



HERITAGE

INVESTOR &/ SPONSOR DECK FASHION SHOW



Presented by:
Brenda Nomusa Molefe

HERITAGE FASHION SHOW

STAR
MODEL

HERITAGE IN STYLE: A Fashion Experience

Celebrating Culture. Empowering Identity. Redefining Beauty.

Presented by:
Star Model and Talent Management

"Where heritage meets purpose and the runway tells a story."

Culture | Runway | Partnership | Building Together



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Founder Story



Brenda Nomusa Molefe
(MBA)

Brenda Nomusa Molefe is a purpose-driven leader, Internal Audit Executive, Author, and entrepreneur passionate about empowering women, restoring dignity, and creating opportunities for families and communities. As the founder of Shebylds Foundation, she is committed to building impactful platforms that support single working mothers and their children through confidence-building initiatives, practical support programmes, and community development.

Inspired by her own lived experience as a single mother of three navigating the realities of the “missing middle,” Brenda founded Shebylds with a vision to multiply opportunities for others facing similar challenges. Her work is grounded in resilience, healing, empowerment, and sustainable impact for underserved communities.

The Heritage Fashion Show is one of Shebylds Foundation’s flagship initiatives, a purpose-driven cultural and fashion platform that raises funds for community programmes while contributing to economic development, creative industry growth, and talent exposure. The event also reflects Brenda’s long-standing passion for the arts and entertainment industry, which began with the establishment of Star Model and Talent Management Agency in 2016.

In addition to her corporate leadership career, Brenda is the author of Relationships with Strings Attached, a memoir centred on healing, restoration, and personal growth. Through her writing, motivational speaking, and empowerment initiatives, she continues to use storytelling, fashion, and leadership as tools to inspire transformation and build meaningful community impact.

2016 FOUNDED	
4 Employees	Relaunched in: 2025

 **The goal is not charity. The goal is multiplication.**

Our Vision



The Heritage Fashion Show is more than a runway event, it is a cultural movement that celebrates African identity, storytelling, and self-expression through fashion.

We aim to:

- Celebrate diverse African cultures through fashion
- Create a platform for emerging designers and models
- Inspire confidence, identity, and pride in heritage



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Problem

The Missing Middle: Families earning R15k–R50k/month, too high for grants, too low for private education or healthcare. They fall through the cracks.

The Gap We Are Addressing:

- Limited platforms for emerging designers to showcase cultural work
- Lack of authentic African storytelling in mainstream fashion events
- Underrepresentation of diverse body types and real women
- Fashion events that focus on aesthetics but lack purpose and impact



THE SOLUTION

The Heritage Fashion Show provides:



- 1 A curated cultural runway experience
- 2 A platform for inclusive and diverse representation
- 3 A storytelling-driven show (not just modeling – meaning)
- 4 Opportunities for designers, models, and creatives to grow

Why It's Bigger Than Fashion

This show is rooted in a journey of identity, healing, and purpose.

The show supports shebylds foundation to be able to:

- Empower women
- Build confidence
- Create opportunities for creatives

The future plan is to host the show nationally and globally

THE EXPERIENCE

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What Makes the Show Different:

- Themed cultural runway (storytelling through fashion)
- Live performances (poetry, music, storytelling)
- Inclusive, purpose-driven production

👉 Not just a show — an experience



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Heritage Fashion Show (HFS) 2025

AUDIENCE & REACH

Who We Attract:

- Fashion lovers & creatives
- Young professionals
- Brands targeting African markets
- Influencers & media
- Livestream audience (local & international)



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Heritage Fashion Show (HFS) 2025

BUSINESS & VALUE

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How It Works

Revenue streams:

- Ticket sales (physical + livestream)
- Sponsorships
- Vendor & designer participation

For Sponsors:

- Brand visibility
- Targeted audience access
- Content & media exposure



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How We Generate Revenue:

How It Works

- Ticket sales (physical + livestream)
- Brand sponsorships
- Vendor stalls & pop-ups
- Designer participation fees
- Media & content partnerships

Live Stream Strategy: Expanding Beyond the Venue

- Paid livestream access (local + international audience)
- Target diaspora markets (e.g. Congo, UK, US)
- Monetisation through digital tickets

Suggested ticket pricing:

- R50 – R100 (local audience)
- \$5 – \$10 (international audience)



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Flagship Project For Shebylds Foundation



The Heritage Fashion Show is our flagship event and a key funding platform for the foundation. It celebrates culture, creativity, and diversity while providing a stage for emerging and established designers, models, and creatives.

Impact Points:

- Showcases local talent
- Creates economic opportunities
- Brings communities together
- Drives funding for Shebylds initiatives

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HFS Designers – 2025



HFS Sponsors – 2025



MARKETING STRATEGY



Community engagement

Social media campaigns
(Instagram, TikTok,
Facebook)

Influencer
collaborations

PR & media coverage

Model & designer
networks



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EVENT DETAILS

Event Overview:

- Location: Durban South Africa
- Date: 26 September 2026
- Expected attendance: 150 guests
- Designers: 10+
- Models: 25+



EVENT BUILD UP

Model Training and Activation Day:

- Location: Pietermaritzburg
- Date: 4 July 2026
- Expected patrons: 10 guests
- Models: 15 (based in kzn only)
- HFS crew: 7 (Trainers and media)



Impact Targets (by Year 3):

20+ Heritage Fashion Shows
attracting global brands

Model Activations across every
Province in South Africa

120 micro-enterprises
launched

100+ Economic Opportunities
created

400 youth mentored



Impact Snapshot



2025 Fashion Show stats

50+ Fashion Show Attendees

20+ Models

8 Sponsors

6 Designers

2 Artists

3 Exhibition stands booked

4 Support Staff

3 Photographers & videographer

- Successfully hosted multiple fashion shows since 2016 both in Gauteng and KZN
- Relaunched the Heritage Children Fashion Show in Pietermaritzburg with strong community turnout
- Reached and impacted women and families across communities
- Created platforms for youth and emerging creatives
- Built a growing network of collaborators and supporters

