



THE FASHION DREAM PROJECT

OUR PITCH-DECK FOR FUNDING/GRANT

To support us to train more youths, women and men the skill of Fashion Illustration/Design in Nigeria, Africa and beyond. Our aim is to help someone out there live their Fashion Dream. **We've trained over "4000 youths the skill of Fashion Illustration since 2016"**. Nonetheless, we are evermore ready to do much more this year.



ABOUT THE FASHION DREAM PROJECT

The FASHION DREAM PROJECT is a project aimed to empower the next generation of Fashion Designers with the skill of Fashion Illustration. It is scheduled to begin between January and February of 2024; to last for eight months.

This campaign is very important to me because of my journey as a Fashion Illustrator. I know what it feels like to have a Fashion dream but with no one to believe in it and fulfill it. So now, through this project, I want to bring to fruition the Fashion Dreams of many people out there, starting with Nigeria, Africa and then beyond.

If we get the support we need from potential contributors, it will tremendously go a long way to help us foster more Fashion Illustration trainings, certify more students, bring about more Fashion illustrators to positively impact the Fashion community and create self-employment for the youths involved in this project.



WHY I'M SO PASSIONATE ABOUT THE FASHION

DREAM PROJECT : *By The Founder - VICTOR MMENDIE*

My Mom was such a sterling Fashionista and Fashion Illustrator too. I watched my Mom from the age of seven create amazing Fashion Illustrations using her favorite pen, as she never used a pencil to draw. My spur for Fashion Art began to grow as I continued to bond with her. At age 16, I told my parents that I love Fashion Illustration and would want to start a career in it. My Mom was in utter support of the decision but my Dad wasn't. In fact, my Dad gave me an ultimatum to choose between forfeiting my decision to become a Fashion Illustrator and getting my tertiary education fully funded by him.

I was lost and stuck at a close wall because both options were very important to me. However, I chose my Dream of being a Fashion Illustrator, which was the best decision of my life. I didn't get the opportunity to further my education.

However, I created my own education for the Fashion community, MMENDIE FASHION ILLUSTRATION INSTITUTE and so far, I've trained over 4000 people the skill of Fashion Illustration. Now, I'm 29 years and I'm still proud of my decision.



VICTOR MMENDIE :
FOUNDER OF MMENDIE FASHION ILLUSTRATION
INSTITUTE & THE FASHION DREAM PROJECT.



The Impact our Fashion Illustration trainings have had over the years.

