



FASHION SOIREE Information Kit

KEZA is an ethical fashion label. We leverage the fashion industry to fight poverty and enhance the image of developing nations through branding, celebrity connections and product design. KEZA is the voice of dignity.

Fashion Soiree Host,

Thank you for your interest in hosting a KEZA Fashion Soiree! This is one of the easiest and most exciting ways for you to be a part of the KEZA mission. It's powerful, impacting and fashionable!

Hosting a Fashion Soiree (*swaa ray – a party or gathering held in the evening, especially in someone's home*) is easy and effective. We'll give you all the tools you need for a great presentation and exhilarating evening with your friends and family. This is a great way to get them involved and it provides a welcoming atmosphere for people to learn and ask questions about KEZA. Don't worry, we'll give you all the info you need!

When you host a party you are joining an international community of world changers. When you sell KEZA products, you empower women in developing countries. The sales of KEZA products make it possible for them to pay for rent, food, children's school fees and necessary health care for their family. You're not just providing an income; you're giving them a career they are proud of, and a path to dignity.

Hosting a Fashion Soiree is also a great way for you to earn free products and recognition on our website. If your party is really successful, email us with your story and we'll add it to our blog and Facebook page!

Thank you for being a part of this amazing movement towards ethically driven fashion. You are doing a truly beautiful thing!

Most Sincerely,
Jared Miller, President/CEO



Which Party Is Right For You?

KEZA offers you two types of parties in order to best fit your needs. Your KEZA Representative will speak to you about these options and help you assess what party would be the best fit for you and your friends.

KEZA CLASSIC

This party package contains the “classic” KEZA bead strands, averaging about 42 inches in length. We will occasionally incorporate products from the Umoja line in this package as well.

After talking with your KEZA Representative, you will receive the quantity of necklaces you think is necessary for the group that will attend your party. The Classic necklaces sell for \$30.00 at KEZA Fashion Soirees (regularly \$40).

AVANT GARDE

This package contains products that you have requested from our newer collections of couture products. The prices range from \$40.00 - \$400.00 per item.

We are always happy to help you advertise and promote these parties to help ensure that you get the turnout you’re looking for.

After talking with your KEZA Representative, we will determine the best method of getting products to you. Typically we will send you a sample kit with representations of each product. Then customers will fill out a purchase order that you will send or fax to us, or you can do it online.

Who To Invite

In order to qualify for a KEZA Soiree, we ask that you have a minimum of eight (8) people in attendance. You may want to ask friends if they can help by combining people from different networks.

Find groups that are meeting in your area that are already doing activities that show they might be interested in purchasing KEZA products, such as fashion groups, women’s business groups, church groups, and socialites.

How to Promote

We suggest handing out flyers and sending emails to your church, women’s groups, neighborhood groups, Facebook friends, universities, book clubs, at work or even coupling your event with a birthday party or other special event (as long as it’s not a conflict of interest). Remember it’s better to have 15 people there that really want to be involved, than 100 people that are just there for some free appetizers.

However, your party also holds additional value other than just selling product. You may also use your party to educate people on the KEZA mission (which you will read about in the KEZA Summary).

It’s best to tap into networks and groups of people that are already in existence if possible. Contact the people that manage the groups or are figureheads of some sort. Once you sell them on the idea, they will often do the rest.

Utilizing the eVite system (www.evite.com) is great because there is no cost involved and it’s easy for people to RSVP. If you’re marketing to friends that are not online much, or familiar with the system, you may want to focus more on small flyers, regular emails and phone calls. We’re happy to advise on these aspects.



What's in it for You?

- The satisfaction of having been an advocate for KEZA, which results in more careers for vulnerable African women. This is powerful, and not something we take lightly. When you spread the word about KEZA, you never know how big the impact will be. We've had parties in the past that resulted in thousands of dollars worth of sales, large donations, lifelong advocates, interns, employees, press, and all sorts of other great things. So don't underestimate the power of advocacy. Your party will make an impact!
- By simply hosting a KEZA Fashion Soiree you'll receive your choice of 2 KEZA Classic Necklaces.
- If you generate \$400 in sales, you will receive your choice of 1 KEZA product from our UMOJA Line.
- If you generate \$1,000 in sales you will receive your choice of 2 KEZA Products from the UMOJA Line.
- If you generate more than \$3,000 in sales you will receive your choice of 3 KEZA Products from the UMOJA or MALIKIA Lines.

