




DE KONING

party & events

21 AUGUST

TIME	THE PLAN	LOCATION	ACTIVITY
13:00 - 16:00	Build-Up runway, Redcarpet, backstage & exhibition booth. Light & Sound check	De Koning - Alexander Ballroom	Build-Up
17:00 - 18:00	MEET & GREET WITH KEY-PLAYERS	Ibis Hôtel	Off-schedule programme
18:00 - 19:00	SHOWS BRINGING	Ibis Hotel	Off-Schedule programme
17:00 - 19:00	KEY-PLAYERS IN ATTENDANCE - DESIGNERS - EXHIBITORS - FASHION PROFESSIONALS - VOLUNTEERS - TEAM AFWA	Ibis Hotel	Off-Schedule

VENUE: DE KONING | Address: Isolatorweg 29, 1014 AS Amsterdam

Video: <https://youtu.be/pyvqW6X4pel>

Hotel Partner: Hotel ibis Amsterdam City West

Address: Transformatorweg 36, 1014 AK Amsterdam

Booking link: www.accorhotels.com (<https://www.accorhotels.com/gb/hotel-5140-ibis-amsterdam-city-west/index.shtml>)




VENUE: DE KONING | Address: Isolatorweg 29, 1014 AS Amsterdam

Video: <https://youtu.be/pyvqW6X4peI>

THURSDAY 22 AUGUST

TIME	SCHEDULE	LOCATION	ACTIVITY
16:00	ARRIVAL OF GUESTS DRESS CODE: AFRICAN ROYALTY	DE KONING	RED-CARPET
16:30	RED CARPET INTERVIEWS - Street-styles photography - The Sapeurs - Welcome Cocktails	DE KONING	Street-styles photography “WHAT/WHO ARE YOU WEARING” INTERVIEWS
17:00	“WAX IN THE CITY”	ALEXANDER BALLROOM	DOCUMENTARY & INTERACTIVE SESSIONS
18:00	OFFICIAL OPENING by HOSTS MASTERQUEEN - SPEECH by MINISTER OF TOURISM, CULTURE & HANDICRAFT PROMOTIONS and Reps - Acknowledgment of Equatorial Guinea 🇬🇳 Delegation - Oktopus Enterprises	ALEXANDER BALLROOM	OPENING SPEECH PRESENTATION
18:15	PERFORMING ARTIST: FACTORY	BALLROOM	ENTERTAINMENT
18:30	SIGNÉ ZOÉ SS2020	BALLROOM	THE SHOWS
18:45	6YARDS.NL	BALLROOM	THE SHOWS
19:00	Welcome Greetings by ARWIN of De Koning SPEECH by H.E Ambassador Of Liberia to the Benelux DR. ISAAC WEHYEE NYENABO Acknowledgement Of:- Liberia 🇱🇰 Delegation - Ceiba Intercontinental - National Bank Of Equatorial Guinea - Ibis Hotel - Dash Waters - Julius Holland Textiles - Africa Fashion Museum Foundation	ALEXANDER BALLROOM	INTRO
19:30	SHADES BY BLACKPEARL SS2020 + LIVE PERFORMANCE BY JASON FUTURISTIC	BALLROOM	THE SHOWS

19:45	YELLOW BONE BIKINIS	BALLROOM	THE SHOWS
20:00 - 20:15	ENTERTAINMENT - YESSONIA - TASTE OF AFRICA & COCKTAILS - NETWORKING	THE BAR ARENA EXPO LOUNGE	ENTERTAINMENT
20:15	- MONSIO COUTURE - FOXNATE	BALLROOM	THE SHOWS
20:30	BAMBOO REVOLUTION	BALLROOM	THE SHOWS
20:45	STUDIO 65 OKTOPUS PRESENTATION	EXPO LOUNGE BALLROOM	THE SHOWS PRESENTATION
21:00	SPEECH by H.E Ambassador Of Nigeria to the Netherlands H.E. Mr Oji Nyimenuate Ngofa ACKNOWLEDGMENT OF:- - Nigerian  Delegation - Ceiba Intercontinental - National Bank Of Equatorial Guinea - Ibis Hotel - Dash Waters - AfroFashion - Julius Holland - Oktopus Enterprises - Africa Fashion Museum Foundation	ALEXANDER BALLROOM	INTRO
21:15	- SUSAN AFRIKHEART	BALLROOM	THE SHOWS
21:30	CINDRA ACCESSORIES	BALLROOM	THE SHOWS
21:45	CAM FASHION DESIGNS	BALLROOM	THE SHOWS
22:00	CLOSING REMARKS !!! PERFORMING ARTIST: FUTURISTIC - FACTORY - TASTE OF AFRICA - COCKTAILS - NETWORKING	THE BAR ARENA EXPO LOUNGE	ENTERTAINMENT



