural KwaZulu-Natal and increasingly into South Africa and Africa.

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

Providing access to markets is a critical area of enterprise development support for rural craft enterprises, operated largely by women, across KwaZulu-Natal.

We build ethical relationships with and provide a range of capacity-building services to art and craft entrepreneurs, improving technical and business skills.

In this way, we create sustainable opportunities for craft producers to earn a fair income for themselves and

their families, from art and craft skills inherited from their mothers and grandmothers. .

AFRICA!IGNITE is a Provisional Member of the World Fair Trade Organisation (WFTO ID number 987) and we take care to uphold the 10 Principles of Fair Trade as prescribed by WFTO in our day-to-day work. For more information please visit www.wfto.com/fair-trade/10-principles-fair-trade





CONTACT US

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