

# **The Southern African Times Launches Official Merch Store to Celebrate African Fashion and Culture**

**Revolutionizing Media Engagement: The Southern African Times Unveils Official Merch Store to Celebrate African Culture and Fashion**



**London, England Aug 22, 2023 ([IssueWire.com](https://www.IssueWire.com))** - The Southern African Times, a distinguished media brand renowned for its comprehensive coverage of news and events, is thrilled to announce the launch of its official merch store, a manifestation of African fashion and culture that transcends the boundaries of traditional journalism. The newly revamped SATStore is set to captivate audiences worldwide, resonating with the heartbeat of Africa and fostering a deep connection with its followers.

Edgar Dzimiri, the Executive Director of Commerce at The Southern African Times, shares that the motivation behind the store's revival isn't solely driven by profitability. Rather, it seeks to bridge the gap between media and its audience by cultivating an immersive experience that echoes the essence of African identity and creativity. "This endeavor extends beyond commerce and product development," Dzimiri asserts. "Our primary objective is to forge a meaningful connection with our audience."

In a departure from the conventional path of media brand expansions, The Southern African Times has ventured into the realm of clothing and merchandise, handpicking a collection curated with meticulous care. Dzimiri emphasises, "We're not collaborating with entities interested in a mere logo placement. We are partnering with dedicated designers who have meticulously crafted their own brands, echoing our commitment to authenticity."

The 21st century has seen African fashion command a global stage, from runways to music videos and cinema. Notably, icons such as Beyoncé and Michelle Obama have graced red carpets adorned in African attire, driving trends and sparking a worldwide fascination. The proliferation of Afrobeats and African dancers on screens further amplifies this influence. As the world takes notice, a resurgence of interest in heritage has emerged among young Africans worldwide, including a renewed fascination with ancestral fashion and cultural threads.

U.Mi-1, an exemplar in the realm of African fashion, resonates with this narrative. By preserving and reinventing indigenous handcrafted Nigerian fabric called Aso-Oke, they create modern jackets and trousers affectionately known as "African Denim." The designs provide a contemporary twist on tradition, demonstrating the richness and diversity of Nigerian culture in every piece.

The Southern African Times joins hands with brands like U.Mi-1 to amplify the celebration of African culture and design. By establishing an official merch store, the media powerhouse contributes to the ongoing dialogue surrounding the importance of cultural heritage and artistic expression. The intersection of journalism and fashion in the SATStore represents a powerful synergy, transcending traditional storytelling and enabling audiences to embody the very essence they read about.

As the global spotlight shines ever more brightly on African culture, The Southern African Times stands firm in its commitment to connecting with its audience on a deeper level. The official merch store is a testament to this dedication, inviting individuals to engage with the heartbeat of Africa and embrace the vibrancy of African fashion and culture.

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End of Press Release

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