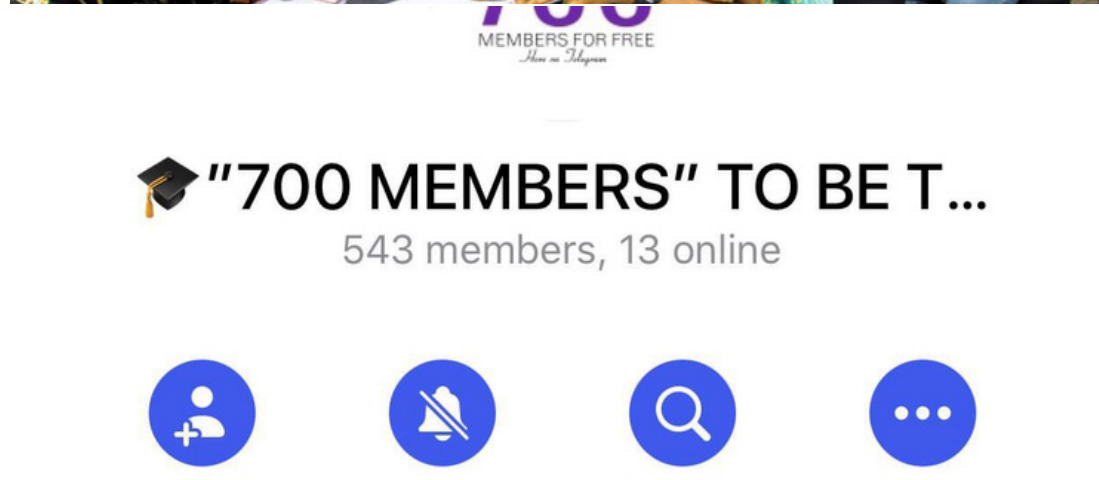
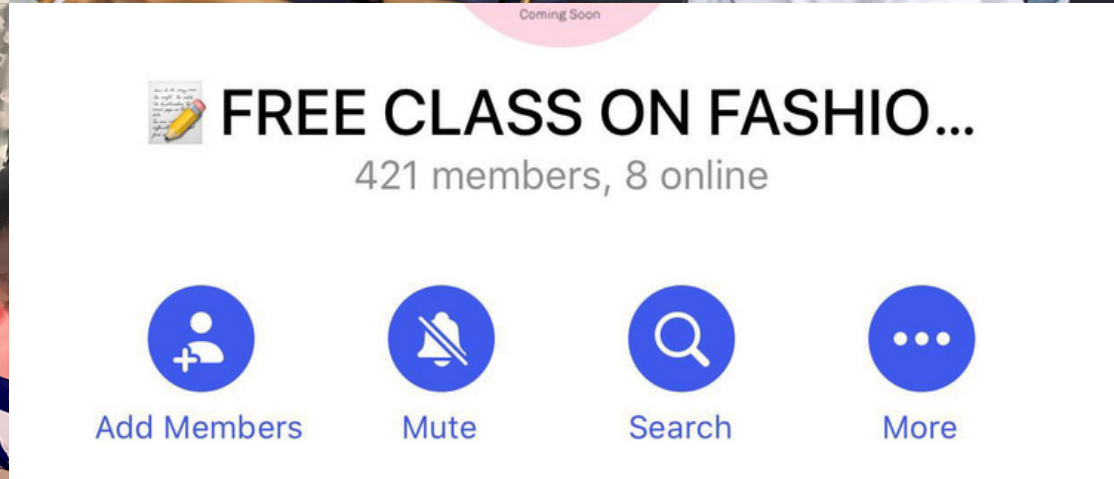
1. We've produced Fashion Illustrators from different parts of Nigeria, Africa and even beyond; training over 4000 students. Thereby, bringing about more talents to influence the Fashion industry positively.
2. Our Fashion Illustrations trainings have greatly created Fashion Illustrators who now run their own Fashion businesses, Fashion Schools; thus creating job opportunities.
3. In 2021, one of our students won a Fashion Art competition; with a grand prize of \$1000.
4. Our trainings have helped our students to be able to put together a proper fashion collection, a professional portfolio and also sketches to gain entry into international Fashion schools.



The Impact our Fashion Dream Project will have in our society

1. This project will go a long way to improve the lives of people, especially youths who are lost and with no direction to fulfill their Fashion Dreams.
2. This project will help lots of aspiring Fashion Designers to create their own designs from scratch, which will further help them in the aspect of cloth-making; thereby attracting the right clients to them afterwards.
3. Through this project, there'll be employment opportunities for Fashion Illustrators because the project will be aired on TV, social media, YouTube etc; thus giving them spotlight and attracting more brands, individuals and companies to them.
4. Art Galleries will now have more Fashion Illustrations to showcase in their gallery and there'll be more Fashion Illustrations to be showcased too in NFT marketplaces; just giving Fashion Illustrators more leeway to new streams of income.

Some of the Fashion Illustration Classes we've had (Physical & Virtual Classes)



More students and classes can be found on our Instagram page: @mmendiefii

Some of the testimonials from our previous Fashion Illustration trainees and others.

REBYENA

“ I am honoured and the value you keep adding to our lives as your students are immeasurable. I’ve learnt so much about Fashion through your classes. God bless you Sir!”

