

Star QT clothing line extends footprint to Uganda



By [Walter Wafula](#)

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Star QT, a South Africa-based clothing line and fashion label is set to be launched in Kampala this August to increase the popularity of the brand and its products in Uganda.

In an online interview, fashion designer Stella Nankya the Ugandan behind the brand said; "It's time I celebrated Star QT because it has gone a step further from just a fashion label to a clothing line as well."

The clothing line includes; sports wear, beach wear, party, and corporate wear while the label range comprises; caps, t-shirts, hoodies, bags, jackets, blouses, and jeans.

Cat walk event

The designs will be unveiled to Ugandans at the Gold Course Hotel on 28 August 2010, at a cat walk event that is expected to attract people of various social classes and age brackets, according to Nankya, CEO of Star QT.

Star QT will be Uganda's second casual collection to officially launch in the market and will compete with foreign labels like; Sean Jean, Dada, Ecco, Ecko, Fubu and Hugo Boss as well as local brands, Latif and Ezi.

US designer label competition

The fashion designer lamented that marketing her brand in Africa is not an easy job because consumers are obsessed with American fashion labels.

"Generally people have this fuss about American designer labels. It's rather hard to get to such an audience being an African designer," she said.

To overcome the challenge she says she resorts to giving away a couple of freebies to get her brand across to as many people as possible. "I have had a couple of music artists feature the clothes in music videos," she says.

ABOUT WALTER WAFULA

Walter Wafula is a seasoned journalist who has reported for the *Daily Monitor* newspaper in Kampala-Uganda. He is also a contributor on Bizcommunity.com website. Email Walter at wafwalt@yahoo.com and connect on LinkedIn.

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