



AFRICAN SPIRITUALISTS



WHAT?

This tribe consists of millennials and Generation Zs who are interested, if not already practicing traditional African religions. They are modernising aspects of their belief systems and are sharing and speaking about their experiences online.

WHERE?

Black Femme Witches Brew connects women from around the world who align their beliefs with African spiritual practices. Kwenzekile Mngoma calls herself the glamorous sangoma. While sporting designer outfits, she wears beaded wristbands to indicate she is a traditional healer. She connects with clients via WhatsApp, email and Instagram, her online presence affording her the opportunity to build client trust.

INFLUENCERS: Kwenzekile Mngoma AND Gogo Moyo

KIN TRIBES: Local Influence Tribes

INDUSTRY: Spirituality, Retail and Marketing,

TAGS: #traditionalhealers #sangomas #tribes2018 #newurbantribes

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