

DRESSING UP EXECUTIVES

The business of corporate wear

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Image corporate Wear Botswana says their quality of clothing fits the notion of a shop of elegance, style and fashionable corporate wear.

They also say they offer continuity in fabric, colour and style to suit the 21st century fashion trends. Botswana Sales Consultant at Igemakers, trading as Image Corporate Botswana, Gasemathata Monnathebe explains corporate wear as a reflection of smart wear in a work place and shares that they supply business wear to staff and individuals encompassing a wide range of different companies and sectors.

"Our aim is to make people's image of a corporate standard just like our name suggests. We sell to individuals and companies that strive for a high quality business look, presenting an image of professionalism and confidence," she says. Corporate wear remains one of the respected form of clothing within the fashion industry, and almost all corporate companies in the country relates well with Image Makers when it comes to their uniforms. The shop supplies banks and financial services, hospitals and HealthCare, mining, motor dealerships, educational facilities, security sector and travel and tourism among others. Banks such as FNBB, Banc ABC, Botswana Savings Bank and Standard Bank, to mention a few, make their orders with Image Makers, while they serve with smile in those unique and quality outfits. Monnathebe shares that although business has slowed down, due to the Covid-19 pandemic, as a lot of institutions are now working from home and don't need to order as often as they used to, they just appreciate that their shop has set the standard when it comes to corporate wear in the country. "We see a few new companies still coming to buy corporate clothing with us for their office wear, which we really appreciate," she says, adding that



Gasemathata Monnathebe

it means those who are still using offices recognise them for their corporate clothing. "Companies on the field, such as Mascom, Orange, hospitals and banks in particular, have always supported us," She says, noting that ever since the pandemic outbreak they reached their target only once. "Before Covid-19, we would reach our target without fail, every month," she shared. Image Makers originates from Cape Town and this is where this corporate clothing is manufactured on their industrial machines on a larger scale. Monnathebe says due to this factor, their orders take 4-6 weeks to reach Botswana because of their mass supply nature of



sale, as their production takes up to two weeks. For ladies, they design stylish dresses, skirts, pants of different patterns and styles as well as suits, while for men they also make different types of suits, pants, shirts and ties to complement a modern worker in the 21st century. Monnathebe also highlights that some of the clothes also fit as smart casual, and they cater for all sizes, as they understand the fashion industry to boast of cuts for people's different sizes and body images, from slim to plus size. She says they really appreciate the feedback that they receive from their clients and note that, this year, they started donating

their clothes as one of their CSI projects. They have donated for the first time to Botswana Council of Non-Governmental Organizations (BOCONGO), and look forward to donating their corporate wear to the less privileged on annual basis now. Monnathebe reiterates that quality is a priority when it comes to the fashion world, which is why they do not compromise on it at Image Makers. She adds that they deliver their orders at a doorstep through use of courier and they also have online shopping. "We have samples and size ranges available on request," she adds.

Counsellors vigilant of depression surge

Take care of your state of mind

BG REPORTER

Botswana are dying in numbers. Emotions are running high, and some do not know how to process events that are swirling around them as a result of the Covid-19 pandemic.

Every day, it appears that more and more gloom is enveloping many families. And the fact that the news is filled with reports of the rising cases, also adds to the whole anxiety. On the other side, there is the issue of timelines on social media that are always filled with the unending RIPs. Afro Botho's Mindfulness Coach, Mother Masire points out that in the midst of everything that is happening, Botswana should take a moment to find small pockets of reprieve and do small things that might take their mind away from all the madness. She says that things such as meditating, yoga, baking, taking walks around the yard, and connecting with loved ones via technology might do wonders to their soul. "Engage in activities that bring some softness to

your heart," she explains.

She also says that because a lot of people are hurting right now, this makes it even more crucial to find things that might make people smile, and forget about current issues. Above all, she says that while it might appear that there is no way out of this gloom, there is light at the end of the tunnel. Some people, she says find themselves in toxic environment at work, and they have very little control over what to do for fear that they might lose their jobs. "People are afraid to talk for fear that they will join the unemployed masses," she says. She also calls on Botswana to engage in small acts of kindness and think about the front liners, and do something for them if they can. Things such as organising them tea packages, or getting them a packet of seeds will go a long way in putting a smile on their faces, she says. "We also need to be kind to ourselves, and give gratitude," she says. Masire, who is always preaching and teaching about Mindfulness, highlights that now is the time for

people to be mindful about their state of mind, and how they process the swirling events around them. According to Dr. Kgomo Jongman, people are going through an array of emotions. Some are going through shock, and others are just struggling with how to process everything around them. The fact that gone are the traditional days of checking on people especially those who are sick also adds to the whole emotions that people are battling with internally. With the rising number of people who are in our circles and who have succumbed to the pandemic, the situation is getting even worse, he says. Giving himself as an example, he says that right now he has lost four people in his circle including, Nomsa Hambira. "Every day it appears that someone in your circle is deceased. And this might leave people with shock," he says.

He also notes that right now some people are just numb, and don't know what is going on. Adding to the numbness is the fear that they might be next. "They don't know if they are next," he



Afro Botho's Mindfulness Coach, Mother Masire

says, adding that this might be too much for some people to process, and might leave them with the fear of the unknown. He calls on the public to accept the reality that the pandemic is here and that they try to look at the positive side of life. For those who might be battling the virus, he is urging them to turn off the news channels as this might give them a lot of anxiety. When he was positive, he notes that he beat the virus as he stayed away from news. "On the news, you will find that the focus is on the number of those who have lost their lives and the new cases. We hardly hear about those who have recovered, yet we have many people who have recovered," he says.

CORRECTION!

IN OUR PREVIOUS EDITION OF BOTSWANA GUARDIAN DATED JULY 23RD IN ONE OF OUR STORIES, WE ERRONEOUSLY USED THE WRONG PICTURES FOR A STORY HEADLINED 'TASHATA BAKES WITH PASSION.' WE SINCERELY APOLOGIES FOR THIS ERROR.

