

# Singita

**Singita working with Sustainable Sandal Brand, Amanu**

*In Support of Conservation in South Africa*



**July 2019** – Singita, a leading conservation and ecotourism operator, along with US-based sustainable sandal brand, Amanu, are working together to teach the ancient craft of sandal making to a select group of Singita employees, giving guests the opportunity to design a pair of custom made sandals at lodges in South Africa. In addition to sharing the art of this skill, Amanu will donate a portion of revenue towards Conservation Education Centres, to help fund environmental lessons run by Singita’s partner Funds and Trusts.



South Africa raised celebrity stylist, Anita Patrickson, says, “Growing up in the bush in South Africa leaves an indelible mark on your soul and Amanu is a product of my youth and experiences. Be good to the earth, slow down and connect.” In line with Singita’s core sustainability and community partnership ethos, mindfulness, human connection and respect are at the heart of the Amanu brand. With no finished inventory, the consumer footprint is reduced dramatically, with each sandal being made-to-order. Rooted in experience, every part of the process is designed to link individual-to-individual, with tactile materials and rich stories that are layered in a seemingly simple sandal.



In June 2019, Anita traveled to South Africa with one of the US makers to train select team members at Singita Ebony and Boulders Lodges (Sabi Sand) and Singita Lebombo and Sweni Lodges (Kruger National Park), passing on the heritage of sandal making. Outside of the Los Angeles flagship location, these award-winning lodges will be the only place Amanu operates year-round. Now, Singita guests are able to take home an Amanu sandal with fond memories of their African safari. Anita adds, “Singita’s founder, Luke Bailes, is one of our continent’s true heroes, creating Africa’s finest hospitality brand, so partnering with Singita is an incredible opportunity. More so, to be able to teach this art form in my homeland and donate to something meaningful is a childhood dream realized.”



“We are honored to be working with Amanu contributing to our vision,” says Graham Kennedy, Group Operations Manager. “Singita and Amanu are like-minded in our core values. Teaching the ancient art of shoemaking steps in line with our 100-year vision to preserve large areas of Africa for future generations.”

Three styles will be available at Singita’s Ebony, Boulders, Lebombo and Sweni Lodges, in either a black or nude sole, with the addition of leather and/or suede options for a fully customized sandal. The process, which takes under 45 minutes, allows guests to create a one-of-a-kind sandal designed by them and built for them, while sharing stories with the local maker and reflecting on their own global impact.

Note to Editors:

**AMANU:** AMANU believes in the pursuit of less by embracing the tactile and the timeless. Founded by celebrity stylist Anita Patrickson in April 2018, the brand creates one of a kind, made by hand, sandals designed with a resourceful reverence for the past, the earth, and the preservation of tradition. Materials are cut for each individual pair, making for a more sustainable model with no finished inventory. AMANU sandals have been spotted on celebrities such as Salma Hayek, Julianne Hough, Eiza Gonzalez and been featured by publications such as Vogue, GOOP, Elle, The Los Angeles Times and more. For more information visit [amanustudio.com](http://amanustudio.com)

**Singita:** [Singita](http://singita.com) is a conservation brand that has been preserving African wilderness for the past 26 years, offering guests an exceptional safari experience with 15 luxury, award-winning lodges and camps across five regions. In partnership with non-profit Funds & Trusts who implement strategic conservation projects in each region, Singita's 100-year purpose is to preserve and protect pristine land and wildlife populations and help create economic independence within local communities surrounding the reserves.

Reservations for Singita's Ebony, Boulders, Lebombo and Sweni Lodges can be made as follows:

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