



EXECUTIVE SUMMARY

FASHION GARMENT DISTRICT

Cape Town, which has long been recognised as the South Africa's garment and fashion capital, has thus far lacked a coordinated approach to consolidating its 'fashionista' image. Leading Tourism authorities has listed Cape Town as one of the ten most desired tourism destinations in the world. However, sadly the Cape Town based fashion industry has lagged behind. The time has arrived for Cape Town to take its place amongst the fashion capitals of the world, to showcase its ragtrade and fashion capabilities by consolidating its fashion efforts into a fashion district or fashion enclave.

In keeping with this mindset, the Granary, - a building of historic and social importance and which is located in Buitenkant Street, central Cape Town, has been earmarked as the new growth node for the development of Cape Town's very own GARMENT DISTRICT CENTE for the Western Cape, South Africa and the world. This vision is carefully woven into the broader, collective Integrated Development Plan (IDP) of the Cape Town Partnership, which is incorporates a strong emphasis on that of a "*Creative Cape Town*".

The Granary is ideally located as it is located close to various fashion schools and related garment industry '*Centres of Learning*', garment industry wholesalers, a well developed transport infrastructure, and it is also accessibility to the National Government's Urban Renewal Tax Incentive as identified areas for tax benefits, make this an ideal location.

The Fashion Garment District, demarcates the entire infrastructure of sustainable, equitable development, training and growth for the entire province.

The Granary will promote and simplify the process of new entrants to the fashion and garment industry entering, thereby eliminating 'barriers-to-entry'. It will further enhance, develop and sustain a centuries old Western Cape Garment Industry, promoting access to a multitude of Garment Industry employment categories. Trade Union involvement and endorsement for this

project is of cardinal importance to its success. This involvement must not only be seen as a rubber stamp, but rather the Trade Union's could provide valuable venture capital investment which will ensure the commercial viability for this Greenfields project, together with other funders such as the provincial government and its surrogates.

Kindly visit the site called www.savethegranary.co.za

Proposal:

The Granary should be refurbished and remodelled to its former glory, instilling a sense of its heritage, - cogniscent of the new role which has been identified for this historic building.

We further propose the establishment of a hub of creative individuals and small businesses, such as clothing manufacturing and clothing retail, where each is housed in their own, fully equipped units, - anchored by an industry leader in the fashion and garment industry, but also housing the various stakeholder organisations of the clothing industry.

We have a vibrant SMME sector represented by Clotex (an LED - Sector Local Economic Development Agency) that has over 600 hundred constituent SME's members. This represents a huge collection of smaller businesses engaged in the fashion industry.

A Fashion Cafe with a catwalk catering to the fashion fundis, in the centre of the Granary, will add to the ambience and attraction of the environment.

A Fashion Conference Centre.

A business support, training and call centre facility for the tenants.

A fashion and garment industry growth node, that embodies the creative South African fashion and arts culture of truly local talent.

Benefits:

The creative arts, - i.e. This will incorporate multi-media, design, media, writing, smaller manufacturers (e.g. - guitar manufacturers), tourism, etc. - will all benefit from a unified approach to sustainable investment.

Urban Renewal Tax Incentives is available to investors willing to contribute/rejuvenate the property in the proximity of the Granary, Salt River, Woodstock, Observatory.

The District Six Improvement infrastructure will benefit greatly from this initiative.

Creation of sustainable business and job opportunities abound in this initiative and we are happy to provide a more detailed business plan, - i.e.. 200 young people to be trained into the Multi-media arts x 5 years as per the Government Seta Training Project.

We will also accrue benefits to the Tune of R50,000-00 per learner ex Govt. Coffers.

This is, to use an oft touted cliché, a 'win-win opportunity', for all that dare to be involved.

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