



PRESS RELEASE

SWAHILI FASHION WEEK & Awards 2019 IS OFFICIALLY LAUNCHED

SWAHILI FASHION WEEK to be held on 6th, 7th & 8th December 2019

34 Designers to showcase their collection in Dar es Salaam

The dates for East and Central Africa's largest fashion platform Swahili fashion week is set for December 2019. The twelfth edition of Swahili Fashion Week (#SFW2019) will take place from the 6th to 8th December, at the Serena Hotel Dar es Salaam whereby it will bring together 34 designers from across East Africa and beyond, truly attesting the Global positioning of this world class platform

Building on the incredible success of the past eleven seasons, 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 stating, “not only did we show the world that the depth of design talent in Tanzania and Africa is truly amazing, we now created and support the platform by promoting it globally with this year we having Italian Designer Marta Zampolini who will also talk at a workshop on how to venture into the global markets.” There is an African proverb says “if you want to go fast, go alone, if you want to go far go together”,

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 Twelfth 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.

“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

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, there shall be a bazaar whereby various exhibitors shall display and sell various handicrafts, art and accessories. During the fashion week we shall celebrate the Finery in the Tanzania ad regional Fashion industry where by award winners in 26 Categories will be announced. “This year we have added one new category Designer of the year (Mikoani) celebrating designers working and living in the various regions of Tanzania outside Dar es Salaam so as to be a more inclusive awards. Swahili Fashion Week Awards Is powered by Green telecom and audited by Nexia SJ” stated Mustafa Hassanali

Swahili Fashion Week and Awards 2019 promises to push technology and show high-end production on the three days of fashion, beauty, and lifestyle event compound with unforgettable performance of world class catwalk and diverse culture which continue to put Tanzania On an international spotlight, Tanzania Unforgettable

Swahili fashion weeks and awards 2019 is organized by 361 Degrees, Hosted by Serena hotel Dar es Salaam ad sponsored by Italian Embassy In Tanzania, Grey Goose, Hugo Domingo, Image Masters, Asila’s Make-up, Nexia SJ, Green Telecom, Epidor, Eventslites, Michuzi Blog , Fashion Association of Tanzania and National Arts Council.



Designer Brands showcasing at this year's Swahili Fashion Week are:

SHAHBAAZ SAYED | CHUWA FASHION | BY JV's | KISUSI DESIGNS | MKWANDULESON |
DOREEN MASHIKA | BIJOUX TRENDY | LUNDI & SONS | MK | MILLYZ | KIKI'S | NALEDI |
LUCKY CREATIONS | NESTE | EK AN TIK | ANNA SEMIONO | CHARLES ENNO |
NISHIKEMKONO ORG | LEVRA WITH CULTURE | AM DESIGNS | MAHAUMMES |
TUNTIFADY | GLORY MISSANA | NASHAKI | SAMZ | NUCY | PALSE | AFRIKAWALA |
MARY ANGEL | RUFFIN | CLAVON LEONARD | MARGAUX RUSITA | BERYL QOUTURE |
SAMMA COLLECTIONS | MARTA ZAMPOLINI | UWERA CLAUDINE

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.

2019 marks the twelfth edition of the Annual Event

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