

## FOR IMMEDIATE RELEASE

### **SWAHILI FASHION WEEK & Awards 2020 IS OFFICIALLY LAUNCHED 13<sup>th</sup> Edition of the Swahili Fashion Week to be held on 4<sup>th</sup>, 5<sup>th</sup> & 6<sup>th</sup> December 45 Designers to showcase their creation in Dar es Salaam**

The East and Central Africa's largest fashion platform Swahili Fashion Week (#SFW2020) will take place from the 4th to 6th December, at the Serena Hotel Dar es Salaam whereby it will bring together 45 designers from across East Africa and beyond, truly attesting the Global positioning of this world class platform

Building on the incredible success over past years, Swahili Fashion week platform is considered to be the leading event in terms of innovation and curation. Mustafa Hassanali the founder of Swahili Fashion Week hopes to build on this foundation enthusiastically “The year 2020 has been very challenging economically, On April while we were on the ground preparation stages of this year’s edition, we were in serious doubts about the occurrence of this year’s event due to the pandemic Covid-19, in spite of the pandemic we have over 45 designers showcasing at this year’s event. This is due to the positive action of our leadership under HE President Dr John Pombe Magufuli, who managed to curtail this pandemic in Tanzania.”

Mustafa adds, “the goal of developing the African Fashion space remains at the forefront of what we are aiming to do, and through the platform and it’s wide media exposure, the consumer in Tanzania, Africa and diaspora at large is seeing that there’s an alternative to the imported brands, we always aim to strengthen Brand value, championing the “made in Africa” concept and building global brands with African roots”

The Thirteenth edition of Swahili Fashion Week will continue to be the highlight of fashion weeks in Africa with both local, regional and international designers garnering millions impressions under its tagline: “ Discover what makes Africa Beautiful”

“We urge the public to support the design industry and proudly wear MADE IN TANZANIA. The local talents need to be nurtured to evolve them into synonymously globally recognized Brand names. Charity begins at home, thus we look forward to support from local companies and organizations to facilitate this business of fashion” added Hassanali

The platform intends to encourage more young designers this year to use this platform as a stepping stone to their next level into the fashion world, “We also have the Washington Ben Bella Emerging Designers Competition this year, where nine 9 young and talented designers will be able to showcase their innovative and creative designs to the world.” Added Mustafa.

Speaking during the launch, The Italian ambassador to Tanzania H.E. Roberto Mengoni said, ‘Over the past 6 years we have been partnering with Swahili fashion week and we are pleased yet again to join hands with them this year, We have witnessed diverse and rapid growth of fashion industry in Tanzania and it is an honor being part of that growth. The Embassy is proud to bring renowned Italian Fashion Designer Maria Laurenza who will showcase her collation during the fashion week and also host a workshop for young designers.

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For the past 12 years Swahili Fashion Week is considered to be the biggest and the largest annual fashion event in the whole of East and Central Africa that has been reliable in providing platform for fashion and accessory designers from Swahili speaking countries and beyond to showcase their talent, market their creativity and give them the opportunity to network with clientele and the international fashion industry.

Tanzania's National Arts Council Executive Director Mr. Godfrey Mngereza was quoted saying, "Textile and apparel industry has forever marked its contribution in the growth of Gross Domestic Product (GDP) due to the effective utilization of cotton products throughout its value chain, fashion designers have shown positive response towards the industrialization policy and while speaking about industrial development, one cannot forget to include textile and apparel industry. By so knowing, the National Arts Council has always given its supports to fashion industry stakeholders in their sustainable growth and development. I applaud the decision of various designers to design and produce various kinds of cloth masks during the pandemic Covid-19, hence by so doing they really played an important role to ensure safety of the community. Moreover we emphasis on the love and desire to use "Made in Tanzania" to show support and sustain our local brands."

