

Leading South African Fashion School, FEDISA selects Honoris United Universities for pan-African expansion

FEDISA strengthens Honoris' focus in high-growth sectors in Africa such as Creative Industries to bolster student employability

Cape Town – January 17, 2022 – Honoris United Universities, Africa's first and largest network of private higher education institutions, today welcomes the pioneering FEDISA Fashion School, South Africa's leading fashion and design institution, into its network. The addition of FEDISA illustrates Honoris' continuous investment in the future of African talent by strengthening the Creative Arts, Fashion and Design vertical across the educational group.

The second largest sector after agriculture in Africa is the fashion and textile industry with an estimated market value of \$31 billion¹ and growing every year. Fashion offers tremendous scope for African countries to participate in regional and global integration, thus creating jobs and inclusive growth. With the continent's rising youth population, this is increasingly pertinent to South Africa's development given that 65% of workers in the sector are under the age of 25.

Established in 2005, FEDISA now enters its 18th year of operations and is held to strong local and international student acclaim powered by academic partners across Europe and North America (such as the Fashion Institute of Design & Merchandising (FIDM) in Los Angeles and MoodArt in Verona, Italy) and a wealth of industry partnerships (such as The Foschini Group (TFG), Cape Union Mart (CUM), BDA London & Truworths) bolstering its exceptional graduate employment record. Aligned in purpose, Honoris and FEDISA place innovation at the core of their respective missions, preparing graduates to leapfrog obstacles to achieve economic growth and transformation for their communities.

FEDISA Fashion School offers a range of highly specialised accreditations in a holistic approach to the business of fashion, encapsulating advertising, design and marketing, with the ability to add value and expertise to the rapidly growing ecommerce sector in Africa. With a state-of-the-art campus in the heart of Cape Town, FEDISA expanded its footprint in 2020 despite the restrictions of the COVID-19 pandemic, with the addition of a campus in Sandton, CBD and retail hub in Johannesburg, embedding the institution as a country-wide leader. Graduates of FEDISA enjoy an advantage in both their industry exposure during study and enhanced employment opportunities directly after graduating, with notable alumni holding positions including creative directors, designers and entrepreneurs.

Commenting on the announcement, Honoris Group CEO Dr Jonathan Louw, said: *“The welcoming of a trailblazing institution such as FEDISA marks an important milestone for us, strengthening our Creative Arts, Fashion and Design vertical with a world-class offering. African fashion on the global stage is a force to be reckoned with, where sustainability and innovation are powering inspiration for tomorrow's creative leaders and entrepreneurs. Given our own focus on employability, the exceptional approach and records of FEDISA align with our mission to transform lives through relevant education for lifetime success. We anticipate an impactful year of growth and development alongside all our member institutions across the continent as we welcome FEDISA, its students, its faculty and staff into the Honoris community.”*

Whilst FEDISA continues to expand its advanced Cape Town and Sandton campuses, Honoris will immediately support the institution in growing its digital and innovation capabilities in both campuses with

a focus on student success. Harnessing digital tools such as 3D-printing and digital body scans will supplement a focus on blended and online capabilities, whilst ensuring that equipment within both campuses offers the highest quality learning experiences for its students. FEDISA also looks forward to welcoming new programs such as a Higher Certificate in Applied Fashion and a BA in Applied Fashion Retail, and develop further international partnerships.

Allen Leroux, Chief Executive Officer at FEDISA, added, *“Joining the Honoris United Universities network creates a truly internationalized opportunity for FEDISA and all those associated with the institution. Being recognised as the leading school of fashion in Africa, speaks to the excellence of academic and creative provisioning by our incredible faculty and industry collaborators. FEDISA is now optimally positioned to make an even greater pan-African impact on fashion employability and sustainable practices for our graduates.”*

As Honoris celebrates its fifth anniversary year, the announcement marks another milestone for the network in South Africa as FEDISA becomes the fourth institution in the country, alongside MANCOSA, REGENT Business School and Red & Yellow Creative School of Business. Having formed a strategic partnership with Merit University late last year, its first entry into Egypt, Honoris United Universities now comprises 15 institutions in 10 countries and 32 cities. With more than 190 partnerships with institutions and academic leaders across the globe, Honoris is Africa’s leading educational network, delivering its education for impact mission to over 61,000 students.

1- African Development Bank Group: Fashionomics Africa, 2019

About Honoris United Universities

Honoris United Universities is the first and largest pan-African private higher education network committed to transforming lives through relevant education for lifetime success. Collaborative intelligence, cultural agility and mobile mind-sets are at the heart of the Honoris approach to educate the next generation of leaders and professionals able to impact regionally in a globalized world. Honoris combines the expertise of its member institutions to develop world-class African human talent that is competitive in today’s fast-paced, demanding and increasingly digitized labour and start-up markets.

Honoris comprises a community of **61,000** students on **70** campuses, learning centres and via on-line, in **10** African countries and **32** cities. The network is formed of **15** institutions: multidisciplinary universities, specialized schools, technical and vocational institutes, contact, distance, and online institutions. Students have an opportunity to experience exclusive partnerships and exchange programs in more than **190** universities across Europe, the United States and Asia. Over **420** degrees are offered in Medicine, Health Sciences, Engineering, IT, Business, Law, Architecture, Creative Arts, Fashion and Design, Media, Political Science and Education.

Honoris United Universities. Education for Impact. www.honoris.net

About FEDISA Fashion School

Established in 2005, FEDISA Fashion School is South Africa's leading higher education provider highly regarded for its premium academic offering in the field of fashion and design. Its mission is to serve as a centre of excellence for tertiary fashion education by fostering an in-depth and holistic understanding of the principles that underpin the fashion business process, in an environment conducive to the optimal personal development of every student.

Its founding campus in Cape Town offers multiple learning environments including a 45-seater Mac Lab, versatile fashion studios, photographic studios, technology labs, a research library, and a 109-seat auditorium. In 2020, FEDISA launched its state-of-the-art Sandton campus boasting interactive studios, visual merchandising display areas, tech labs, research and student centres and a 100-seater auditorium, all within a few minutes walk from both Sandton City and the Sandton Gautrain Station.

The pioneering institution offers a range of specialist courses including a BA Honours Degree, BA Degrees Diplomas, Higher Certificates and short courses to widen access to higher education for future creative talent. Its focus on business-focused modules including advertising, merchandising and marketing, give FEDISA graduates a competitive edge to add value to the global fashion industry value chain.

<https://www.fedisa.co.za/>

Media Relations (Djembe Consultants)

Gilles@djembeconsultants.com (French)

James@djembeconsultants.com (English)