



PRESS RELEASE

SWAHILI FASHION WEEK & AWARDS 2022 IS OFFICIALLY LAUNCHED

- 15TH edition of Swahili Fashion Week held on 2nd, 3rd & 4th December.
- Over 50 Fashion Designers showcased their creations in Dar es Salaam, Tanzania.
- Celebrating 15 years of Swahili Fashion Week as we discover what makes Africa beautiful

The Africa largest annual fashion event, Swahili Fashion Week & Awards took place from 2nd to 4th December, at Pantheon Hall/ Greek Hellenic Club at Ali Hassan Mwinyi Road Dar es Salaam which marked the fifteen editions whereby it brought together more than 50 designers from across East Africa and beyond, truly attesting the global positioning of this world class platform.

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 n an international spotlight. Thus, in 2022 it provided a platform for more than 50 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.

Mr. 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",

The goal of developing the African Fashion space remains in the forefront of what we are aiming to do, and through the platform and its 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 Fifteen 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 Swahili Speaking countries 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 had Washington Benbella Emerging Designers Competition, where 15 young and talented designers who were 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 Dkt. Kedmon Mapana, Executive Secretary the National Arts Council (BASATA)

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

The Fashion week simultaneously celebrated excellence of the finest in the Fashion industry in Tanzania and East Africa as a whole, where by during event there were an award ceremony, where by winners in 29 Categories were announced which are voted by the public and audited by an audit firm, Nexia SJ.



Swahili Fashion Week is organized by 361 Degrees, hosted by Onomo hotel Dar es salaam and sponsored by the Italian Embassy in Tanzania, Desperado, Hugo Domingo, Wasafi Tv, Fashion Association of Tanzania (FAT) and The National Arts Council (BASATA), Image Masters, Natural Kendwa, African star, Asila's Make-up, Nexia SJ, Bevco, Distribution, Star of Africa, A1 Outdoor, Khimji's, Spik N Span, Kuambiana Investment, Epidor, Maasai Watchers, Events Master, Blackfox Agency and The Wide View Display and Kavs.

The International designers Showcasing their Collection this year are;

Berry Heart Creations (Botswana), Bombolulu Workshop & Cultural Center (Kenya), Beautiful Enlightenment (south Africa), Seditsi (South Africa), Bread & Butter (Italy), Cree Style Arts (South Africa), Jane Jaquin Swahili Elegance (France), 6Kasso (Congo) and Mlima (USA).

Designer from Tanzania showcasing their collection are;

Bhuyeg'I (DSM), Bilan Facon (DSM), Chuwa Fashion (Arusha), Difa_Designs (DSM), Enofits (DSM), Katty Collection (DSM), Kiki's Fashion (DSM), Mkwanduleson's (DSM), Neah Collection (Tanga), Neith Design (Moshi), Nyuzi CAD (DSM), Sukaina Kermali Apparel (DSM), WEEDO Women Empowering (DSM) by JV'S(DSM), Zuh Fashion (DSM), Noor Design (DSM), TL7 Masai Art Gallery (DSM), Nyanju (DSM), Zaverya Luciano (DSM), Enjimasaa (DSM), Nally Boutique(DSM), Fiderine's House of catwalk & Fashion (DSM), Shahbaaz Sayeed (DSM), CXG (Znz), Blackcherry(DSM), Gethsemane (DSM), Cappelas Fashion (DSM) and 10 designers from Culture and Development East Africa (CDEA).

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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hashtag #SFW2022.