**Banco Nacional
de Guinea Ecuatorial**
El banco de todos





VENUE: DE KONING | Address: Isolatorweg 29, 1014 AS Amsterdam

Video: <https://youtu.be/pyvqW6X4peI>

Hotel Partner: Hotel ibis Amsterdam City West | Address: Transformatorweg 36, 1014 AK Amsterdam

FRIDAY 23 AUGUST

TIME	SCHEDULE	LOCATION	ACTIVITY
16:00	ARRIVAL OF GUESTS - DRESS TO IMPRESS DRESSCODE: AFRICAN ROYALTY	DE KONING	Redcarpet interviews - Street-style photography - Who Wore What
16:00 - 17:00	RED CARPET INTERVIEWS - Street-styles photography - The Sapeurs - Welcome Cocktails	DE KONING	Street-styles photography “WHAT/WHO ARE YOU WEARING” INTERVIEWS
17:00	“WAX IN THE CITY” - OKTOPUS ENTERPRISES	THE A. BALLROOM	Documentary & interactive sessions
18:30	OFFICIAL OPENING by HOSTS MASTERQUEEN - SPEECH by H.E Ambassador Of Liberia to the Benelux DR. ISAAC WEHYEE NYENABO Acknowledgement Of:- - Liberian 🇸🇩 Delegation - Ceiba Intercontinental - National Bank Of Equatorial Guinea - Ibis Hotel - Dash Waters - Julius Holland - Oktopus Enterprise - Africa Fashion Museum Foundation	DE KONING ALEXANDER BALLROOM	INTRO EVENT
18:45	PERFORMING ARTIST: JASON FUTURISTIC	BALLROOM	ENTERTAINMENT
19:00	- BAMBOO REVOLUTION - YELLOW BONE BY EK DEZOTI	BALLROOM	THE SHOWS
19:15	- HUGO VICHUGS - FOXNATE	BALLROOM	THE SHOWS
19:30	SIGNÉ ZOÉ AW2020	BALLROOM	THE SHOWS
19:45	NIOM+ SHADES AW2020 + LIVE PERFORMANCE BY FACTORY	BALLROOM	THE SHOWS

20:00	PERFORMING ARTIST: YESSONIA - TASTE OF AFRICA - COCKTAILS - NETWORKING	THE BAR ARENA EXPO LOUNGE	ENTERTAINMENT
20:15	PERFORMING ARTISTs FUNKÉ UNIEKGRACE	ALEXANDER BALLROOM	ENTERTAINMENT
20:30	STUDIO65	BALLROOM	THE SHOW
20:45	HOUSE OF NEVO	BALLROOM	THE SHOWS
21:00	SPEECH by H.E Ambassador Of Nigeria to the Netherlands H.E. Mr Oji Nyimenuate Ngofa ACKNOWLEDGMENT Of:- - Nigerian  Delegation - Ceiba Intercontinental - National Bank Of Equatorial Guinea - Ibis Hotel - Dash Waters - Oktopus Enterprises - Julius Holland - Africa Fashion Museum Foundation		EVENT INTRO
21:15	6YARDS.NL	BALLROOM	THE SHOWS
21:30	CAM FASHION DESIGN	BALLROOM	THE SHOWS
21:45	AFRIKHEART	BALLROOM	THE SHOWS
22:00	PERFORMING ARTISTS: FACTORY - YESSONIA	BALLROOM	ENTERTAINMENT
22:15	YELLOW BONE BAMBOO REVOLUTION	BALLROOM	THE SHOWS
22:30	- MONSIO COUTURE - VEP	BALLROOM	THE SHOWS
22:45	CINDRA ACCESSORIES	BALLROOM	THE SHOWS
23:00	CLOSING REMARKS !!! ACKNOWLEDGEMENT OF ALL SPONSORS, PARTNERS, SUPPORTERS, MODELS, DESIGNERS, PRODUCTION TEAM AND VOLUNTEERS SHOUT OUT TO BIRTHDAY BOY SAMSON OLALEKAN PERFORMING ARTIST: - JASON FUTURISTIC - FACTORY - YESSONIA - MB KID HERO - FUNKÉ UNIEKGRACE - TASTE OF AFRICA - COCKTAILS - NETWORKING		ENTERTAINMENT
23:30 - X	VIP AFTER PARTY	INDUSTRY PROFESSIONALS & KEY PLAYERS ONLY!!	PARTY



