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SWAHILI FASHION WEEK&AWARDS 2021 IS OFFICIALLY LAUNCHED

-14TH edition of Swahili Fashion Week to be held on 3rd, 4th & 5th December.

-60 Designers to showcase their creations in Dar es Salaam, Tanzania.

-Swahili Fashion Week is celebrating 60 years of Tanzania's independence through "Made in Tanzania".

The Africa largest annual fashion event Swahili Fashion Week & Awards will take place from 3rd to 5th December, at Serena Hotel Dar es Salaam which will mark the fourteenth edition after being founded and created by celebrated Pan African couturier from Tanzania, Mustafa Hassanali in 2008.

The Swahili fashion week kicks off as a multifaceted three days of fashion, beauty, and lifestyle event compound with unforgettable performances and diverse culture which continues to put Tanzania on an international spotlight. Thus, in 2021 it will provide a platform for sixty (60) 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 aimed at emphasizing to the region that fashion is an income generating creative industry, meanwhile promoting a "Made in Africa" concept.

Mustafa Hassanali the founder of Swahili Fashion Week said there is African proverb "if you want to go fast, go alone, if you want to go far go together", thus this year we aim to reach out to the public to emphasize and promote talents within the fashion industry and beyond. We aim to strengthen brand value, championing the "Made in Africa" concept and

building global brands with African roots.”

The Fourteenth Edition of Swahili Fashion Week will continue to be the 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 been the premier creative platform for designers from East Africa and beyond who showcase their collection to the global audience at par.

The platform intends to encourage talented designers to use the platform as a stepping stone to the next level into the fashion world. “We also have the Washington Benbella Emerging designers Competition, where 10 young and talented designers will be able to showcase their innovative and creative designers to the world” added Mustafa.

“We urge the public to support the fashion industry and proudly wear MADE IN AFRICA, especially the Tanzanian concept. The local talents need to be nurtured to evolve into synonymously globally recognised brand names. Charity begins at home; thus, we look forward to support from local companies and organisations to facilitate this trade of business of fashion” stated Benedict Msofe, the Fashion week coordinator

This year’s theme is “Discover what makes Africa beautiful, as we celebrate 60 years of Tanzania Mainland independence”.

A total of over 60 fashion designers from Tanzania and beyond will showcase their 2021/2022 Collection during the runway shows that will take place every evening over the period of three days from 7.30PM onwards. Designers from Tanzania, Uganda, Rwanda, Burundi, Kenya, South Africa, Namibia, Zambia, Ghana, Oman, Italy, USA will be showcasing their collection at the Fashion week, thus giving rise to fashion tourism.

Swahili Fashion Week is organized by 361 Degrees, hosted by Serena hotel Dar es salaam and sponsored by the Italian Embassy In Tanzania, Hugo Domingo, Desperado, Image Masters, Asila’s Make-up, Nexia SJ , Tanzania

Women Chamber of Commerce (TWCC), GIZ, Epidor, Eventslites, Maasai Watchers, Kuambiana Investment Company, African star, Blackfox Agency, A1 Outdoor, Spik N Span, Advertising Dar, Khimji's, Fashion Association of Tanzania (FAT) and The National Arts Council (BASATA).

International designers are;

Ashubira Designs (USA), Berry Heart Creations (Botswana), Clavon Leonard (USA), Dapperluq Collection (USA), Dimass Fashion Designs (Zambia), Endelea (Italy + Tanzania), Eisul Limited (Kenya), Jonjo Fashions (Uganda), KA Haute Kouture (Rwanda), ManeMane (Spain), Mshona (Uganda), NgapX (Namibia), PriscieB (Uganda), Sir Pinto's Design (Uganda), SixFit Unltd Wear (Uganda) and Ucoco Brand (Burundi) and we are have a delegation of designers from Oman, Italy and Sweden. We will soon know who are these designers.

And Tanzania designers are;

Affrican Attire For All (DSM), Africantouch Fashion Brand (DSM), AngelHudson (DSM), Bahati (ZNZ), Bhuyeg'I (DSM), Bilan Facon (DSM), Chuwa Fashion (Arusha), DD_Crafts (ZNZ), Difa_Designs (DSM), Doreen Mashika (ZNZ), Drax Fashion (DSM), EK-AN-TIK (DSM), Enofits (DSM), Getrude Shoo (Arusha), indigenous.I. (DSM), JK Design (DSM), Julia By Don Bosco (DSM), Kanyali Fabrics And Design (DSM), Kasikana Collection (Geita), Katty Collection (DSM), Kemi Kalikawe Ready To Wear (DSM), Kiki's Fashion (DSM), Levra With Culture (DSM), Lundi & Sons (DSM), Mahaumes Designs (DSM), MDC (DSM), MK Nuru Designs (DSM), Mkwanduleson's (DSM), Moshaki By Florence (DSM), Neah Collection (Tanga), Neith Design (Arusha), Neste Fashions Africa (DSM), Nyuzi CAD (DSM), Posh By Rinkie (DSM), Romy Jay (DSM), Scorpion Fashion And Style (DSM), Sukaina Kermali Apparel (DSM), WEEDO Women Empowering (DSM) and Zuh Fashion (DSM).

The Runway showcase will be preceded by a bazaar during the evening hours whereby various vendors, designers, artists shall display and sell their handicrafts, art and accessories.

The Fashion week will simultaneously celebrate excellence of the finest in the Fashion industry where by during the award ceremony, winners in 26 Categories will be announced.

NOTE TO THE EDITORS ABOUT SWAHILI FASHION WEEK

Swahili Fashion Week is the biggest and largest annual fashion event in 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 Africa couturier from Tanzania, Mustafa Hassanali in year 2008.

Tanzania Fashion, Unforgettable.

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