CHIOMA

“I wish to say a big thanks to Mr Victor, he is indeed a great man. I have attended other online Fashion Illustration training but his is the best come anytime, his teaching are detailed, his videos are great enough to tutor any one. With a heart of gratitude I want to say a big thank you and will be ready to recommend you to anyone at any time because I have tasted and Seen the difference”.

AMINAT

“Dear Tutor, Dear Mr. Mmendie.
Thank You so much for the lectures, care, sacrifice despite our differences, and everything. You have impacted positively to the lives of majority in the Fashion world. And I am personally glad to be one of them. Thank you for being such an amazing Tutor...You gave us the tools we need to face our future as Fashion Illustrators”.

GLORIA

“I started a fashion illustration course at Mmendie Fashion Illustration Training Institute inorder to further advance my skills and expertise as a fashion design professional. So far, it has been an exciting and insightful class . Reflecting on why I enrolled in this course, I realized that there is no substitute for personal growth, which is a continuous process. The deep gave so much depth into how to create design concepts that are original and bespoke”.

MILDRED

"I can't believe I made this beautiful Fashion Illustration. I couldn't draw a cup before, but look at me now. I must say, you're the best tutor I have met Mr. Victor. You make sure we come out well and I am so honored to be your student. Thank you Sir for giving me the best Fashion Class I've ever witnessed".

FLORENCE

"I have learnt a lot at Mmendie Fashion Illustration Institute that I didn't know in the fashion industry and it was very interesting"

ROLL

"Finally we heard from @mmendie_a talented fashion illustrator about pursuing dreams. You can learn more about how you can help sponsor the fashion dreams of someone else on their page. Get involved with a good cause".

BLESSING

"It's an honour to be a part of this Fashion Illustration training. The class was worth every time and effort. God bless you richly Mmendie".

AISHA

"Thank you coach. You're an amazing tutor and I love your impeccable style of teaching Fashion Illustration. It was a mind-opening experience".

OUR NOTABLE YEARS OF IMPACT

We held both Physical Fashion Illustration Classes and Virtual Fashion Illustration Classes. We taught students physically in Nigeria and virtually in Ghana, Uganda, Togo, South Africa, US, Australia, India, Canada and London.