Venue: DE KONING | Address: Isolatorweg 29, 1014 AS Amsterdam

Tickets: <https://www.eventbrite.co.uk/e/africa-fashion-week-amsterdam-tickets-29815320426>

ABOUT THE HOST: Grace Hawa Weah, popularly known as the (THE MASTERQUEEN) is a Top Liberian socialite, media personality, actress, humanitarian and entrepreneur. She has been promoting Liberian art and culture since 2008 and has won numerous awards, including six radio personality awards and a TV personality of the year. The face of [Lonestar](#) Cell MTN 2018, Face of Shizo Magazine, she has traveled all around the world hosting events and promoting arts. Including the “The African fashion week in Ghana and Nigeria, European in Europe independence last year and this year, hosted The Gambia ecofest 2019, other major show in Liberia.

ABOUT THE RED-CARPET HOST: Steffie O. Mayazi born as Steffie-Olito Mayazi also known as “The Creative Go Getter” is a Swedish-Congolese hairstylist apprentice, dance fitness instructor, model and presenter based in Oslo, Norway. She is born and raised in Helsingborg, Sweden to a Congolese (RDC) parents where entertainment and sports was highly encouraged in her family. During secondary school she attended music at Wieselgrensskolan. Growing up Steffie juggled between both entertainment and sports as she played basketball for the local team Helsingborg Basket. In high-school she enrolled Filbornaskolan where she pursued basketball as her major. After graduating from Filbornaskolan Steffie moved to Panama City, Florida to continue her passion in basketball at Gulf Coast State College. According to Steffie, it was when she lived in USA, she discovered pure passion for entertainment, beauty and fashion industry. After two years in USA she moved to Oslo where she is now residing as a multitasking entrepreneur.





1. Signé Zoé

"Signé Zoé est une jeune marque belge au look coloré et aux coupes travaillées alliant les tissus africain à des modèles occidentaux et tendance, de quoi égayer votre garde robe avec des pièces sortant de l'ordinaire.

Sales Contact Details

Zoé De Caluwe

Tel: +32 479 55 34 79

z.decaluwe@gmail.com

https://instagram.com/signé_zoe?igshid=dhjgkphowkib

2) Susan Afrikheart

Born Susan Olubukunola Aladesanmi, is a Belgian woman with Nigerian roots. Her story began very abruptly when she had decided not to let her drawn in sadness because of an unsatisfying professional experience. She then took her chance in traveling alone to her parents native country, Nigeria. She had experienced the chaos of the roads in Lagos, faced the endless traffic jam at all time of the day, had tried to understand the unwritten rules of the Yoruba culture and survived the heat at night when trying to sleep.

For sure « what doesn't kill you makes you stronger », but in that particular case all this had not killed her, neither made her stronger but made her fall in love with this tumultuous but amazingly beautiful city of Lagos.

She would tell you that Lagos will remain her real first love and for a long time because in that town she had found one of the most beautiful treasure...African Art.

