

Bold designs and bold moves with Zana

 By [Ruth Cooper](#)

6 Feb 2017

From starting in their home garage five years ago to now running a successful company, Sue and Robyn Britz the mother daughter team behind the popular [Zana](#) brand are a true South African success story. Creating custom textile products, from purses to pillows, in their signature bold and graphic prints, Zana products have become increasingly recognisable and desirable, both locally and internationally. We chat to Melissa Lawrence, marketing, PR and social media manager, at Zana for #DesignMonth.

■ Zana has become a well-loved and respected brand in a fairly short space of time. Aside from creating great products, what do you accredit this to?

Social media marketing. We have shared our story from the very beginning. This hypothetical window into the everyday runnings of a startup business paired with our company culture has set us apart and put us on people's radars.

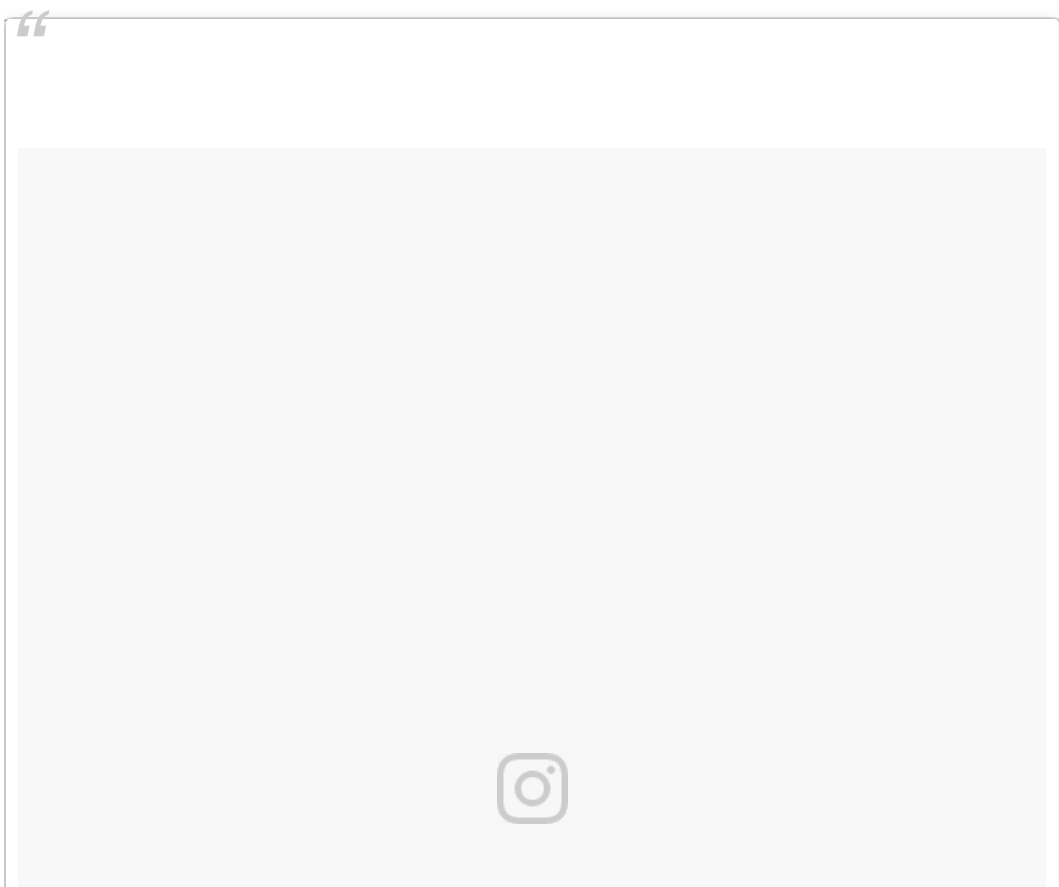






■ ***What inspires your designs?***

We brainstorm ideas as a team - cross collaboration is so important when designing user friendly products. We prepare for these meetings by bringing new bold, fun patterns to the table. These are inspired by personal international holidays, rough sketches and doodles, as well as the urban environment around us.



