

**MEDIA ADVISORY****The Africa Fashion Reception**

**Theme: “Creating wealth for African economies through its fashion, garment & textile industry”**

**INVITATION TO REPRESENTATIVES OF THE MEDIA**

**WHAT:** The **Africa Fashion Reception (AFR)** is a fashion Pan African initiative. This year's event will gather fashion designers, dignitaries, Ambassadors and media from over 20 African countries, in a celebration of cultural diversity expressed through the artistic fashion discipline with the proud theme **‘Africa is the New Inspiration of Global Fashion’**

**WHEN:** 14<sup>th</sup> – 15<sup>th</sup> September 2016

**WHERE:** African Union Conference Center, Addis Ababa, Ethiopia

**WHO:** Africa Fashion Reception is jointly organised by the Department of Social Affairs of the African Union Commission (AUC) and Legendary Gold Limited

**WHY:** To build bridges by creating free trade and partnerships among fashion parctitioners across the African continent

**OBJECTIVE:** To expand the potential power of fashion as a tool of fighting poverty in Africa by creating wealth through the empowerment of women and youths in the various fashion vocations through training, capacity building schemes, workshops and setting up of medium/small scale businesses thereby contributing to the implementation of the **African Union Agenda 2063 and the AU Plan of Action on Cultural and Creative Industries.**

**SPECIFIC OBJECTIVES:** These include the followings:

- To attract global attention to Africa's very rich and diversified dress culture which can be explored as a catalyst for the social economic growth of the continent's garment/textile industry.

- To bring about self-reliance as this initiative will create millions of jobs across the continent for Tailors, Creative Directors, Textile designers, Models, Cutters, Pressers, Fashion Photographers & Writers, Hair Stylists, Make-up Artists etc
- To contribute in bringing the much desired peace and stability to our continent by positively engaging the youths as stated above.
- And to further develop African economies by creating the biggest and most profitable African fashion and lifestyle trade and investment initiative for global patronage

**EXPECTED OUTCOME:** Empowering women and youths across the continent through training in the various fashion vocations thereby creating jobs

**PARTICIPANTS:** The participants will include:

- Fashion designers from over 20 African countries
- Fashion experts
- Resource people in the cultural and creative industries
- Partners
- Invited guests and observers..

**Journalists are invited to cover the Africa Fashion Business Summit at 10 am and the opening of the Exhibition 12 noon on the 14<sup>th</sup> September, 2016 and the Fashion Show 5pm on the 15<sup>th</sup> September, 2016 at 05.00 p.m.**

Media inquiries and interviews should be directed to ms. Thabit Mohamed AfraH Directorate of Information and Communication, AUC, Tel: 0929188243, E-mail: [Thabitma@africa-union.org](mailto:Thabitma@africa-union.org) , (Attached is the programme of the Africa Fashion Reception)

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