

VINO HOME TEXTILE BOUTIQUE

Vino Hometextile Boutique (VHB) is a garment sewing enterprise in John Taolo Gaetsewe District in sparsely populated Northern Cape Province. Its uniqueness emanates from the fact that it is owned by a mother and daughter partnership, which is a rarity in the cut throat business world.

Keboneemang Tokotshane and her daughter Keolopile Tokotshane are the brains behind the Vino Home Boutique. They kick-started their sewing machines to produce high quality garments since 2017 and they have never looked back again.

Vino Home Boutique produces high quality work ware, school uniforms, male as well as female clothing, does highly sought after embroidery on t-shirts, table clothes, towels, curtains, caps, socks and jerseys.

‘Our products and services are unique and a refreshing offering to the industry dominated by cheap imports from the Far East which have flooded the market. We use quality as well as durable material to make our products unlike the run downs currently found in the local clothing industry’.

“Since the advent of democracy we have seen an astronomical rise in cheap imports from Asia

dominating the local clothing space, killing South Africa clothing industry. Textile factories in the KwaZulu-Natal region were forced to close shop as these imports covered every inch of clothing space with their cheap garments, there by destroying jobs, livelihoods and denying the state valuable tax” said Tokotshane senior.

“Our designs are unique and highly sought-after by clients because they are original and not easy to sew as they require sophisticated machinery to do and this is what our customers require, hence we have provided them and stay two steps ahead of these cheap fabric imports” she added.

After initially sewing from a tiny space in Kuruman central business district, the company grew and hired three young machinists. These new employees joined the company as its business portfolio was rising and they quickly found there grove as they will soon be accomplished seamstresses because the machines, fabrics, thread and needle are in constant motion due to high demands for Vino Home Boutique product in the market.

Vino Home Boutique intends to stay in the game for a long time as they continue to deliver garments of high quality to satisfy the demand and intend to spread their fabric span to cover the entire South Africa.

