

Responsibility Policy

YourLuxury Africa

Effective Date: April 2026

Approved by: Yvonne Shaff, Managing Director

1. Our Philosophy

YourLuxury Africa is founded on the belief that luxury is not only defined by excellence and craftsmanship, but by responsibility, cultural integrity and meaningful impact. As a Pan-African luxury lifestyle media platform, we recognise our role in shaping narratives, creating opportunity and contributing to the broader cultural and economic ecosystem.

2. Our Commitment

We are committed to operating responsibly across all aspects of our business, with a focus on:

2.1 Cultural Representation and Storytelling

We actively promote authentic, diverse and inclusive African narratives, ensuring that the voices of designers, artists, entrepreneurs and communities across the continent and beyond are represented with integrity and respect.

2.2 Supporting Creative and Economic Growth

Through our editorial platform, partnerships and events, we create visibility and commercial opportunities for African talent and businesses within the luxury and creative industries.

2.3 Women's Empowerment

As a female-founded and led business, we are committed to supporting and amplifying the voices, achievements and leadership of women across sectors.

2.4 Ethical Partnerships

We collaborate with brands, organisations and individuals who align with our values of quality, authenticity, sustainability and responsible business practices.

2.5 Environmental Awareness

We are mindful of our environmental impact and continuously seek ways to operate more sustainably, including responsible print practices, considered production processes and partnerships with environmentally conscious suppliers.

2.6 Community and Industry Contribution

We aim to foster a sense of community within the luxury and creative sectors by creating platforms for connection, dialogue and collaboration through our content and events.

3. Implementation

Our CSR commitments are embedded in our day-to-day operations, including:

- Editorial decision-making and content curation
- Selection of partners and collaborators
- Event planning and execution
- Audience engagement and community building

4. Continuous Improvement

YourLuxury Africa is committed to evolving its CSR approach as the business grows, with the intention of formalising additional initiatives and measurable impact over time.

5. Governance

This policy is reviewed periodically to ensure alignment with our values, business strategy and the changing needs of our industry and community.

Signed:

Yvonne Shaff

Managing Director, YourLuxury Africa

