



- **Swahili Fashion Week to kick off on 30th November until 2nd December 2018**
- **The Swahili Fashion Week 2018 emphasis on industrialization policy**
- **More than 50 designers to participate on Swahili Fashion Week 2018**

The East and central Africa's only focused fashion week to kick off on November 30th to 2nd December 2018, at the National Museum City Centre (Posta) in Dar es Salaam.

Preparations are exciting and overwhelming as we are ready to present the **“Discover What Makes Africa beautiful”** and the ultimate fashion experience to fashion greats!

Gathering on the astounding success of the past Ten editions, Swahili Fashion Week and Awards platform remains to be remarkably the outstanding and most influential fashion platform in Africa in terms of boosting fashion technology, rising of incredible talents, fashion innovations and embracing Swahili Culture.

Mustafa Hassanali, the founder of this East Africa and Central renowned fashion platform, in all sincerity states that “As we are marking the eleventh season of Swahili fashion week, we are content to see that we are progressing confidently towards the goals we set when we established this prestigious event. The goal of developing the African Fashion space remains at the forefront, through the platform and its wide media exposure will continue to support talented players of the fashion industry and promote Tanzania fashion brands to the world.”

Mustafa adds, “The future of Tanzania fashion industry is also the ability to manufacture and sell to the global market, that is why Swahili Fashion Week as an event genuinely Support the initiative of His Excellency President of United Republic of Tanzania Dr. John P Magufuli by spearheading the industrialization Economy of “Made in Tanzania “ Textile and Apparel products, as stated during his inauguration speech in 2015. Therefore, we urge the media and other stakeholders to celebrate with us during the fashion week, supporting our renowned fashion designers and witness the unique and unparalleled fashion experience.

As this African proverb says “if you want to go fast go alone if you want to go far go together.”

The eleventh edition of Swahili Fashion Week will continue to be the astounding and highlight of fashion weeks in Africa with local, regional and international designers garnering millions of impressions from national and international media since its inception in 2008. Swahili fashion week has remained the premier creative platform for designers from East Africa and beyond who showcase their incredible collection to the global audience at par.

“Our 11th celebration, amongst others, is geared to promote Swahili Culture, the language in particular. Swahili Fashion Week Platform does not only promote the spoken language rather the nonverbal through fashionable attires. This is because Swahili Language is spoken by over 100 million people in Africa and it is a lingua franca recognized by foreign media organisations, which broadcasts radio programmes in Swahili. Some African countries have even handed Tanzania an opportunity to leverage language as a tool for cultural diplomacies.” Stated, The Project Manager of Swahili Fashion Week, Glory Urassa

The Swahili Fashion Week Launch was graced by the liberal presence of Italian Ambassador to Tanzania H.E excellence Roberto Mengoni, who wholeheartedly stated “The fashion industry in Italy has been a huge employer in their country, providing 350,000 jobs and making more than 15 billion in the last year hence hoping the Tanzanian fashion industry will expand too and be able to contribute largely in Tanzania’s economy. Italian embassy in Tanzania have been very supportive to Swahili Fashion Week and we do promise to keep supporting the local designers to reach the global market”

This year Swahili fashion week and awards will take place from 30th November -2nd December at The National Museum of Tanzania with the line-up of 50 designers Runway shows. During the evening from 4pm to 10 pm, there shall be the Swahili Bazaar and live band performance whereby various exhibitors shall display and sell various handicrafts, arts and accessories together with VIP lounge for those wishing to spend an entertaining evening surrounded by fashionistas, media and celebrities, whilst enjoying the biggest fashion week in Tanzania.

Swahili Fashion Week is proudly organized by 361 Degrees and sponsored by Embassy of Italy to Tanzania, Uber Tanzania, BASATA, JCDecaux, Golden Tulip Hotel City Centre, BASATA, Asila's Makeup, Nexia SJ, GreenTelecom, Epidor, Michuzi Blog, Aim Group and Spik and Span.

ABOUT SWAHILI FASHION WEEK

Swahili Fashion Week is the biggest and largest annual fashion event in the whole of East and Central Africa providing platform for fashion and accessory designers from Swahili speaking countries and beyond to showcase their talent, market their creativity and network with their clientele and the international fashion industry.

This is all aimed at emphasizing to the region that fashion is an income generating creative industry, meanwhile promoting a "Made in Africa" concept.

Swahili Fashion Week is a platform founded and created by celebrated Pan African couturier from Tanzania, Mustafa Hassanali in year 2008.

2018 will mark the Eleventh edition of the Annual Event