NUMBER OF STUDENTS TRAINED IN 2019 : 510

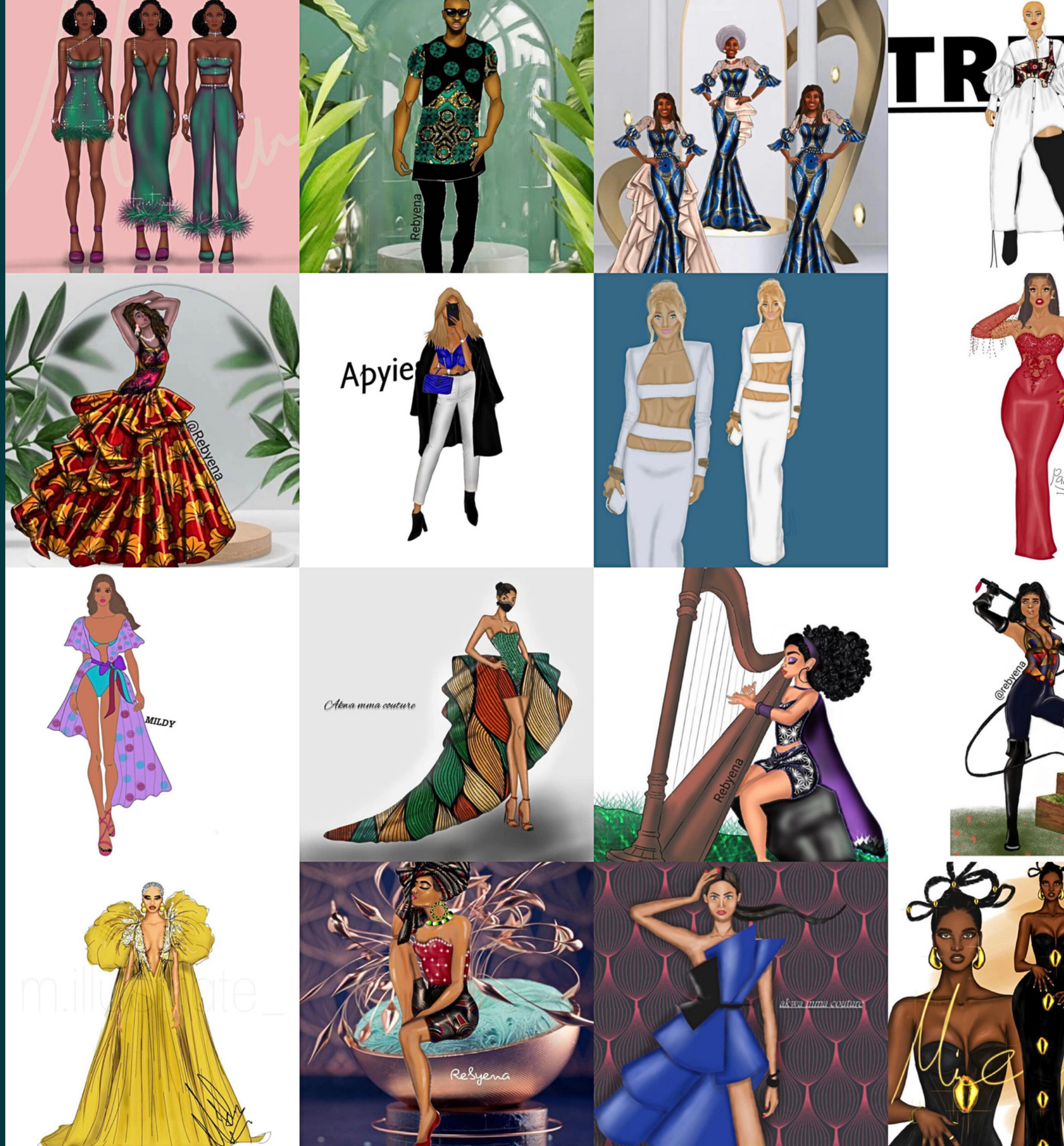
NUMBER OF STUDENTS TRAINED IN 2020 : 577

NUMBER OF STUDENTS TRAINED IN 2021 TIL DATE: 4,191

Some of our Students' Fashion Illustrations

Our students (both present and alumni) get to learn Manual and Digital Fashion Illustration. Also, our teaching method is very explanatory and we inculcate the technique of helping them discover their style.

Afterwards, they are being issued a certificate upon a successful completion of the training. You can checkout more of our students works on Instagram: [@mmendiefii](https://www.instagram.com/mmendiefii)



How much Funding we need and what it will cover.

\$100,000

We need a great deal of funding to facilitate more trainings and fulfill more Fashion Dreams. These fundings will undoubtedly go a long way to assist with the training expenses. The following expenses will be covered through the fundings:

1. Sketchpads and Drawing materials for students.
2. Provision for alternative power supplies (Generator, Ups, Inverters, etc)
3. Training Hall & Chairs (For physical training).
4. Internet Data (For Virtual training).
5. Laptops and Drawing tablets for students to learn Digital Fashion illustration.
6. Television for Presentation
7. Wages/Salaries for Team Members
8. Certificates.
9. Whiteboard.
10. Logistics
11. First aid Materials
12. Microphones for teaching
13. Event/Exhibitions for students to gain visibility and clients
14. Masterclasses with Fashion Executives
15. Textbooks and Workbooks
16. Miscellaneous Expenses

How the Funding of \$100,000 will be utilized for the Fashion Dream Project.

