



VENUE: UNITED POP
Q-Factory, Atlantisplein 1, 1093 NE Amsterdam

ACCESS TICKET HERE: <https://www.eventbrite.nl/e/africa-fashion-week-amsterdam-the-industry-community-impact-tickets-400622722347>

20 AUGUST

TIME	THE PLAN	LOCATION	ACTIVITY
11:00 - 13:00	PRESS CONFERENCE	UNITED POP	Off-Schedule programme
13:00 - 15:00	FASHION & ART WORKSHOPS	UNITED POP Q-Factory, Atlantisplein 1 1093 NE Amsterdam Netherlands	COMMUNITY IMPACT workshops in Fashion Marketing & Branding IT Training MUAH Workshops - Models coaching by Melanin Wonder
15:00 - 16:00	BREAK	UNITED POP	
16:00 - 17:00	BUSINESS AND FASHION SEMINARS	UNITED POP	INDUSTRY EFFECT -Sustainability in Fashion and Arts - New Fashion Design Technology (by Tumelo Monica) - Fashion Retail by Fabian Willems
17:00 - 18:00	KEY-PLAYERS NETWORKING - DESIGNERS - RETAILERS - FASHION PROFESSIONALS	UNITED POP	Off-Schedule



EVENT VENUE

DE KONING | Address: Isolatorweg 29, 1014 AS Amsterdam

Video: <https://youtu.be/Hyc0csVS5q4>

HOTEL PARTNERS

- INK Hotel Amsterdam - MGallery

Address: Nieuwezijds Voorburgwal 67, 1012 RE AMSTERDAM

Booking link: <https://www.ink-hotel-amsterdam.com>

- Hotel ibis Amsterdam City West

Address: Transformatorweg 36, 1014 AK Amsterdam

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

GET TICKETS HERE

<https://www.eventbrite.com/e/70494965339>

NEXT EVENTS-TIMELINE

<https://www.afcwonline.com/timeline/>

REGISTRATIONS FOR SS2023

<http://www.afcwonline.com/about-afc/>

OFFICIAL PARTNERS



GEORGES ALEXANDRE

UNITEDPOP



MELANIN WONDER

Wilson Ebot
Entertainment pictures



LASAA
LAGOS STATE SIGNAGE & ADVERTISEMENT AGENCY



19:00	INTRODUCING NGBAKA By TONY ISIDOR	ALEXANDER BALLROOM & BAR	PRESENTATION
19:10	ENTERTAINMENT - PRINCE LOU - RAE - LARISSA KANEZA - PEARL RAMOS - TASTE OF AFRICAN FOOD & WINE CHAMPAGNE AT THE FASHION BAR - TASTE OF WILD FASHION SHOTS - TASTE OF NGBAKA - NETWORKING - ARRIVAL OF GUEST - REDCARPET INTERVIEWS - VISIT ARTS GALLERY THE SALE - STREET STYLE PHOTOGRAPHY #OOTD	THE FASHION BAR HAPPY HOUR 🍷	ENTERTAINMENT BREAK PAUZE VISIT ART EXPO BY; - AFRICA FASHION MUSEUM - JAMAL TAHIRI the famous painter from Saint Gilles - FASHION EXPO FESÈ - LUPITA PRINT - ORWA
19:30	OPENING ACT - SOULBOUND	ALEXANDER	MOVIE ENT 🍿
19:45	Greetings and speech by Ms. Diana Tambe - Founder of Africa Fashion Week Amsterdam - Acknowledgment of Equatorial Guinea, Liberia, Ghana, Nigeria Delegation - Acknowledgement of the Marketing Director Nigerian Breweries Plc. HEINEKEN Company: Mr. Emmanuel Oriakhi - Acknowledging MD/CEO LAGOS STATE SIGNAGE & ADVERTISING AGENCY; Prince Adedamola Docemo - Mr. Senvé Darlington Tehmeh; Liberian Diplomat and MINISTER-COUNSELOR in- charge of Public Diplomacy and Responsible for Cultural, Tourism, Social, and Public Affairs. Acknowledging Official Event Partners - Ministry of Tourism, Culture and Handicrafts Promotions, Equatorial Guinea - MELANIN WONDER - UNITED POP - OCTOPUS ENTERPRISE - ROYAL URBAN FASHION UNITED - STYLEXXA - KEJARA VISAGIE - EFEN VENUE - MAISON DE MAYSA - DJ ONE ONE SIX - NGBAKA - STICHTING AFRICA FASHION MUSEUM	ALEXANDER BALLROOM	INTRO