We have had an exciting day of meetings... plotting and planning new adventures for 2017! What do you think of these pattern mock ups? 💎💎~💎💎💎

A photo posted by zana (@zanaproducts) on Jan 31, 2017 at 7:21am PST

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❏ ***What has been your professional highlight to date?***

There have been so many highlights along the way, but most of all we are proud to see that the small business we started in our home garage is turning 5 this April. “When you support a small business, you support a dream” – couldn’t be more true!

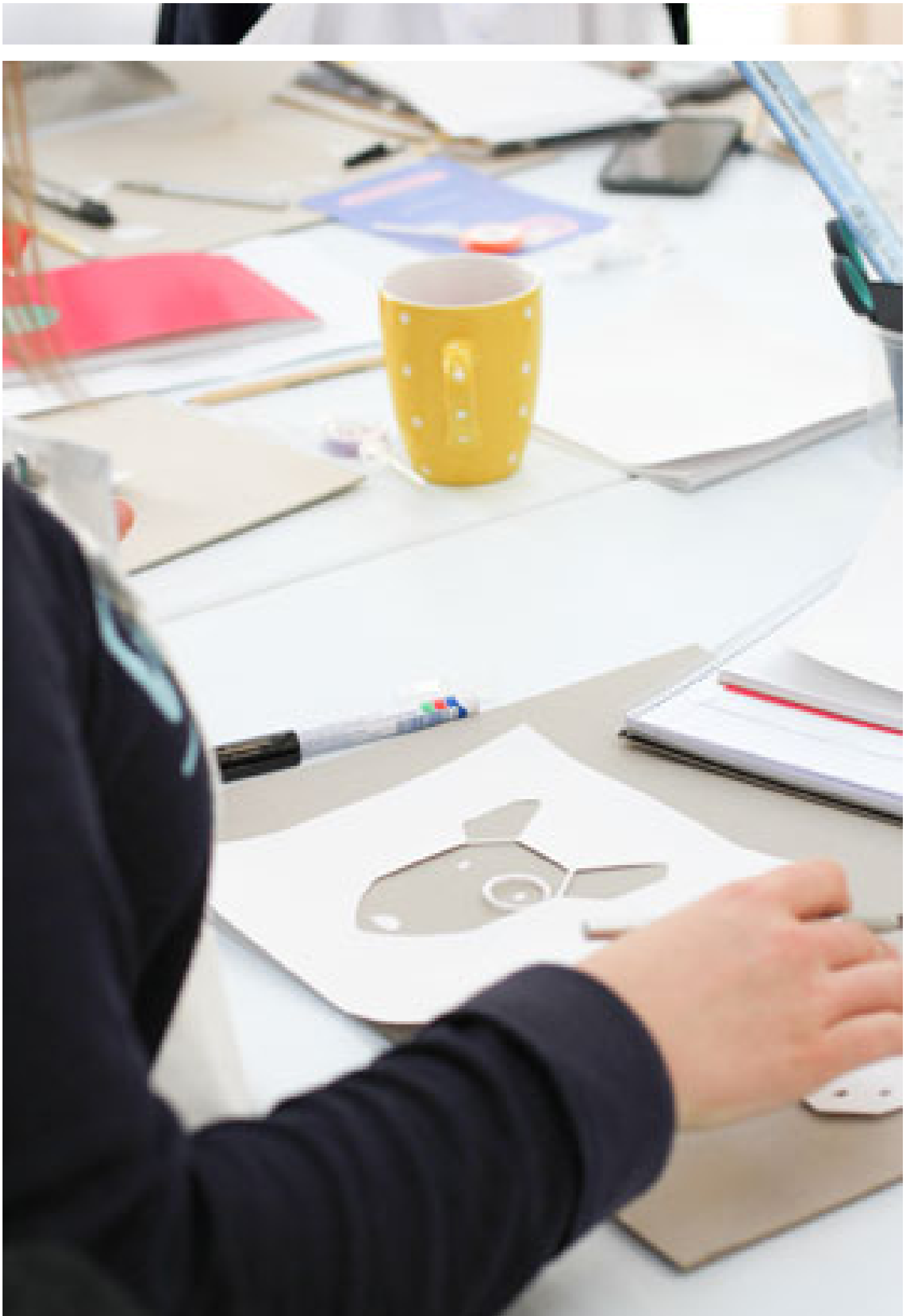
❏ ***Can you tell us about your screen printing workshops?***