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SPONSORSHIP OPPORTUNITIES

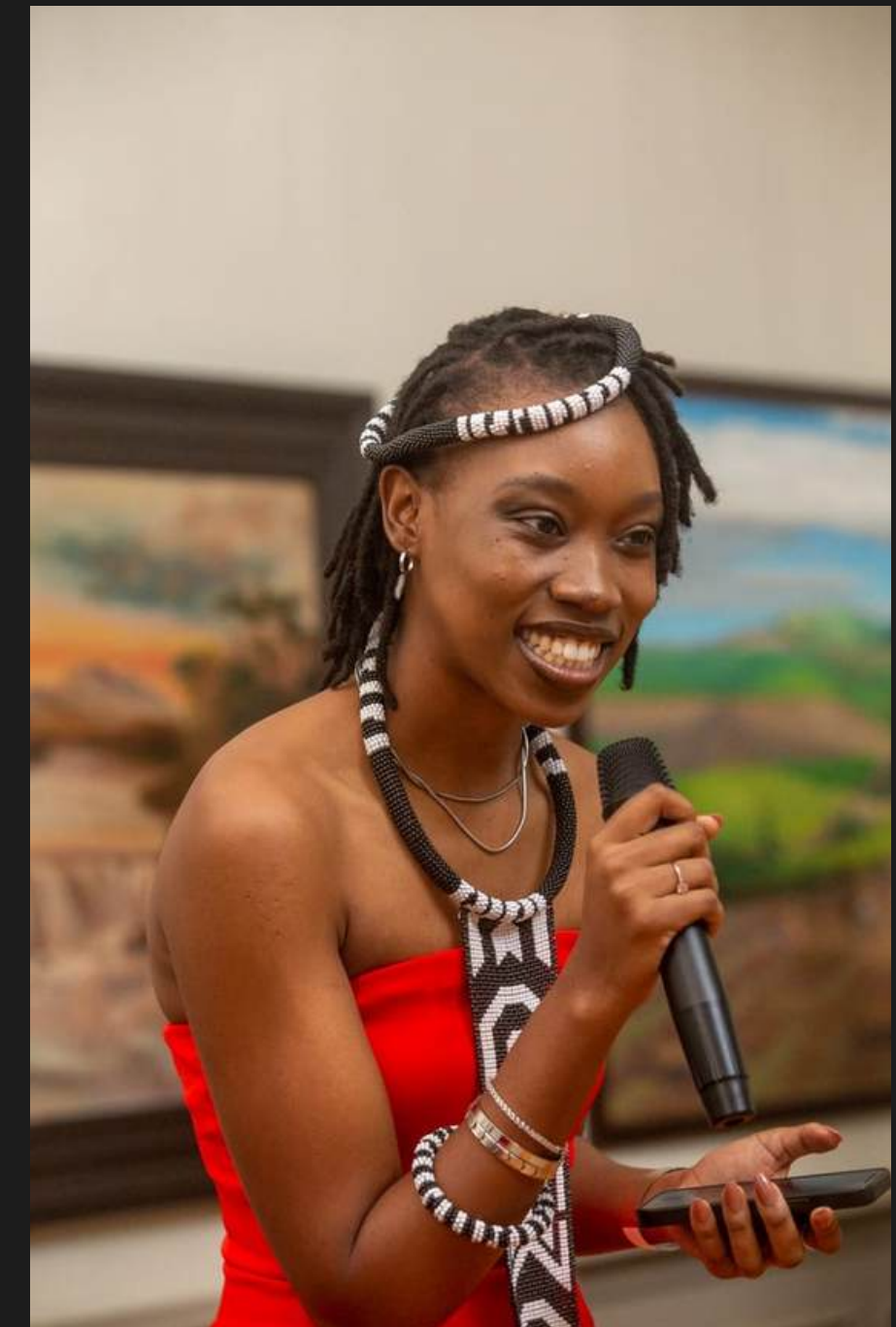
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Packages	Amount
Title Sponsor	R30 000 – R50 000
Gold Sponsor	R15 000 – R25 000
Supporting Partner	R5 000 – R10 000
Product or Service offering (eg. Model & Guest gifts, Venue utilisation)	–

We offer brands:

- Brand visibility (runway, media, digital)
- Access to a targeted audience
- Content creation opportunities
- Association with empowerment & culture



Investment Ask



Budget per Activity:	Amount
PRODUCTION & EXPERIENCE	R20 000
MARKETING & MEDIA	R20 000
TALENT & CREATIVE SUPPORT	R20 000
LIVESTREAM & GLOBAL REACH	R15 000
Venue Hire	R25 000
Total	R100 000

We are seeking:

👉 R50,000 – R100,000

👉 \$2,500 – \$5,500 USD

The investment will be paid back in full 30 days after event + 20% profit share



Investment Benefit



What the Investor Gets:

1. Powered by / In partnership with [Investor Brand]
2. Access to South African audience for future strategic business partnerships.
3. Brand Visibility

- Runway branding
- Digital campaigns
- Livestream exposure

This is not just sponsorship — it's strategic partnership

This is more than a fashion show, it is a platform for cultural storytelling, brand positioning, and cross-border influence. We are looking for a partner who sees the long-term vision.



Vision for Growth

Future Focus:

- Scaling the Heritage Fashion Show nationally and globally
- Expanding the Shebylds Foundation programmes
- Creating empowerment workshops and support systems
- Increasing direct support to beneficiaries



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THANK YOU

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