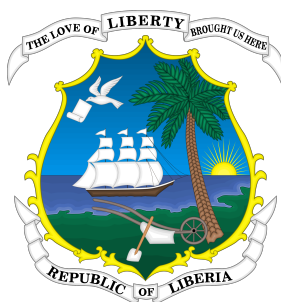
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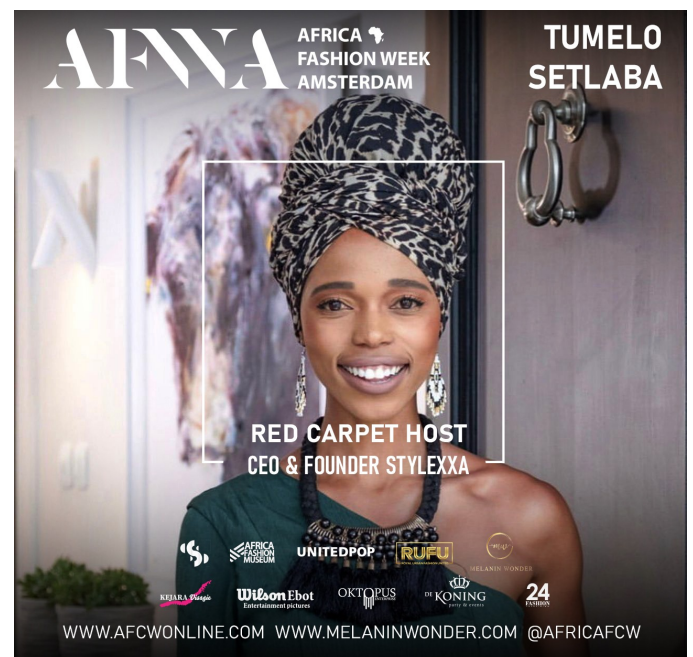
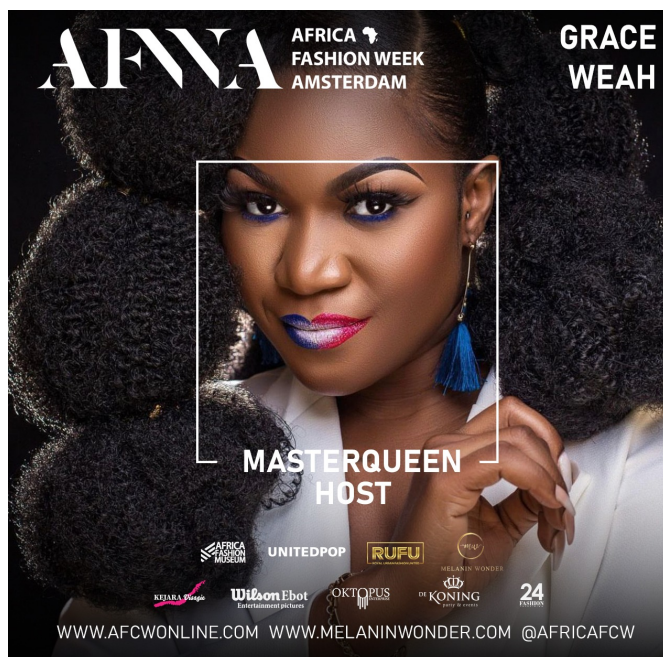
OFFICIAL PARTNERS





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: Tumelo Setlaba has a bachelor of social science and BCom Hons from the University of KwaZulu-Natal where, while still a student, she founded RhubarbProduct. Today she’s Marketing Manager in e-commerce, media, and AI/ML spaces. Skilled in Business Development, Customer Experience & UX/UI research.





1. JAMAL TAHIRI

Jamal Tahiri a grandi à Saint Gilles. Cet artiste peintre autodidacte, a découvert la peinture par hasard, en 2013, suite à un revers de santé. C'est par curiosité, et dans le but de se perfectionner, qu'il s'est inscrit à l'académie des beaux-arts de sa commune en 2017.

Au travers de sa profession de restaurateur conservateur de mobilier ancien, il acquiert une connaissance des différentes techniques de finition utilisées, qu'il met au service de ses créations originales. Ayant eu l'habitude de travaillé sur matériaux de réemploi dans son métier, il en poursuit l'usage en leur redonnant même une vie nouvelle. En récupérant des matériaux pauvres, cartons recyclés, cadres et toiles abandonnées en fin de marché...et en y appliquant toute sa sensibilité, alliant traits continus et mise en volume colorée, il compose des œuvres semi-figuratives, hybrides, entre sculpture et peinture. A découvrir.

Sales Contact Details

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2) ARRIZ GOLDEN

Modeontwerpen zit in mijn bloed. Op de middelbare school in Parijs zat ik al bij de naai-club. In Nederland ben ik modetechnieken gaan studeren. Door een inspirerende stage bij Aziz Bekkaoui in Amsterdam ben ik in aanraking gekomen met Haute Couture. Dit heeft mijn pad als ontwerper gevormd.

