

A M A H




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Precious Thread by Abiola

“**Helping and
empowering
women**”

W A X P R E N E U R E D I T I O N

 PreciousThreadsByAbiola
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 www.preciousthreads.ca



**“Inspiring your
Modern Style**

Precious Threads
by Abiola



Precious Threads by Abiola is the name Abiola Akinsiku decided to give to her brand. It is named in part after her daughter. As a Nigerian woman, fashion has been something that she has always been around. Vibrant colours, prints and patterns has been a part of her every day existence since she was born. She has always been fond of fun, bright colours and fashion. Thus, this was something she was passionate about. She loves designing as well as helping women look and feel beautiful.

The brand was originally started as a way to fund her daughter's University education; however, she was fortunate to find an alternative way to raise the money needed. With the original goal being addressed, Abiola wanted to find a new and meaningful vision for her brand. As a single mother, who herself has been in two abusive relationships, Abiola decided that her new goal would be to support women escaping abusive relationships. She had a lot of support, help, care, love and concern given to her during her experiences and wants to offer the same to others. Abiola has taken her experience and turned it into something positive for her and her daughter and

now seeks to remind women how beautiful and powerful they are, even in the midst of their struggles. As women, we are natural nurturers and often times do so much for others that we forget to nurture ourselves. Women wear multiple hats simultaneously (sister, mother, friend), yet the hat that is often missing is "you". As women, it is important to have a community to help support and strengthen each other. She wants to be for women, what other women were/are for her. The vision of Abiola's brand is to support and employ women in their areas of passion and skills. Women with a heart for and skills in the arts, public relations, photography, sewing, drafting, pattern making, website development and maintenance, accounting as well as in an array of other areas.

She aims to not simply provide an income with which the women can survive, but rather an income in which they and their families can thrive. She wants women to be able to comfortably pay their bills, take their kids on vacations, enroll them in sports and arts as well as save for their futures.

Currently, she has an online store (down below) where she offers women clothes. She also offers custom formal gowns and will meet with clients in person for these custom requests. Some of her fabrics are from Ghana or Nigeria, but the clothes are all made in Canada.

In the future, Abiola sees the brand being recognized on an international scale and in mainstream fashion all over the world. She envisions people from all around the world knowing about the brand and more importantly its vision.

With her vision she is doing something greater than just selling clothes.



