



# THE SOCIAL MERCENARY

## PROUDLY MADE IN GHANA.



**BELIEVE IN BETTER**

**JOIN US AND FOLLOW THE JOURNEY**



[www.thesocialmercenary.com](http://www.thesocialmercenary.com) | [@thesocialmercenary](https://www.instagram.com/thesocialmercenary)



# THE SOCIAL MERCENARY

HOME ABOUT SHOP NOW TSM BEAT VINTAGE

## BELIEVE IN BETTER

SHOP ETHICAL GARMENTS



### BAGS

We partnered with Ethical Apparel Africa to bring you the ultimate backpack. These bags are made with local GTP fabric, are splash proof and have a 17L capacity.



### CAPS

Curating the first caps in Ghana, it's been a special project teaching local artisans the skills to fuse both Ghanaian fabrics with an iconic trucker hat design.



### TEE'S

We partnered with local Social Enterprise Kente Master to source handwoven Kente a royal Ghanaian fabric that just looks incredible on these Tee's!



**JOIN US AND FOLLOW THE JOURNEY!**

[www.thesocialmercenary.com](http://www.thesocialmercenary.com) | [@thesocialmercenary](https://www.instagram.com/thesocialmercenary)





# BAGS



**STURDY, DURABLE AND BEAUTIFUL**

## SPECIFICATIONS

- 1) Splash Proof (waterproof lining)
- 2) YKK Zips with easy pull tabs
- 3) 13-inch Laptop Pouch
- 4) Four handy pockets and compartments
- 5) Strong buckles and reinforced stress points
- 6) Uses local Ghanaian fabric
- 7) 17 Litre capacity.



**JOIN US AND FOLLOW THE JOURNEY!**

[www.thesocialmercenary.com](http://www.thesocialmercenary.com) | [@thesocialmercenary](https://www.instagram.com/thesocialmercenary)





# CAPS



## BRIGHT, VIBRANT AND COOL

### SPECIFICATIONS

- 1) One Size - with Adjustable strap
- 2) GTP African Print Fabric
- 3) Screen-print/ branding "TSM"
- 4) A first of a kind for Ghana
- 5) Handwash only



JOIN US AND FOLLOW THE JOURNEY!

[www.thesocialmercenary.com](http://www.thesocialmercenary.com) | [@thesocialmercenary](https://www.instagram.com/thesocialmercenary)







## OUR OWN ROYAL STAPLE

### SPECIFICATIONS

- 1) Uses local woven royal Kente fabric
- 2) Stitched on to a poly-cotton tee-shirt
- 3) Cold- wash advised
- 4) Back-of-tee TSM screen-print
- 5) Unisex style



**JOIN US AND FOLLOW THE JOURNEY!**

[www.thesocialmercenary.com](http://www.thesocialmercenary.com) | [@thesocialmercenary](https://www.instagram.com/thesocialmercenary)





**MADE IN  
GHANA**

**ETHICAL MANUFACTURING**



**PRODUCTION**



**JOIN US AND FOLLOW THE JOURNEY!**

[www.thesocialmercenary.com](http://www.thesocialmercenary.com) | [@thesocialmercenary](https://www.instagram.com/thesocialmercenary)





# FEATURED IN

**BBC** RADIO  
LEICESTER

Dan Jackson

*"IT IS BEAUTIFUL... A CLASSIC  
GHANAIAN PRINT!"*

"It looks like it's been made from one  
of the major manufacturers"

## Loughborough Echo



**ISPO  
Brandnew**  
Presented by YKK



**Winner 2018**

**BREDDY'S Social Awareness**

**winchestertoday** FREE **giftfocus**  
MAGAZINE

# THE SOCIAL "MERCH"

"We are about  
promoting African print  
fabrics as well as  
ensuring ethical  
production throughout!"

**Jack Hamilton Fellows, Founder**



**BELIEVE IN BETTER**

[www.thesocialmercenary.com](http://www.thesocialmercenary.com) | @thesocialmercenary





# THE SOCIAL "MERCH"

## THE STORY



Hey! My name's Jack and I volunteered with ICS Challenges Worldwide in Ghana



I then spent my entire student loan & shipped 90 bags to Hong Kong



I Sold bags day after day -  
(even over in Singapore)



Preparing for  
Kickstarter Back in  
England



#Back2Ghana: Partnered with  
Ethical Apparel Africa to make  
NEW & IMPROVED bags



**SOURCED IN  
GHANA, MADE IN  
GHANA!**



THE NEW GENERATION -  
READY FOR PRODUCTION

17  
Litre



**BAGS,  
CAPS &  
TEES**

WE RAISED

**£10,000**

ON

**KICKSTARTER**



**JOIN US AND FOLLOW THE JOURNEY!**

[www.thesocialmercenary.com](http://www.thesocialmercenary.com) | [@thesocialmercenary](https://www.instagram.com/thesocialmercenary)





# TESTIMONIALS FROM GEN 1!

## "I AM A SOCIAL MERCENARY"



"If buying from TSM helps someone somewhere it's making a difference."



"With this rucksack, I feel more confident and I feel like I have embraced my own style."



"My backpack is beautiful, trendy, well sewn and robust."



"The African pattern on the TSM rucksack was wonderful ... I bought one for my wife a few months ago however I often take the TSM rucksack out for my own use."

"The bag is made of a really comfortable and soft yet durable material and has come through everything I've thrown at it unscathed!"





# WANT TO GET IN TOUCH?



## THE SOCIAL MERCENARY

**Phone:** +447868022589 (Whatsapp Available)

**Email:** jack@thesocialmercenary.com

**Address:** 7, Severnside South  
Bewdley  
Dy12 2DX

**Website:** [www.thesocialmercenary.com](http://www.thesocialmercenary.com)



**JOIN US AND FOLLOW THE JOURNEY!**



[www.thesocialmercenary.com](http://www.thesocialmercenary.com) | [@thesocialmercenary](https://www.instagram.com/thesocialmercenary)