

WhatWeCherish

S U S T A I N A B L E L U X U R Y

Fashion Stylist Launches the First Curated Sustainable Luxury Marketplace direct from Africa

For Immediate Release | December 1st, 2022

WhatWeCherish, a female founded company, currently with all female owned brands, puts sustainable and ethical practices first, operating as a global platform for eco-friendly luxury artisan goods, curated by fashion stylist Melaney Oldenhof to bring you the best in African design and conscious living.

All goods are small batch, sourced with local materials, and created in the most ethical, earth conscious manner. WhatWeCherish supports marginalized communities, advocates for gender equality and supports traditional artisans and small brands across Africa. Through thoughtful selection, authenticity and transparent brand stories, WhatWeCherish is reshaping the perception of African goods in the luxury space while preserving cultural heritage.

Home décor items include striking statement furniture pieces, soft hand-painted linen textiles, custom-made mohair rugs, unique wallpaper designs, hand-embroidered pillows, hand-carved wooden kitchen accessories, hand-woven baskets and planters.

The hand-loomed naturally dyed throws from **Tsandza Weaving** provide skills and income for women in rural eSwatini while providing consumers with ethically produced products. Currently, Tsandza Weaving employs about 40 women who create unique, handwoven, high-quality and chic fashion and home décor accessories with love, which is what Tsandza means in siSwati.

Many of the products are made to order—the antithesis of fast fashion and bulk bargain shopping. Each item is thoughtfully and uniquely crafted, which reduces waste and promotes conscious consumption.

Dathonga Designs baskets and handbags are made from natural, raw materials, such as grass fiber, seeds, bone, amber, and wood. Each piece is made by hand by local women, using the traditional Sipatsi technique that combines basketwork and geometry symbols from the Tonga culture to contain deep meaning along with brilliant effect. Owner Marcia Nangy says, “Many people from rural Mozambique move to the cities in hope of a better life. I wanted to create better living conditions in the countryside.”

With self-care being a core value at WhatWeCherish, two clean beauty lines are offered: **Suki Suki Naturals** and Nokware Skincare. Suki Suki unleashes the healing and restorative qualities of natural, organic ingredients that are sourced sustainably from the African continent. The luxury hair and skincare brand, founded in 2014 by Linda Gieskes-Mwamba, is 100% natural and harm-free. Suki Suki’s vegan and cruelty-free ethos shine through the products’ highly researched formulations that are free of harmful synthetics, artificial fragrances, parabens, paraffin or animal ingredients. The products, which also contain diverse under-used raw materials as well as ingredients that are high in vitamin concentrates, are manufactured in Johannesburg.

About the Founder, Melaney Oldenhof

Working for over a decade as a creative consultant and fashion stylist in New York City and South Africa, founder Melaney Oldenhof noticed a lack of representation of African creators and brands in the luxury space and the need for a curated luxury online destination for made-in-Africa goods. WhatWeCherish was born as a creative platform that celebrates and honors Africa's ethical handcraft.

“Slow fashion is the widespread reaction to fast fashion. It's thoughtful, intentional, and holistic. It's also an argument for hitting the brakes on excessive production, overcomplicated supply chains, and mindless consumption. Celebrating responsible and conscious brands that are exceptionally designed through an attractive and quality-driven web shop. We do so by sharing brand stories and showcasing the exquisite objects they produce from Africa. We pioneer positive purpose and reshape dominant perceptions of African goods in the luxury space by offering a thoughtfully curated selection of brands faithful to the art of small-batch, handmade sustainable luxury items made in Africa. Our brands are focused on authenticity, with an aesthetic vision that allows the high quality of materials and the artistry to shine while revealing the craftsmanship. We strive to support small brands that uphold heritage, transparency through sustainable practices and empower women artisans to generate sustainable income from their traditional skills. We love the products we support, and the ideas we cherish reflect our unwavering pursuit of a happier and more sustainable future for all. We champion African design to take up its rightful space in the global creative economy.” –Melaney Oldenhof

You can find a sneak peek of the curated list of brands in our brand book [here](#).

For any press inquiries, please contact Liz Brown at liz@lizbrownmedia.com