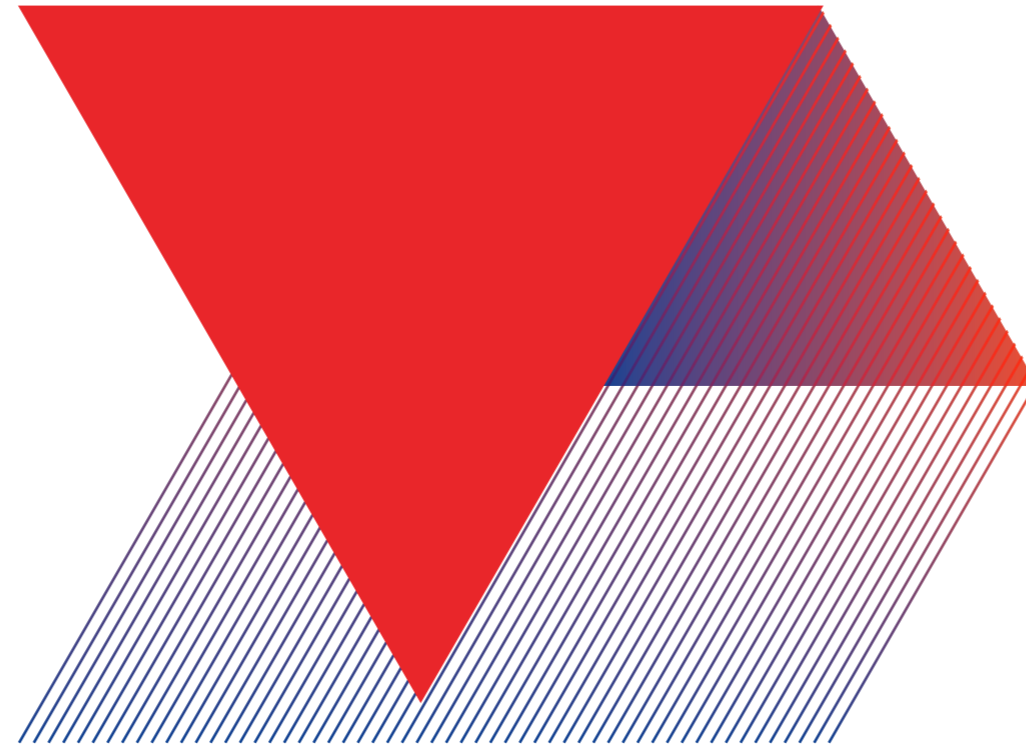




“We are the designers of a range of safety clothing that could easily allow women to transition from a construction or mining site to a boardroom and vice versa”
She’s Alice



Corporate Profile



More About Us

She's Alice is situated in Burgersfort, Limpopo

A lot of money and time has been invested to protect our idea, our brand and our clothing range therefore we are absolutely 100% behind our range.

CLOTHING DESIGN

Our safety clothing range has been designed with women in mind who work within the mining and construction industries.

CLOTHING RANGE

The clothing range consists at present of work shirts, overalls, jumpsuits and waistcoats.

FABRICS

Care has been taken to ensure that the fabrics we choose for our range are in accordance with SANS 511:2011 complete with reflective bands

Why Should You Order from Us?

She's Alice's founders have a wealth of mining experience as well as at a stage one of them namely Leago Selahle was one of the committee members in the Women in Mining forum and both have full understanding on how women struggle when it come to protective clothing .

Problems such as a feminine fit, comfort, material which has to be according to SANS 511:2011 our range provides all of the above-mentioned. Flexibility with regards the use of the PPE we provide and with the more pressing issue such as sexual harassment where womens bodies are easily exposed or visible.

Our range serves the purpose of workwear which portrays a dignified image but at the same time adheres to safety standards. She's Alice's range caters for the different weather/climate experienced in South Africa whilst ensuring our fabrics are approved as safety wear and protective clothing as mandated by law.



A SMART WAY TO WORK



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WEB SITE AND MAIL

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A clothing range focusing on smart but practical safety outerwear for women working within the construction and mining industries



A SMART WAY TO WORK



INTRODUCTION

SHE'S ALICE was formed by Alice Madisha and Leago Selahle, two young women from different male dominated sectors namely mining and construction.