Susan Akh is sharing with those of you who really love art, what contemporary African art represents for her but for the Africans as well. It is about heritage, culture, passion, the survival of tribalisme, the pride of being African and the honour to share it with the entire world. She has started the exhibition of paintings from incredible Nigerian artists and she had designed a collection of handbags made of leather and African fabrics

Sales Contact Details

Susan Aladesanmi

Tel: +32 474 23 57 52

susan_aladesanmi@yahoo.fr

https://instagram.com/susan_aladesanmi?igshid=1kjjzmi225tew



3) CINDRA ACCESSORIES

Corinne Babin a un parcours atypique mais très cohérent. Diplômée en coiffure mixte, secrétariat-bureautique, conseillère en image et j'en passe, elle baigna très jeune dans le monde de la mode. Du mannequinnat à la création, il n'y a qu'un pas ! Corinne a appris à coudre avec sa maman, et à manipuler certains matériaux avec son père.

En 2013, elle crée sa marque " Cindra Accessoires » redimensionnant la mode selon sa vision. Elle transforme tout ce qu'elle touche dans un esprit ethnique et original.

Et suite aux nombreux éloges sur ses propres tenues vestimentaires, Corinne décide de se lancer dans la confection de vêtements anticonformistes ; et ce n'est qu'après sa formation en Journalisme, Reporter d'images, Monteur, qu' elle produit une premiere collection de prêt-à-porter.

Aujourd'hui, parallèlement au journalisme, Corinne présente sa dernière collection au style créatif nommée « Résistance » qui reflète son parcours très diversifié mais également les matières utilisées. Elle renvoie un regard différent, impose des codes nouveaux parfois provocateurs ; Corinne ne suit pas la tendance, elle l'a crée.

Sales Contact Details

Babin Corinne +33651473192

<https://cindraaccessoires.facebook.com>

<https://cindraaccessoires.instagram.com>

4) NIOM

meaning Angolan Mother, is a brand based in Portugal of handcrafted fashion jewellery and accessories, whose main goal is to disseminate African culture and heritage. The collections are handmade in collaboration with several Angolan and Portuguese artists and artisans.

The brand was born in Angola and it felt almost like a need to share the country's richness with the rest of the world. These are not merely objects with African patterns, materials or inspiration. It is pure fascination of what Africa really means: it is the strength behind fragile lives; it is the light behind sad smiles. It is the urgency of living against all odds. It is the harsh, bittersweet truth behind loud joy!

The materials used in the collection represent that dichotomy: the roughness of fabrics, mud cloth and wood mixed with more delicate materials resulting in beautiful structured and singular bags. All pieces are original and handmade. The mud cloth, also called "bogolan", is genuine hand-painted from Mali. In the jewellery pieces the African Trade Beads mixed with Sterling Silver 925 result in very sensual and delicate necklaces and bracelets.



Niom is a tribute to Africa! Niom means genuine love, attitude, sensuality, home, heritage and fight! Niom is the result of passionate memories, unforgettable smells and overwhelming experiences that will be forever craved in the souls and hearts of those who were lucky enough to witness the African magic!

Sales Contact Details

Cristiana Amorim
+351 966 970 614
niom2017@gmail.com
<https://niomshop.afrikrea.com/en>
<https://instagram.com/niom2017?igshid=p3bhrwtyd6wn>

5) **6YARDS.NL**

Stefanie Wels is the designer of 6yards.nl. She has an education in russian, philosophy and fine arts. For years she was admiring the african fabrics for the bold patterns and the liveliness they communicate. But she couldn't find any clothes to her taste. Then she started making and wearing them herself. Soon people, like friends and colleagues, started making orders and that's when she took 6yards.nl to a new level of business.

The name 6yards.nl comes from the fact, that Stefanie buys 6yards of a certain fabric, transforms it into garments and that's it. No more of the same material.

Stefanie has visited Ghana and Benin to get to know more about west-african culture, and to see how people wear the fabrics. Those trips have been very inspiring. Stefanie thinks africa has a lot to offer and sees her clothes as a homage to this powerful and joyful continent.

Sales Contact Details

Stefanie Wels
+ +31 6 41 74 42 95
stofenas@hotmail.com
<https://instagram.com/6yards.nl?igshid=pq4rf8qtsc4n>



6) SHADES

Shades by Blackpearl is an Afro-Dutch based distinguished award-winning fashion label characterised by exquisite clothing encapsulating a love of high fashion and innovative design for Men & Women. Our design inspirations are drawn from skin tone, retro, African arts and culture.

