Project Title and Description

**Styled By Africa:** Celebrating the best in contemporary African design  
[wwwstyledbyafricacom](http://wwwstyledbyafricacom)

SOAS – What are you studying/did you study, involvement in societies/projects etc.?
- MSc Development Studies
- Panel Organiser SOAS Africa Development Forum 2013

Date of graduation
2013

Why did you decide to apply for the UnLtd Funding?
We wanted to take our website to the next level and turn it into an online store. We needed some help getting started and the UnLtd ‘Do It’ Award looked like the perfect platform.

How did SOAS help?
SOAS connected us with UnLtd and offered us support preparing our pitch. Since winning the award, the SOAS enterprise team have been a great help talking us through our business plan and ideas. Knowing there’s someone there to bounce ideas off is comforting too!

What do you hope to achieve through your project?
We’re aiming to support young creative entrepreneurs of African heritage directly through our website as well as offline with seminars, events, and access to markets.

Future plans?
Our online store launches this year, we’ll be experimenting with a few pop up shops and eventually hopefully end up with our own physical store. Check out [wwwstyledbyafricacom](http://wwwstyledbyafricacom) to stay posted!

Any tips for students who want to start something?
Just Do It! A lot of people are too afraid to even start.