



Postcard from Zanzibar

After stints in Europe, fashion designer Doreen Mashika returned to Zanzibar to launch her brand in a boutique in the heart of historic Stone Town. Here, she shares her go-to textile markets and favourite places for a drink

YOU SPENT SOME TIME ABROAD BEFORE RETURNING TO TANZANIA. WHAT DREW YOU BACK HOME?

I studied and worked in Switzerland, but with time I knew that my heart lies in Africa. I'm inspired by a deep sense of affection for the cultural heritage and wealth of design possibilities in Africa, and I returned to Tanzania and settled in Zanzibar to pursue my passion of design while building a successful company.

YOU'RE ORIGINALLY FROM DAR ES SALAAM, BUT WHY DID YOU CHOOSE ZANZIBAR?

Life is certainly slower than the commercial city of Dar Es Salaam, and the Swahili way of life

here is about taking more time to cook, dressing up, going to places and connecting with people. Here, there is more soul than any other place in my country. Vivid memories of colourful prints on women, sand, turquoise waters and sounds of nature and waves is what followed me into adulthood, and this is how I knew Zanzibar is where I want to settle.

HOW DID YOU COME TO OPEN YOUR BOUTIQUE IN STONE TOWN?

I wanted to support women who migrated from villages into urban Zanzibar, to promote and preserve their skills. When women migrate, their weaving skills get lost as they embark into unskilled jobs that sometimes expose them to