Most of our design is hand crafted from start to finish. We create using the finest natural raw materials ranging from leather, bamboo, fabric, fur, beads, wood, straw, sequence, shells, and coconut shell.

Quality is key in everything we do, so we work with the best and tested artisans around the globe to create our perfect finished designs.

Sales Contact Details

SHADES BY
BLACKPEARL

www.blackpearlsecret.com

<https://www.instagram.com/shadesbyblackpearl>

<https://www.facebook.com/shadesbyblackpearl/>

7) Studio 65

Studio 65 is a place where creatives come together to create magic. Our mission is to empower women around the world and to help save our planet. We create art, illustrations and designs to be printed on sustainable shirts. The prints showcase the female empowerment from every ethnicity combined with influences from social media, street style and popular culture. When you look closer at the designs it tells a lot about beauty, love and about the need to be accepted as the women we are today.

Sales Contact Details

Didi Dos Santos

STUDIO65

+31 6 34 56 97 55

didi_dossantos@hotmail.com

<https://studio65.sho>

<https://instagram.com/dididossantos?igshid=gw8dd8sq79u>



8) VEP

Van Eyong Paris (VEP) is a French-Cameroonian artist who designs smart casuals with couture elements edging between Fashion & Art.

Their fascination with fashion comes from the urge to experiment Hip couture classical double-sided blazers with shapes, silhouettes, draping with the Best Well refined quality fabrics. Capturing the new seasons with trend-led pieces and Streetstyle inspiration, VEP delivers a hit of elegant Male & Female Fashion. Embellished detailing and asymmetric cuts vie for attention on signature smart casuals| dresses for everyday Fashion seasons.

PRODUCTS

- Mixed African Couture| Smart Casual | Double-sided blazers
- Coats of arts and colors | Le Kabba (inspired by a typically Cameroun tribal dress)

We also offer customized services to clients on request.



Sales Contact Details

Ruth Epousi

Tel: +33 7 53 18 34 95

vaneyongparis@gmail.com

<https://www.facebook.com/VEAafricandesignes/>

9) Maima Pelham

Due to her taste for fashion designs, she founded [Cam Fashion Designs in 2015](#) as a business venture. Since its founding, Cam Fashion has been the major source of funding for Serene Health. Through its regular pop-up shop and regular sales Cam Fashion usually donate 10% of its profits to fund Serene Health initiatives. Cam Fashion has also provided internshipopportunities to several students of vocational training institutions in Monrovia. Annually, we received about 20interns (five per quarter) in different field ranging from tailoring to sales agents and accounting etc. our brand is purely African and most Liberian.

Sales Contact Details

Maima Pelham

Tel: +231 77 755 7069

maimapelham@gmail.com

<https://instagram.com/serenepelham?igshid=bnjsydcfr3aa>



10) **Yellow Bone by EK DZOTI**

A Yellow Bone is the lightest type of light skinned black female. The term Yellow Bone has been popularly associated with light skin women of colour having privileges that their darker counterparts do not have.

As a “Yellow Bone” my idea is to play on that in a fun way, while addressing the issues of access to markets for African handmade products and use my so called privilege in an industry I am passionate about and for a continent I believe has a lot to offer the world, but opportunity to see and be seen is sometimes very very limited. Yellow Bone is fun catchy and a great conversation starter.

The Idea.

African Handmade products while contributing to the development of the producers.

Production.

Products sourced under the Yellow Bone label are handmade in different communities around Africa. The production lines are very small and hardly use any factory style manufacturing techniques. The focus on Handmade is deliberate.

Capacity Building.

Yellow Bone aims build up entrepreneurship skills of the different designers, all to turn their crafts which are usually born out of necessity, need and passion a viable business

Sales Contact Details

Olga Muhwati

Tel: +1 321-549-0886 | +31 6 58 77 96 45

contact@qomlavy.com

www.dezoti.com

<https://instagram.com/ekdezoti?igshid=tf9y742orydq>



11) **Bamboo Revolution.**

Established in 2012, as part of a University Postgraduate Entrepreneurship Program in Cape Town, South Africa. The brand took an everyday functional object and redesigned it, in a more sustainable way, whilst still maintaining a timeless and authentic design, made from natural materials, and without the unnecessary detail and branding.

