

By Innocent Camarade

In a country where tradition meets innovation, Gloria Uwizera Kamanzi has crafted Rwanda's cultural identity into the fabric of global fashion. As the founder of Glo Creations, a homegrown textile design and printing company, Gloria has built more than just a brand—she's built a movement. Blending African-inspired patterns with handmade techniques, her work celebrates heritage, empower women and youth.

In Rwanda's rapidly evolving fashion scene—where glamour and bold style light up red carpets and cultural events—one creative mind is redefining the art of textile design.

Gloria Uwizera Kamanzi, Founder and CEO of Glo Creations, leads a textile design and printing company that produces African- inspired garments and home décor. From hand-printed fabrics and ready-to-wear clothing to cushion covers and curtains, Kamanzi is crafting a unique identity rooted in culture and creativity.

Her business journey started early in life. Raised in a family of entrepreneurs—her maternal grandfather was a hardworking businessman, and her mother joined him in the family trade. Gloria was inspired at an early age and as the first granddaughter, she naturally followed in their footsteps.



From a young age, Kamanzi was curious and creative. She loved coming up with new ideas and creating things. The creativity later in life inspired the name “Glo Creations.” She knew early on that she wanted to turn her passion into a profession.

In 2004, while studying in Senegal, Gloria started a business journey. Life wasn't easy as a foreign student. She didn't have family nearby, and financial support was limited. Like any other entrepreneur, she needed something that could generate income, so she began printing designs on t-shirts.

Armed with determination and a \$100 saving from odd jobs, she started her first business print venture in her bedroom. Friends and members of her church community pitched in, helping her get off the ground.

Despite the challenges, she worked hard—day and night. Her designs became influenced by cultures from Senegal and Rwanda.

After graduation, she returned to Rwanda in 2005, introducing her designs to local market and exhibitions, but she faced skepticism.

“What I was doing was new in the local market and I faced challenge of product rejection.”

Despite doubts from some family members, she remained committed. Using savings and leftover stock from Senegal, she officially launched Glo Creations in Rwanda. Word-of-mouth, along with public events, helped her grow a loyal customer base.

Without collateral for a bank loan, her relatives helped her secure an overdraft to serve a niche clientele. She later attended business training programs locally and internationally to build formal knowledge, which enabled her to structure her business and setting up a team.

“I believe Rwandan women have enormous potential—they just need confidence and opportunities.” Gloria says “My advice: don’t wait for big capital. Start small, use what you have, and grow from there. Otherwise you can rely on family, friends, and available resources to get started.”



Over the years, Gloria has mentored other women, many of whom have gone on to launch their own brands. Their growth motivates her to continue sharing her knowledge and experience.

“Mentorship changed my life. It helped me discover my strengths and how I could contribute to the economy,” she shares. “But many women still struggle with access to finance and information. We need simpler systems and targeted support.”

Today, Gloria serves as Chair of the Rwanda Chapter of the African Women Entrepreneurship Program (AWEP), a U.S.-supported Pan- African initiative that promotes women-led businesses. She also sits on the ECCAS High Business Council, representing Rwanda’s private sector at the regional level.

Gloria has plans to take her brand global through a new service-oriented venture aimed at bridging market gaps and creating employment. She also hopes to launch job creation and education programs through Public Private Partnerships.

“I want to expand into international markets as Rwanda strengthens its continental presence,” she says. “I’m grateful to Rwanda’s leadership—their support and platforms have opened many doors.”

For Kamanzi, entrepreneurship in the creative industry is more than business, it’s a divine calling.



From hand-printed t-shirts to a full lifestyle brand offering printed textile for home accessories, clothing and other textile items, Glo Creations has become a symbol of purpose driven creativity.

Still, her vision extends beyond products.

“We need more platforms for women to connect, gain confidence, and access real opportunities,” she says. “I’m committed to growing my business— and helping others rise along the way.”