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# History and Background of House of Gumedede



House of Gumedede was founded in 2015 by Sir Lunga M. Qwabe, known in the music industry as Lunga Q. Initially established as FML Clothing ZA—short for “For Music Lovers Clothing ZA”—the company began with Sir Lunga selling caps and t-shirts at events. Over time, these items evolved into a recognized clothing brand.

In the early stages, Sir Lunga sourced plain clothing from retailers, branded them, and sold them online through social media. He learned the branding process from a company he collaborated with, and after four years, he acquired his own branding equipment. This development enabled the business to expand from a clothing line to a full-service branding agency, partnering with schools, churches, local brands, soccer teams, and government entities.

In 2021, the company rebranded as ForMusicLovers House to reflect its broader scope beyond apparel. This change introduced three divisions: FML Clothing, FML Branding, and FML Music Factory (now House of Gumedede Productions). During this transition, the company began designing and manufacturing its own garments while providing branding services. However, the name ForMusicLovers House was perceived as limiting, leading to confusion about the company’s focus. To overcome this challenge, the business adopted the universal name House of Gumedede Pty Ltd. This name encompasses various divisions, including ForMusicLovers Clothing, HOG Supplies, FML Branding, Gumedede Intimates, and House of Gumedede Productions, allowing for greater flexibility and growth within the company.

## ***Company Establishment***

House of Gumedede was founded in 2015 in Pretoria and relocated to Witbank, Emalahleni, in 2018. In September 2023, the business expanded, establishing two offices—one in Pretoria and another in Witbank, Emalahleni.



# Our Vision

Our vision is to build strong, lasting brands while serving our clients with diligence and excellence, transforming their aspirations into reality. We proudly position ourselves as the Home of All Brands.

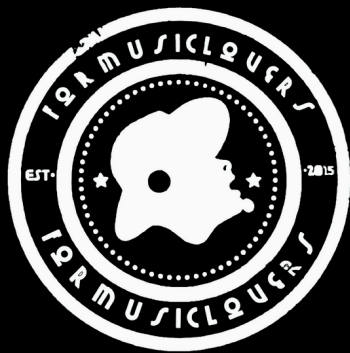


# Mission Statement

Our mission is centered on delivering exceptional service to our clients as they build their brands and pursue growth. We prioritize understanding our clients' needs, beginning each interaction with the question, "How can we serve you?" This approach enables us to provide the best possible service and help turn their ideas and dreams into reality. We believe that every thought and dream can become a reality when acted upon with intention

# Company Services

## Divisions



### **ForMusicLovers Clothing Brand/Store**

We offer a range of apparel, including t-shirts, hoodies, sweaters, tracksuits, caps, and beanie hats, all featuring our distinctive FML logo. Additionally, we provide plain versions of these items for clients looking to develop their own brands or utilize our services. Our offerings also include branded items as personal protective equipment (PPE) and custom-designed uniforms for schools, churches, and business



### **FML Branding**

We specialize in building brands from the ground up. Our services include logo design, provided by our in-house graphic designers in collaboration with Moh Creation. We design, tailor, and brand items according to our clients' specifications and preferences.



# Additional Service

**We offer a comprehensive range of branding solutions, including:**

- Dye Sublimation Printing
- Pad Printing
- Screen Printing
- Large Format Printing
- Shop Branding
- T-shirt Printing

We also create canvases, banners, signage prints, promotional items, and corporate branding materials.

