



Fundraising Pitch Deck For

Crafts By Ade Ewa

Offering perfectness and beauty for premium event and marriage support services.





Crafts by Ade Ewa

BUSINESS OVERVIEW

Crafts by Adeewa is a Nigerian-based fashion brand specializing in premium traditional wedding accessories and beauty services.

Our mission is to deliver elegance, tradition, and convenience through expertly crafted fashion pieces and professional event styling.



The Big Problem

Here are the problems many people face in Nigeria when preparing for weddings and special events:

Poor-Quality Fashion Costs

An estimated 30% of event budgets are spent on subpar or mismatched fashion items, leading to dissatisfaction.

Time Drain:

Couples often spend an additional 15-20 hours on average coordinating multiple vendors for essential event accessories and services.

Impact on Events

Poor quality or unavailable products contribute to the 25% rate of event cancellations or postponements in Nigeria.

Our unique Solution

Crafts by Adeewa delivers premium traditional fashion and beauty services for weddings and special events in Nigeria. We offer quality Aso-oke, customized bridal hand fans, expertly crafted autogele, makeup, and styling all tailored to cultural and personal needs.

We Curate



We source and design premium traditional pieces for each wedding.

We Coordinate



We manage all fashion and beauty needs seamlessly, avoiding the hassle of multiple vendors.

We Celebrate



We ensure our clients step into their big day with confidence, elegance, and peace of mind.

Our Products & Services

Crafts by Adeewa offers premium traditional wedding fashion and beauty solutions, including:

- Quality Asooke for brides and grooms
- Customized Bridal Hand Fans
- Expertly Styled Gele
- Men's Traditional Caps (Fila)
- Makeup Services for brides and guests
- Elegant Fascinators and Traditional Beads
- Organic Beauty Products (Oriflame)



Why We Need This Crowdfunding

To successfully scale Crafts by Ade ewa and meet growing market demand. **we need funding to:**

- **Expand Production:** Boost inventory to meet more wedding orders.
- **Professional Branding:** Improve packaging and brand image for premium appeal.
- **Marketing & Promotions:** Run social media campaigns and partner with vendors.
- **Logistics & Delivery:** Ensure faster and more reliable nationwide delivery.



Funding Requirement and overview

Here is a full breakdown of our funding requirement and overview

Category	Amount	Purpose
Production & Materials	₦1,000,000	To secure quality Aso-oke, fabrics, hand fans, Gele materials, and accessories.
Digital Tools & Branding	₦2,000,000	For website, branding, social media tools, and content creation assets (camera, lights, etc.)
Promotion & Marketing	₦1,000,000	For ads, influencer partnerships, vendor collaborations, and increased social visibility.
Team & Training	₦600,000	To hire and train assistants for consistent, high-quality service delivery.
Logistics & Delivery	₦400,000	To improve packaging, logistics, and nationwide delivery systems.
Total Funding Goal	₦5,000,000	

Contact Us

SOCIAL Handles  

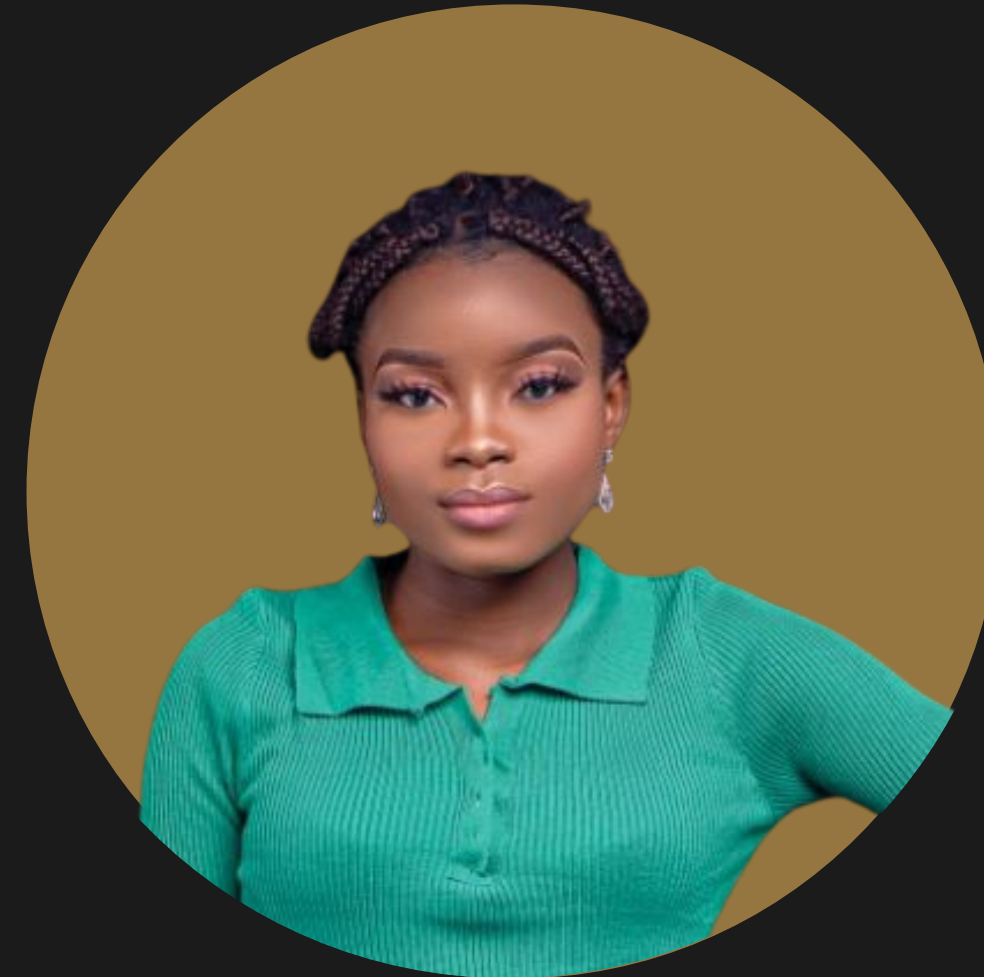
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