

# Foschini launches “The Future is Female” creators campaign

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Today women all over the African continent are finding new ways of solving challenges facing women. These creators have a world view that whatever they have battled with in the past, they have the power to change it through creative innovations. For most, this is not their day job, nor is the goal always commercial, but their outcome is always a better future for women.



Foschini is partnering with these creators, not only to tell their stories but also to expand on their ideas and philosophy. The aim is to reach and inspire more women to be bold enough to take the gaps they see in their society, and create their own version of a better future for women. Each month Foschini will showcase a female creator who is creating a better future for females by telling her story, providing her with a platform to expand her reach, provide business coaching if necessary and supply her with resources to reduce her input costs into her innovation.

Foschini launched The Future is Female campaign on 1 August featuring their first creator, Mala Bryan, international model and creator of Malaville dolls, who is changing the future by creating dolls of colour to inspire children to celebrate their culture and diversity.

*“We live in a world where diversity in culture, race and colour is celebrated, so why not translate that to children through playtime from an early age?”* says Bryan.



Foschini has partnered with Mala to produce an exclusive to Foschini Malaville doll, Imani, who will be sold in 20 stores across South Africa and online from 15 August. To amplify the Future is Female campaign and share Mala's story, the brand will be inviting all women to engage and interact with Mala and Imani on their social media platforms and in store.

The Foschini brand has become a platform for real, confident and vibrant women with the ultimate goal being to create a large network of female creators who are driven by a common purpose of shaping the future. Foschini embraces its heritage which since 1925 has served generations of women, women whose involvement has been as dramatic and remarkable as the world they've helped shaped. All women have a need to create and Foschini aims to give them the stage to ensure that the future is female.

To stay connected, keep an eye on Foschini's online channels:

Facebook: [@FoschiniFashion](#)

Instagram: [@FoschiniSA](#)

Website: [www.foschini.co.za](http://www.foschini.co.za) or [www.fashiongetsreal.co.za/](http://www.fashiongetsreal.co.za/)

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