Both women being passionate about fashion realized they had the same challenges in terms of maneuvering from office/boardroom to project and other building sites, without having to carry extra safety clothing or compromising style.

About the Founders

Alice Madisha is a graduate of the University of Johannesburg with a National Diploma in Building and a B-tech degree in Construction Management. She started as a junior quantity surveyor with C-Pro Construction (Pty) Ltd involved in measurement and tendering (2009), she then was transferred site assistance at Randridge Mall, Victory Park Shopping Centre and Milpark Virgin Active. Alice became a director of Smith and Madisha Construction (Pty) Ltd in 2011. Additionally, she has site management experience with particular reference to the various aspects of programming, information flow, measuring and managing construction work in the private sector on a number of high profile projects, Growthpoint properties to name just one.

Leago Selahle has a National Diploma in Logistics from the University of Johannesburg and a Project Management Diploma from UNISA. She is the owner of LE-Logistics Holdings (Pty) Ltd, a holding company with a number of divisions namely LE-Mining (Pty) Ltd, LE-Accommodation (Pty) Ltd and LE-clothing and Events (Pty) Ltd, companies recognised for delivering the best quality and on time.

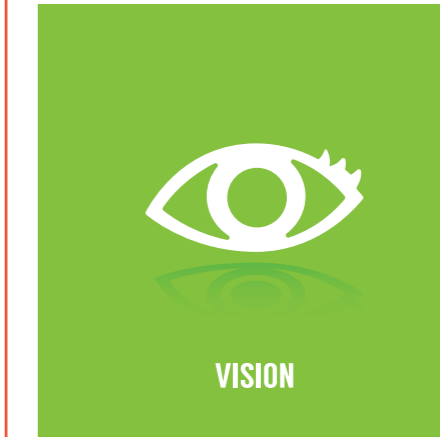
Leago has 10 years procurement experiences with government and mining industries within the Limpopo province. Customers appreciate her insight into their business needs and clear communication which complements her background in Procurement.



MISSION

Our mission is to offer what women want and demand with our custom-made designer safety clothing.

We strive to listen and learn more about what women want and what works for them in their male dominated fields. We ensure that we deliver what is relevant for them to execute what they do best according to the safety laws within the different fields that we operate in.



VISION

Our vision is to bring safety clothing which is comfortable for women in male dominated industries. To ensure that they can concentrate on what is important to them in their working environment and not worry about their outward appearance and/or image.

We want women to be able to wear safety clothing without losing their femininity



INNOVATION

A great deal of innovation and thought has gone into the design of our female safety clothing range.

We had experience in wearing safety clothing which were designed with men in mind and we decided to change this and created different safety workwear which suit a female body but at the same time does not eliminate the feminine style.

Our Offering

Our clothing is sourced from local manufacturers and is compliant with PPE minimum standards.

Our range of safety clothing is designed to fit all women.

Why Choose Us

- We understand both the mining and construction industries.
- We are passionate about what we do.
- We are determined to provide clothing for women which can easily transition from boardrooms to project sites
- Our range of clothing has been designed with women in mind
- Great care has been taken to ensure that the range of clothing offered will suit the construction and mining industries



Shirts



The Shirt is a feminine fit which is classy enough for both an office/boardroom image. Easily switches to a safety shirt with reflective band, is comfortable to wear and available in a winter and summer range. Available in 4 colors (navy blue, red, white & stretchy jean).

Safety Overall



The Worksuit/Overall is a feminine fit and comfortable to work in. It has a middle zipper to separate the top and bottom which is easily convertible from long sleeves to short sleeves. Compliant with minimum standards of PPE

Waistcoats



The Waistcoats are a stylish feminine fit and classy for an office/boardroom image. They are reversible for easy switch from office/boardroom to site. Comfortable to wear and available in 3 colors (navy blue, beige & maroon) Compliant with minimum standards of PPE

Switch Jumpsuit



The Switch Jumpsuit is a feminine fit and comfortable to work in. It has a middle zipper to separate the top and bottom which is easily convertible from long sleeves to short sleeves. Easily switches to safety overall with reflective band. Available in a jean material.