



13th August 2018

**SWAHILI FASHION WEEK WASHINGTON BENBELLA EMERGING DESIGNER
COMPETITION (WB-EDC) is now open for Application.**

For the past 10 Years, Swahili fashion week has remain forefront in generously providing and paving way for emerging designers in East and Central African fashion industry. SFW through ***Washington Benbella Emerging Designer Competition (WB-EDC)*** has celebrated immense and diverse design talents across Africa and young talents have successfully gained confidence and established their brands.

In this year Swahili Fashion Week Washington Benbella Emerging Designer Competition under the key theme of ***“Promoting Swahili as a language”*** has officially opened doors for young and talented fashion designers across Africa to apply for this unparalleled opportunity that will enable them to gain recognition and exposure.

“We are excited to unveil the 11 edition of Washington BenBella Emerging Designer Competition. We are always thrilled of providing a valuable opportunity to the talented and aspiring young designers who represent the future of fashion industry in Tanzania. We argue all interested young designers to embrace this opportunity seriously and apply before the deadline **on 30th September 2018, 12 hours EAT**” stated Swahili Fashion Week PR, Maryam Idriss.

On 1st December 2018 at 2030 hrs, 10 selected finalists will grace the SFW platform and showcase their unique garments and allow the judges decided who should be awarded, the winner will obtain a tremendous opportunity of showcasing more of his/her designs on the 12TH Swahili Fashion Week in 2019.

Application forms are presently available at ***www.swahilifashionweek.com***, the deadline of submitting the form is 30th September 2018, 12 hours EAT, and applicants are reminded to read instructions carefully for full application.