"Swahili fashion week and awards has gained its place in development of the fashion industry in Tanzania and beyond. We are happy to announce that the platform will again host its 13<sup>th</sup> edition during the first week of December from 4<sup>th</sup> – 6<sup>th</sup> and we applaud all the hard work and efforts by the Tanzanian government in ensuring safety in Tanzania against the pandemic Covid-19 hence the event can take place with much safety and security. We believe that this is a perfect platform to nurture and grow talents in the Country in the Fashion and Apparel industry" He added.

Dar Es Salaam Serena hotel for the second year in row are the official host of the event and they are anxiously looking forward to provide hospitality to its discerning clientele "I would like to take this opportunity to sincerely congratulate the Swahili Fashion Week team and more especially its founder Mr. Hassanali for all the efforts invested in building this platform and by allowing us to be part of this premium platform, we as Dar Es Salaam Serena hotel once again we are pleased to be part of this fashion forward platform. Serena hotels is the biggest hotel chains across East Africa and hence we join hands with the biggest fashion platform to create impact in the fashion industry across East Africa and beyond. I take this opportunity to welcome all patrons to Serena hotels to experience its warm hospitality, karibuni sana' said Mr. Seraphin Lusala, Director of Sales.

"I argue designers and other fashion stakeholders to use this opportunity and explore what can possibly be done in the areas which Serena hotels facilities can be spotted across the region and we are willingly to support them by all means we can." Added Seraphin.

At This year event, apart from Runways shows taking place every evening over the period of three days from 8.30PM onwards, prior to the show. This runways show are open to public. There shall also be a bazaar whereby various exhibitors shall display and sell various handicrafts, art and accessories from 7pm onwards. During the fashion week we shall also celebrate the fashion industries finest in Tanzania and beyond where by award

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winners in 26 Categories will be announced. “This year we have added two new categories, stylish music video of the year and best costume design in Film/series. Swahili Fashion Week Awards Is powered by Green telecom and audited by Nexia SJ” stated Mustafa Hassanali

Swahili Fashion Week and Awards 2020 promises to push technology and show high-end production from South Africa during the three days of fashion, beauty, and lifestyle event compound with unforgettable performance of world class runway and diverse cultures which continue to put our country on an international spotlight, Tanzania Unforgettable

Swahili fashion weeks and awards 2020 is organized by 361 Degrees, Hosted by Serena hotel Dar es Salaam and sponsored by Italian Embassy In Tanzania, Grey Goose, Hugo Domingo, Image Masters, Asila’s Make-up, Nexia SJ, Green Telecom, Epidor, Eventslites, Maasai Watchers, Spik N Span, Image Masters, Khimji’s, Fashion Association of Tanzania and National Arts Council (BASATA)

Fashion Designs Brands showcasing at this year’s Swahili Fashion Week are:

LUNDI & SONS | ENOFITS | ANETELLA | CHUWA FASHION | ASHUBIRA DESIGNS | MILLY’Z | DD\_CRAFTS | MARIEPRINTS | EK-AN-TIK | TWIGASMOMODE | MARTIN KADINDA | BY JV’S | MATT DESIGNS | ZADO FASHION | NKIPOSH DESIGNS | NYUZI CAD | KIKI’S FASHION | KATTY COLLECTION | LEVRA WITH CULTURE | THE OUTFIT BRAND | HUSSEYN AWADH | SHAHBAAZ SAYED | NIDA TEXTILES MILLS(T)LTD | UCOCO BRAND | SUKRA SALAH | AFRICAN ATTIRE FOR ALL | TEXTURE BEAUTY SAON | JK DESIGNS | RAY PLAN | MABINTI CENTRE | ZUH FASHION | T-NGAZY | DAPPER LUQ COLLECTION | IRADA STYLE | MKWANDULE`SON | CLAVON LEONARD | NAA LAMLEY KOUTURE | MORREZ FASHION | IMAQULATEDESIGNS | MAHAUMES DESIGNS | AFRIPOSH DESIGNS | BANSRI.M. | ENJIMAASAI | T.E.FASHION | MARIA LAURENZIA

### **NOTE TO EDITORS**

#### **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.

2020 marks the Thirteenth edition of the Annual Event

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