



Press Release N°025 /2012

AU Hosts Hub of Africa Fashion Week

“Eco-Fashion”



Addis Ababa, 24 April 2012 – Showcasing over forty African designs, the Hub of Africa Fashion Week kicked off on Tuesday, 24th April 2012, in the new African Union Conference Center (AUCC), Addis Ababa, Ethiopia. Organized by the African Union Commission (AUC) in collaboration with two companies, i.e. Clairvoyant and In the Bag, the event was held under this year’s theme *“Eco-fashion”*.

The fashion show was held in the presence of the Deputy Chairperson of the AUC, Mr. Erastus Mwencha; Chief of USAID, Mr. Stephen Wilce, high officials, representatives of international firms, leading fashion designers, and industry players among others. The designers are from Angola, Mozambique, Zimbabwe, Ivory Coast, Gambia, Kenya, Tanzania, Uganda, The Democratic Republic of Congo, South Africa and many more.



During the fashion show the AUC Deputy Chairperson, Mr. Erastus Mwencha stated that the aim of the fashion show was not only to showcase appreciation for African culture and branding; but that the show was also an entry point for the African textile industry into the global market. He further added that African textile markets need to expand into bigger markets all over the world.



Mr. Mwencha stressed that the Commission plays a significant role with regards to developing the textile industry within the continent. He recalled the decision of Member States of the African Union based on the theme of last year's Summit, "Boosting Intra-African Trade" to enhance the Common Market and establish a free trade area by 2017. The Hub of Africa Fashion Week platform will contribute towards the ultimate goal of expanding African markets.

Mr. Steven Wilce of USAID highlighted that the fashion show will promote African trade and its textile products. He stated that such events will bring change to the African textile industry and create awareness for it in the world's markets. Mr. Wilce stated, "Africa has talent, let's change the perception of the world towards Africa's textile industry".

The Hub of Africa Fashion Week started first in December 2011 in Addis Ababa, Ethiopia and Kenya under the theme "*Uniting the Industry for Sustainable Development*". For the second year, Clairvoyant Marketing Agency and In the Bag presented African Fashion Week this year from 24th – 27th April 2012 at the African Union Commission and Sheraton Addis Hotel.

The Hub of Africa Fashion Week looks to unite the industry through fashion by featuring designers and fashion industry players in Africa as well as providing an open platform that promotes trade development and conscious environmental fashion. Moreover it will promote sustainable development by encouraging young people who have a keen interest in fashion.