The project will run for eight months

Generator: \$400

Inverter: \$300

Total Training Hall Rent with chairs for eight months: \$20,000

Internet for Virtual Classes within eight months: \$10,000

Logistics: \$2000

50 laptops (One laptop to each table): \$15,000

50 drawing tablets (One drawing tablet to each table): \$8,000

Microphones (2): \$150

Television for presentation: \$300

Whiteboard: \$200

First Aid Toolbox: \$200

Water dispenser for team and students within eight weeks: \$5,000

Event/Exhibitions for students to gain visibility and clients: \$5,000

Textbooks and workbooks: \$2000

Total Sketchpads and Drawing Materials for students within 8 months: \$10,000

Certificates for students: \$1500

Masterclasses with Fashion executives (Logistics and Refreshments): \$800

Total Wages and Salaries for team members within 8 months: \$20,000

Rewards for our dear supporters



DEAR BEAUTIFUL SUPPORTER,

*WE VALUE YOU FOR YOUR
WILLINGNESS TO SUPPORT OUR
FASHION DREAM PROJECT.*

*HOWEVER, THESE ARE SOME OF
BENEFITS THAT YOU STAND TO GAIN
BY SUPPORTING OUR PROJECT WITH
FUNDING.*

- **YOU'LL BE PRESENTED WITH A LOVELY VIRTUAL RECOGNITION AWARD AND A SPECIAL CERTIFICATE OF SUPPORT.**
- **WE WILL FEATURE YOUR LOGO AND BRAND GRAPHICS ON ALL THE BACKDROPS, ROLL UP BANNERS, FLIERS AND ANY OTHER PROMOTIONAL OBJECTS CONCERNING THE FASHION DREAM PROJECT (BOTH DIGITAL AND PHYSICAL).**
- **WE WILL FEATURE YOUR BRAND/ART ON ALL OUR SOCIAL MEDIA PLATFORMS, AND ALSO ON OUR TWITTER SPACES.**
- **YOU WILL EARN THE LICENSE (IP RIGHTS) OF USING A CUSTOM FASHION DIGITAL ART YOU WHICH WE WILL GIFT YOU FOR WHATEVER PURPOSE YOU PLEASE INCLUDING, CREATING SOCIAL MEDIA GRAPHICS, DESIGNING A PRODUCT LINE, OR CREATING A MARKETING CAMPAIGN.**

Rewards for our dear supporters



SECOND PART

- **A FREE TRAINING ON DIGITAL FASHION ILLUSTRATION OR SOMEONE ELSE YOU WISH TO BE TRAINED.**
- **WE WILL INTRODUCE YOUR BRAND TO ALL ATTENDEES AND PARTICIPANTS OF THE FASHION DREAM PROJECT EITHER THROUGH A PRE-RECORDED VIDEO, WHICH WILL BE PLAYED INCESSANTLY DURING THE PROJECT, OR ANY MEDIUM OF YOUR CHOICE. THIS WILL FURTHER CREATE AWARENESS FOR YOUR BRAND IN THE NIGERIAN MARKET/COMMUNITY.**
- **YOU'LL HAVE THE OPPORTUNITY TO HAVE A KEYNOTE ADDRESS WITH OUR STUDENTS CONCERNING YOUR BRAND DURING THE PROJECT, USING ANY VIRTUAL MEANS OF YOUR CHOICE.**

Every month, our dear supporters will receive updates concerning the projects through pictures or slides sent to your email for evaluation.

THANK YOU.

AS YOU SUPPORT US, REST ASSURED THAT YOU'LL BE VALUED HIGHLY AND WILL EXTEND OUR LOYALTY TO YOU IN ANYWAY WE CAN. THANK YOU FOR SUPPORTING US.

**VICTOR MMENDIE CREATOR/FOUNDER
THE FASHION DREAM PROJECT**

*For more information about our students, school etc:
Email: mmendiefii@gmail.com Instagram: [@mmendiefii](https://www.instagram.com/mmendiefii)
Second Instagram Page: [@thefashiondreamproject](https://www.instagram.com/thefashiondreamproject)
Facebook Page: [@mmendiefii](https://www.facebook.com/mmendiefii)
Twitter: [@mmendie_](https://twitter.com/mmendie_)*

