

# *Ndeye Fatou Njie*

**Founder, TiGA**

**GAMBIA**



**N**deye Fatou Njie is a graduate of Marina International School and Derby College (UK). She is currently a law student at University of The Gambia and the founder of TIGA. As a frequent swimmer, she realized that there is a gap in the market for locally handmade swimwear that fit comfortably using beautiful African fabric. Ms. Njie started making swimwear samples to test the market, which responded favourably to the demand for African fabric swimwear. Recognizing the interest and potential in her products, Ms. Njie launched TIGA.

The current market trend favours the use of wax fabric to make authentic African products. The company currently has nine outlets and one flagship store in The Gambia. It also sells online: [www.rawgabbit.com](http://www.rawgabbit.com) in the United States, and it participates in trade fairs and display their products during forums and events to increase the visibility of the brand and products/services.

TIGA celebrates the beautiful vibrancy of African fabric, the creativity of regional fashion and the importance of locally produced art. Ms. Njie also leveraged the demand for her swimwear to expand TIGA products to leisurewear, accessories and households. TIGA's latest products in 2018 include recycling car tires into furniture and upcycling accessories. TIGA's primary market in The Gambia is the tourism industry. Most tourists come to The Gambia to enjoy the beautiful beaches, Atlantic Ocean and almost year-round warm weather. Thus, the demand for an indigenous product such as TIGA's has great potential to increase.

TIGA's goals include economic and social contributions in Gambian communities. TIGA recruits and trains young girls interested in learning to work with African fabrics and fashion design. TIGA also has outreach programs to assist girls to have confidence in themselves and their own body shapes. With these activities, Ms. Njie believes that the TIGA brand can be a great way to showcase the talents of young African entrepreneurs and be a great source of economic prosperity for The Gambia.

In addition to launching TIGA, Ms. Njie is an International Visitor Leadership Program (IVLP) Alumni 2017 and was the winner

of GoTG's Ministry of Youth and Sports' "Youth of the Month 2016"; winner of the Youth Empowerment Project first pitching competition 2017; winner of the BUSY competition video competition 2017; and the winner of The Gambia Investment and Export Promotion Agency (GIEPA)'s most Innovative Business of the Year 2017. She also got nominated for New African Woman on the Rise (Next Generation) by UK's New African Woman Magazine in 2017. Ms. Njie also supports charities such as One Heart Gambia, Young Mums of the Gambia, and JCMF. She is a member of Women's International Networking Group, TAF Club Ten, and Global Shaper Hub Banjul.



**TIGA**

*Banjul, The Gambia*

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