An unassuming statement piece, worn equally by both men and women, that blends in with any style due to its simplicity. I came across the brand and believed other people would love this watch as well and I decided to trial retailing it in Johannesburg, Zimbabwe and Zambia and today through Delite Labs training I am presenting it in The Netherlands.

BAMBOO REVOLUTION

Is a Togolese avant-garde fashion brand, housing accessories, handmade wooden watches and sunglasses as well a range of swimwear that blends vibrant Togolese fabrics into modern western couture.

The founder's dual fascination in the fluidity and strength found in both water and easy wear has inspired the designs. I was introduced to the designer by a mutual friend who believed that Dezotiaccessories would fit within my Yellow Bone concept, specifically the wooden watches and sunglasses fit with my philosophy for environmentally friendly handmade African products.

Sales Contact Details

Olga Muhwati

Tel: +31 6 58 77 96 45

info@bamboorevolution.world

<https://bamboorevolution.world/products/alpha-range>

<https://instagram.com/bamboorevolution?igshid=19y37vyl5cb6b>



12) HOUSE OF NEVO

Our design inspirations are drawn from colours, retro, African arts and culture. Most of our design is hand crafted from start to finish. We create using the finest natural raw materials ranging from leather, bamboo, fabric, fur, beads, wood, straw, sequence, shells, and coconut shell.

Quality is key in everything we do, so we work with the best and tested artisans around the globe to create our perfect finished designs. The Red Black Yellow Atoghu Toghu Bamenda Cameroon Ankara African Print Fabric is made from 100% cotton.

Toghu: It's a fabric from Bamenda in the North West region of Cameroon. It's originally a royal fabric worn by chiefs and dignitaries.

Our Toghu collection features a Toghu African Print dress, Toghu Men shirt, toghu table runners and more.

Sales Contact

The Nevos

Tel: +33 6 14 95 44 96

info@houseofnevo.com

info.houseofnevo@gmail.com

13) FOXNATE

Summary

African Fashion design business with the aim of raising funds to support girl child education and giving work opportunities to the underprivileged by having all designs hand made in Africa locally.

About the business

I have been making African designs for the past 5years. with very little investment just enough to get me going and improve my expertise. It's always been my dream to become a fashion designer. I have a bachelors degree in business administration, two certificates in fashion design. My mom was a fashion queen, when am not sure of What to make i close my eyes and think of her. She passed away when i was 13but is a big inspiration and influence of who iam today. I've worked with other prints too but I want to focus only on African print designs and so forth. You might ask why African print? I believe there is a market for it and not enough talent to bring it to life. Anyone can pull it off, it's all in the head. its also a personal thing as Africa is my home. I was born and raised there and I know the struggle of living there and trying to survive, we have tarents but are always looked past. It's a shame. I Especially prefer working with women so as to empower women. And they do a freaking good job 🧡



The market

African Fashion is evolving so rapidly. Hence we have seen the likes of big designers like Stella McCartney and Stella Jean getting an interest in it and show casing on big runways. With my expertise and Knowledge in the African Fashion business I believe I have more potential in the industry and can succeed. I have so much passion for the business and graduated with Bachelors degree in Business Studies which stands as an added skill to help me run my own business and achieve my goals. I have worked with both Europeans & Africans as clients. I know the potential is there. My target are both as long as they can afford.

Progress/proof

Due to shortage of funds I haven't been able to produce as much as I would like to now. I plan to open a website so I can also be able to sale online. I worked with 3 tailors in Tanzania and had my own workshop. I still have demands from clients to sale them what I have but I do not have much since I just relocated to Europe and was busy sorting out paperworks. I have participated in fashion pop up shops in Tanzania by Maridadi fashion and also African fashion fairs in Tanzania where I was staying. I've so far 1723 social media followers on FB for my business page. Kindly check the link pasted.

Sales Contact Details

Fortunate Longwe

Tel: +255 764 887 640 | +31 6 11 22 64 39

fortune creations@gmail.com

<https://instagram.com/foxnate1?igshid=2plbsnsapa78>

<https://www.facebook.com/foxnate15>