Easy Directions

PRE-PARTY

1. Talk to friends and family and people in your networks (and their networks) and see if you can gather a minimum of eight (8) people for a party. If you can, it's time to move to the next step!
2. Fill out the Fashion Soiree Application form.
3. Wait to hear back from a KEZA representative. Typically someone will get back to you within 48 hours.
4. Then follow the suggestions (and your own ideas) on how to promote the party. Again, we're happy to advise you on the process, so please feel free to contact us with questions and ideas at soiree@keza.com.

POST-PARTY

- ✓ If you hosted an **Avant Garde** party, please send your KEZA Sample Kit back to KEZA.
 - a. Make sure to include your KEZA displays.
 - b. If you are keeping products from the sample kit, as part of your hosting gift, please let your KEZA representative know prior to sending the package back.
 - c. If the Sample Kit is not returned, KEZA will need to charge your credit/debit card for the cost of the products and promotional tools in the kit.
- ✓ If you hosted a **KEZA Classic** party, please send all remaining necklaces back to KEZA.
- ✓ Send us a recap of your party so we can hear how it went. We'd love to showcase your story on our blog and through our social networks.
- ✓ Do your inventory and make sure everything reconciles.
- ✓ Make copies of each check and deposit all of the funds from sales into your own account and then write one check and send it to KEZA. In the memo line, please write "FASHION SOIREE".
- ✓ Send an email to soiree@keza.com and let us know that you're party is over, you have sent the materials back, deposited the funds and sent a check to us.
- ✓ Once we receive everything, a KEZA Representative will follow up with you.

Tools Needed

KEZA



INFORMATION KIT (provided by KEZA)

1. CD ROM with three short videos that tell the KEZA story.
 - a. KEZA Africa Operations Video [3 minutes]
 - b. 2009 KEZA Runway Show [14 minutes]
 - c. 2009 KEZA Fashion Show Highlights, with speech from our founder [4 minutes]
 - d. Pictures of KEZA products on our models.
 - e. Pictures of the artisans at work.
 - f. KEZA Summary (You can print as many as you need.)
2. KEZA Brochures
3. Displays (Provided in your sample kit.)

PARTY FAVORES (optional, provided by the you, the host)

1. Hors d'oeuvres (finger foods)
 - a. We've provided some African recipes below in case you want to give your party an African vibe.
 - b. You can always serve whatever types of food and beverage you would like. It's up to you!
 - c. Costco has a great selection of items and great prices.
2. Props
 - a. We suggest using some African looking props such as palm leaves, pineapples, coconuts, African art, statues, figurines, African print fabrics, etc to decorate and really give it that African feel.
 - b. If you'd like pictures to print, let us know and we'll get some images to you, or even send them to your local printer to be printed for you. Please ask your KEZA rep about this process.

Useful Tips

- YES! We accept credit cards and you will be provided with a link to process the payments.
- Invite people at least three weeks in advance to your party.
- Have them RSVP so you know how many people will be attending and if you might need to reschedule.
- Send out reminders to your group two days before the event.
- Make sure you're read through all of our materials a few times so you are educated on the ins and outs of the organization. This way you can get into some good discussions at your party.
- Set up your computer so people can see the KEZA website.
- Utilize the KEZA media we sent you so people really catch the vision, either on your TV or computer.
- Make sure to gather everyone to watch the KEZA media so their attention is focused.
- Hand out flyers so people have information to take home with them. Set up your products so they are nicely displayed on black or brown fabric. This way you can really showcase the products nicely.
- Share with people why you wanted to host this party and why you are an advocate for KEZA.
- Set up your products in one place and then accept money in a separate place so you don't crowd your table.
- Make sure to have plenty of mirrors available so your guests can see what they look like in the jewelry.
- Gather people's emails so we can keep them up to date on KEZA events and products.
- Invite your guests to write letters and send pictures to the artisans in Africa. Then send them to us and we'll get them sent over. This is something really special people can do for the artisans, and it's a great activity to get people involved at your party. You can even do a group letter.
- Keep track of your inventory before, during and after the party.

KEZA



African Recipes

African Ginger Tea

This makes tea for two people, so multiply this by the number of people attending your party.

