

UP•FUSE

FOR A NATIVE LIVING

ABOUT UP-FUSE

Up-fuse is a Cairo-based social enterprise that promotes a sustainable and eco-conscious lifestyle. We design and produce bags with a design edge, made out of upcycled plastic bags and other environmentally friendly and locally produced materials.

Every product is handmade with unique colors and patterns, carrying stories that connect our customers to our producers. In cooperation with local NGOs in Cairo, we value social responsibility and transparency in production and working conditions while promoting the skills and talents of local artisans.

Our mission is to create sustainable fashion that supports local communities, while raising environmental awareness and decreasing waste; turning problems into opportunities.



OUR VISION

To create sustainable fashion that supports local communities, while raising environmental awareness and decreasing waste; turning problems into opportunities.



INDIVIDUALITY

Up-fuse celebrates individuality by producing made only once patterns .

The patterns of the bags are designed by our local artisans as a way for self expression and personalization.

Each bag color/ pattern has a story only its producer can narrate.



MATERIAL DESIGN

Up-fuse Up-cycled Material «SABl»

is WATERPRROOF

SANDPROOF

OUTDOOR FRIENDLY



SOCIAL IMPACT

MANSHIET NASSER

We produce our bags in collaboration with housewives in Manshiyat Nasser to help them have stable income .

We are working with 14 women, who earn more than 60% of what they usually earn.



SOCIAL IMPACT

NIL FORAT

Up-fuse works with Nil Forat, UNHCR Intuitive that works on supporting women immigrants and refugees based in Egypt. We have supported monthly stable income for five women in the NGO, while helped 20 others have occasional jobs that are all related to bag production.



ENVIROMENTAL IMPACT



Helped reduce waste by recycling more than **230,000 plastic bags since 2016.**

AWARNESS/ NO THANKS EXHIBITION

The exhibition about sustainability was held at Caravanserai Art Space in Zamalek, Cairo.

As a socially and environmentally responsible company we see it as part of our mission to create awareness about sustainability, and reminding consumers to shop consciously. Next to highlighting today's waste issue, our aim was to show visitors eco-friendly alternatives they can easily integrate into their daily lives. By committing to a 'less is more' approach, we can positively impact the environment simply by saying "No Thanks!"



AWARNESS/ #DowntownGoesGreen

Armed with a lot of excitement and incredible optimism, we set out to decorate the famous Kodak Passageway in Downtown Cairo, ultimately showing the people of Downtown Cairo what sustainability looks like and giving back to the heart of Egyptian art and culture a piece of our take on art.

The installation runs through the entire 32 meter deep passageway, 30 lines of upcycled plastic material, upcycling 10,000 plastic bag. This project was in collaboratio with Ismalya Holding.



BEST SELLER

CITY TWIN BACKPACK.

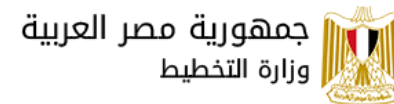
Sold 1000 pieces city twins
since 2016





Up-fuse Clients

We have proudly produced more than 30,000 items in total since 2016. To both businesses, organizations, and direct customers.



Thank You

