LAJA

#AfricanPrintsAreVersatile
Origins

➔ **Pre-Duke:** Started LAJA Blog

Counter negative stereotypes of Nigeria/Africa + share my perspective on African fashion

➔ **At Duke:** Selling my designs

Launched e-commerce & sold local Durham stores on carrying LAJA.
Nigerian Textile Industry in 1970s

175+ firms
800,000 jobs
Today

30 firms

26,000 jobs
Meet Danielle

“I find it hard to find where to buy [African] prints”

- Missouri, USA

~#CustomerDiaries~
What’s your experience with African print?

“They’re not the type of thing sold in US shops so I don’t know much about them.”

Japan

~#CustomerDiaries~
Providing a wide assortment of quality, authentic merchandise made with diverse African prints + textiles to a global audience.

Support local tailors/manufacturers within the Nigerian textile industry

#MadeInNigeria

— $31B market size
Progress

➔ **Increased Revenue**
   +300% from 2015-2016

➔ **Expanded assortment**
   Two collections in two years
   Sold online & at Exotique Durham

➔ **Accolades**
   Picked as 2016 Forbes Under 30 Scholar
Value of Content

Website sessions LAJA=1:54 mins VS Industry Avg: <1 mins

“Outfits are always a fave but the proverbs are always really interesting too! Keep it up girl!”

Kelly, FL

“I enjoy seeing how different ways people style African prints”

-Instagram User
People need to understand how rare or frequent your examples are. Pick 1 or 2 statistics and make them as concrete as possible. Stats are generally not sticky, but here are a few tactics:

➔ **Relate**
Deliver data within the context of a story you've already told

➔ **Compare**
Make big numbers digestible by putting them in the context of something familiar

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**Opportunity**

LAJA

LAJA Decor
$664B

LAJA Menswear
$570B

LAJA Kids
$69B
Where do we go from here?
$50K investment

➔ Expand product assortment

➔ Content Marketing

Recruit content makers to produce high quality, engaging content for website.

➔ Customer Research

Researching pain points and barriers to purchase.
Thank you

Contact me @ laa30@duke.edu