Ingredients: 1 inch ginger root
2 tbsp sugar 1½ tsp loose black tea leaves
2 cups milk

Directions:

1. Combine the milk, tea and sugar in a small saucepan, and bring to a boil.
2. Wash a thumb-sized piece of fresh ginger. Pound until flat - juice should begin to ooze.
3. Add the ginger to the milk-tea mixture when it begins to boil.
4. Reduce the heat, letting simmer for 2-3 minutes. Pour and serve.

Groundnut Bread

Traditional West African recipe (Yields approximately 12 slices)

Ingredients: 4 tbsp chopped peanuts
1 Jumbo tube of pre-made biscuit dough 1 cup peanut butter
2 tbsp melted butter
1 cup flour

Directions:

1. Use rolling pin to flatten dough on a floured board (create a rectangle about ¼ inch thick).
2. Spread peanut butter uniformly over the surface.
3. Roll up tightly starting from the longer edge. Swing the loaf around to form a circle.
4. Lift the circular loaf onto a greased cookie sheet with a spatula.
5. Brush melted butter over loaf.
6. Sprinkle chopped peanuts over top, pressing them into loaf.
7. Score across the top of loaf with a knife, with lines one inch apart for crisscross effect.
8. Bake as directed on tube package.
9. Break or cut into 1 inch slices when serving.

Coconut Pie

A traditional sub-Saharan African recipe for a classic pie filled with a custard containing freshly grated coconut.

Ingredients: 2 eggs, beaten
1 cup butter Pinch of cloves
Pinch of baking soda 1 cup milk
½ cup sugar 9 inch pie shell
½ tsp grated nutmeg 1 tsp vanilla extract
1 2/3 cup grated coconut

Directions:

1. Partially bake your pie shell by placing in an oven pre-heated to 355°F for about 6 minutes. Take out of the oven and allow to cool completely.
2. Meanwhile, prepare the filling by creaming together softened butter and sugar. Add eggs and mix thoroughly.
3. Finally add all the remaining ingredients and mix well. Pour into the pie shell.
4. Place in an oven pre-heated to 355°F and bake for about 35 minutes or until the filling is set and the pie is golden brown in color.

KEZA



Matoke in a Peanut Sauce

Matoke, otherwise known as plantains or green bananas, are a staple food eaten by Ugandans daily. They are often wrapped in the matoke leaves and steamed.

Ingredients:

4 plantains, peeled and cut into 1½ inch pieces	½ cup peanuts
3-4 chili peppers, minced	½ tsp turmeric powder
4 tomatoes; blanched, peeled, finely chopped	1 tbsp vegetable oil
2 tsp coriander/cumin powder	1 stem coriander, finely chopped
1 tsp cumin seeds	1 medium onion, finely chopped
½ tsp mustard seeds	2 cloves garlic, minced
1½ cup water	1 inch ginger root, grated
Chèvre cheese (optional)	Salt, to taste

Directions:

1. Heat oil in pan, add cumin and mustard seeds, wait for it to pop, add onions and fry until golden brown. Meanwhile, grind peanuts finely.
2. Add tomatoes, garlic, ginger, and chili peppers. Fry for 5 minutes and add turmeric and coriander/cumin powders. Cook for an additional 5 min.
3. Add matoke and mix until all is coated by tomato sauce. Cook a few more minutes.
4. Add ground peanuts to mix until matoke is coated.
5. Add 1½ cup water and bring to boil. Cook for 20 minutes.
6. Garnish with chopped coriander. It is lovely by itself or with Chèvre cheese.

Ugali, Wiki Na Nyama

Steamed Cornmeal and Collard Greens with Beef

Ingredients:

1 tsp ground coriander	1 bunch collard greens, chopped
2-2½ lbs cubed beef	1 tsp fresh garlic, grated
2¼ cups white cornmeal	½ tsp each cloves, cardamom, cumin
1 large red onion, chopped	1 large tomato, chopped
4½ cups boiling water	cinnamon and black pepper
½ tsp fresh ginger, grated	2 stems coriander, finely chopped

Directions:

1. Shred leaves off collard greens, discard stalks.
2. Cook the meat in a pan with onions, garlic, ginger, and spices.
3. Add collard greens and tomatoes once meat is nearly cooked.
4. Boil water separately and slowly add cornmeal. Stir vigorously until consistency is smooth and doughy.
5. Serve hot with beef and vegetable mixture on side.