## HOG Supplies

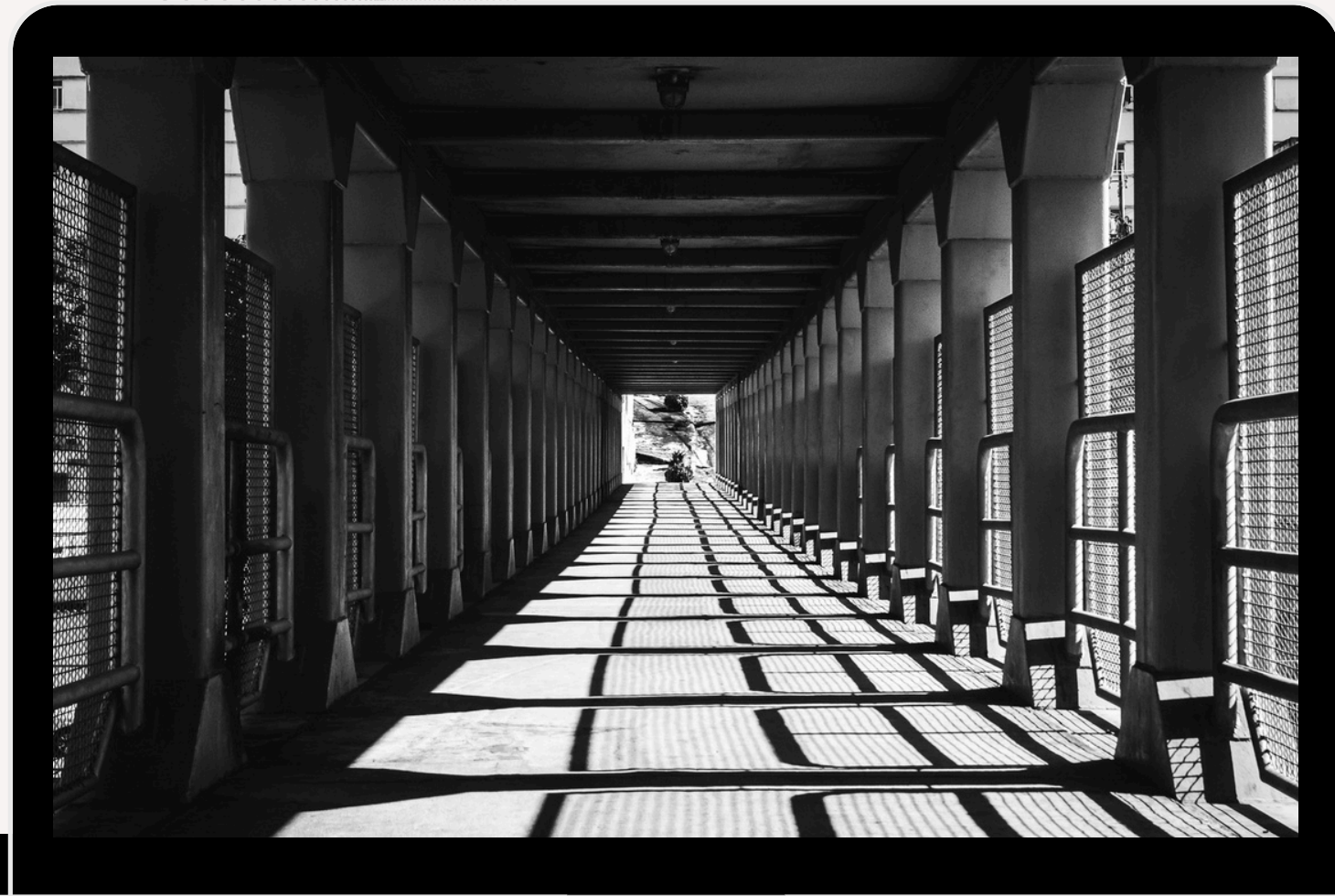
### **Our Services**

- Mining Supplies
- Stationery
- Branded Personal Protective Equipment (PPE)
- Promotional Packs



# Gumede Intimates

Gumede Intimates specializes in a range of underwear and intimate apparel designed for women. Our offerings aim to provide comfort and enhance the experience of embracing one's beauty, ensuring that every customer feels desirable. We offer lingerie, silk pajamas, bras, and underwear, among other items.



# House of Gumede Productions

## Our services include:

- Songwriting • Event Bands • Artist Management • Music Production
- Film Production (including short films and music videos) • Script Writing and Directing
- Registrations with SAMRO, SAMPRO, RiSA, and CAPASSO



# Get In Touch

HOUSE OF GUMEDE PTY (LTD)

**Company Reg No:** 2022/221463/07 **Tel:** +27(0)81 590 6932

**| Email:** [houseofgumede@gmail.com](mailto:houseofgumede@gmail.com) **| Offices:** WITBANK EMALAHLENI |  
PRETORIA ARCADIA