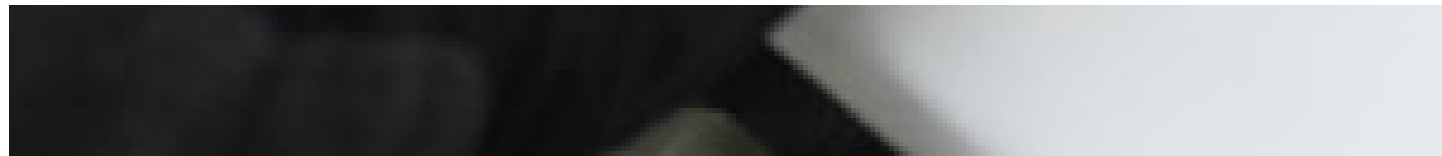
Our screen printing workshops are so much fun! Whether you want to start your own creative business or just want a creative day out, our workshop is for you! Hosted in our Woodstock studio you will learn how to screen print using our professionally prepared screens and also print from your own design which you will sketch and carve using a stencil technique.



We share what you need to know about fabric, printing techniques and also what you will need to get started on your own. No prior experience needed, but if you do have prior experience no problem. This could be a lovely refresher to silk screen printing!







▣ **What was it like promoting [Zana at Etsy Open Call](#) in New York?**

It was a once in a lifetime experience. We opened our Etsy store five years ago. We admire their online marketplace and to be able to see how a large tech company is run and touring their HQ in Dumbo NY was incredible. Etsy Open Call was a platform for us to meet and connect with fellow creators from all over the world, with us being the only creators from South Africa. We were also able to network with some large US retailers. These connections are so valuable to the growth of our business in an international market.

▣ **What is your social media strategy when it comes to marketing your brand and products?**

We believe in sharing our story - where we began, our processes, embracing the imperfections of a handmade product and our company culture. Social media has been a wonderful tool for this and remains our leading form of marketing to date. We have become relatable by sharing our story . it sets us apart from large retailers who do not manage the manufacturing process themselves. This also ups the perceived value of our products.

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A work in progress... Keep an eye out, these will be listed online next week! One of a kind
#Zanachairproject - first come, first serve! ♦♦♦♦ #Zanabts #zanaproductsstudio

A photo posted by zana (@zanaproducts) on Feb 2, 2017 at 2:28am PST

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❏ ***What are your thoughts on our local creative scene?***

The freelance culture emerging in Cape Town is so closely linked to the local creative scene. Artisans are ditching their day jobs in pursuit of flexibility and a locally produced lifestyle. It is so refreshing to see and inspires up to keep doing what we love.

❏ ***Being an all women company what would your top “girl boss” tip be?***

Delegate. You are not superwoman. You can't do it all and that's okay! Magic happens when we support each other.



❏ ***What advice would you give for other creative startups?***

Persevere. There is no instant success. Doing the groundwork is hard work!

❏ ***What other local designers do you admire?***

We have a soft spot for locally made jewellery - Dear Rae and Famke being two of our absolute fave.



🎲 *Your favourite emoji?*

I had to ask the #Zanagirls to vote on this one, our top three are: cry laughing face, clapping hands and the confetti cannon.

🎲 *What's next for Zana?*

This April we will be celebrating our fifth birthday. This is a huge milestone for us! Our dreams and aspirations for this year are not much different to what we have always hoped for for Zana - create fun and bright things to decorate life with!

Stay tuned for our new product range coming soon...



Zana have set dates for workshops in Cape Town on 18 February and 1 April. To make a booking or for more info go to zanaproducts.co.za/workshops

zanaproducts.co.za

ABOUT RUTH COOPER

Ruth is the production manager at Bizcommunity. ruth@bizcommunity.com

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