



PRESS RELEASE

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- **Swahili fashion week & awards to celebrate 10 years since its inception**
- **More than 50 designers to celebrate 10th anniversary of Swahili Fashion Week on 1st, 2nd & 3rd December**
- **Swahili fashion week & awards kicks off on 1st, 2nd & 3rd December**

The fashion season is here!!! Preparations are exciting with full of frivolity as we celebrate greatness and successful years of Swahili fashion week since its inception. What a Landmark! On December this year, Tanzanian fashion industry will be delighted to mark 10 years of largest fashion platform in East and Central Africa “**SWAHILI FASHION WEEK & AWARDS**”, the fashion week will be held on 1st, 2nd, and 3rd, at National Museum City Centre (Posta) in Dar es Salaam, Tanzania.

Gracing on the remarkable success of the past nine seasons, Swahili Fashion Week platform is refereed as non-rather than a leading Fashion Platform in Africa in terms of rising talents, Fashion innovations, and embracing Swahili culture. Mustafa Hassanali, the founder of this prestigious Fashion Platform, wholeheartedly states “We are celebrating on the success of our fashion industry, aiming to improve on all areas and develop the next level of Swahili Fashion Week event. Together with our sponsors and designers we are taking international best practice and combining it with what works for designers and the industry locally, we must retain our focus on a sound business for designers to take their brands to the next level”.

Mustafa adds, “Our main aim is not only promoting and celebrating Swahili Fashion Week as an event but also Supporting the initiative of His excellency 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 stake holders 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 tenth milestone of Swahili fashion week, will be the stagger and highlight of fashion weeks in Africa with both Local, Regional and international designers garnering million impressions from national and international media since its inception in 2008. Swahili fashion week has been the premier creative platform for designers from East Africa and beyond who showcase their collection to the global audience at par.

“As we celebrate our 10th Anniversary, our focus is placed firmly on people who epitomize the best of the East African fashion industry, with products that have a strong global appeal. We are proud to be part of East African fashion growth, having witness a humble and significant move of east African models and designers. The 10th edition of Swahili Fashion Week signifies a tremendous move as awards will be given in all the 3 days of the event. ” states Swahili Fashion Week Project Manager, Glory Urassa

This year Swahili fashion week and awards will take place every evening from 1-3 December at National Museum with the set-up of 50 designers Runway shows. During the evening from 6 pm to 10 pm there shall be the Bazaar and live band performance whereby various exhibitors shall display and sell various handcrafts, arts and accessories together with VIP lounge for those wishing to spend an evening surrounded by fashionistas, media and celebrities, whilst enjoying the biggest fashion week in Tanzania.

Swahili Fashion Week is organized by 361 and proudly sponsored by Azam Tv, Italian Trade Agency, Golden Tulip Hotel, Fasjet, BASATA, Asila’s Makeup, Fabcars, Huayuan Security, Nexia SJ, GreenTelecom, Epidor, Michuzi Blog, Eventlite, African Stars and Majira.

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.

2017 will mark the Tenth edition of the Annual Event