In mijn werk zijn zeker etnische invloeden terug te vinden. Toch wil ik me niet profileren als een etnische ontwerper. Ik probeer een eigen stijl in haute couture te ontwikkelen. Ik ben nog steeds aan experimenteren met kleur en vormen. De ontwerpen zijn voor sterke vrouwen die zelf iets te zeggen hebben en hier met mijn creaties expressie aan willen geven. De nieuwe lijn van mijn ontwerpen vormen een nieuwe chique. Na inspiratie uit Flamenco zijn filmen als a Space Odyssey 2001 en 2046 Wong Kar Wai inspiraties.

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3) CINDRA ACCESSORIES

Corinne Babin, of Martinican origin, is a journalist and designer. She learned to sew with her mother. Offers collections in jeans fabric, but also accessories, hence the name of its brand "Cindra Accessories". The advantage of real denim lies in its solidity and rigidity. What represents me. For excessive fashion.

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 première collection de prêt-à-porter.

Sales Contact Details

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<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.

Sales Contact Details

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5) DIANA MAGESA

DIANA MAGESA FASHION DESIGNER FROM TANZANIA DIRECTOR OF DM DESIGN BASED ON MOROGORO:

The Company was started in 2009 and registered at Basata (Art Council) no BST/4704 and BRELA no 219837, TIN No: 112-410-163. Am dealing with Local and recycling materials to produce different products but mainly costumes for Fashion and Films. The Company have small curio shop at Morogoro (Lotto house)

The Company already participated and represent Tanzania for local fashion and international fashion and already Won the Best costume for the World Miss Earth 2009 at PHILIPINE MANILA (Make first History in Tanzania)

For local Fashion the Company Participated in Swahili Fashion Week, Red in Lady, Red Ribbon, Miss University, Baraza la Swahili Fashion, Miss Tanzania, Miss Tourism, and more..

Sales Contact Details

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6) BLACKPEARL's SECRET

Blackpearl is an Afro-Dutch based distinguished award-winning fashion brand that holds various labels namely: BRŪNZ, SHADES and FESĒ under its belt. Characterised by exquisite clothing encapsulating a love of high fashion and innovative design for Men & Women. It's design inspirations are drawn from skin tone, retro, African arts and culture.

Most of our design is hand crafted from start to finish. Making use of the finest natural raw materials in their creations, 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

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

SHADES BY
BLACKPEARL



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

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[igshid=gw8dd8sq79u](https://instagram.com/dididosantos?igshid=gw8dd8sq79u)

8) EYONG COUTURE

Eyong 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. We also offer customized services to clients on requests.

Sales Contact Details

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[igshid=YmMyMTA2M2Y=](https://instagram.com/eyongcouture?igshid=YmMyMTA2M2Y=)





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 internship opportunities to several students of vocational training institutions in Monrovia. Annually, we received about 20 interns (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

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10) NJINGA FASHION

Njinga Fashion is an African-based brand, inspired by the strength, firmness and perseverance of black women, the “Njinga Fashion” Brand was created by the Angolan stylist (Marilda Santana) in the search to impact society with collections created based on African stories. , AND Build sustainable fashion in order to recover the material resources of production due to the scarcity of materials and with the aim of reducing aggression to the environment, recycling all the rest of fabrics and raw materials generated by the production of the atelier.

Njinga Fashion has already presented its collections in national and international fashion shows: “Fashion Luanda 2017” “Lisbon Designer Show” 2017 and in the Cascais market And I reiterate we would like to be part of your event (AFWAMSTERDAM) for the first time.

Sales Contact

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11) DEZOTI

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.

<https://dezoti.com/shop/> | <https://www.instagram.com/ekdezoti/>

12) LILLY CHOU

Lilly Chou catches the spirit of Africa in modern day fashion. With roots in Ivory Coast, designer Lilly Chou collaborates with talented local tailors whom she hand-picked herself. Besides their craftsmanship, they all put in an extra pinch of love and passion. LC is about celebrating the beautiful and positive, in Africa and beyond.

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[igshid=YmMyMTA2M2Y=](https://instagram.com/lillychoudesign.and.style?igshid=YmMyMTA2M2Y=)



13) 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

House Of Nevo

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14) SOFFY'S ART

Welcome to the world of Soffy's Art. We specialize in hand made fashion wears of African designs in the range of bubu, caftan, Senegalese, iro and buba, blouse and skirt or with wrapper in a bid to meet the African Woman's need.

We are experts in paint work on brocade, pattern work, bead work, sequence work, towel design and mix and match with ankara, adire and brocade.

Our materials are sourced from Nigeria and within the West African Countries. We have been in business for over 30 years. We started in Maiduguri the Borno State capital in South East Nigeria in the year 1992 and had to relocate the business to Abuja as a result of the Boko Haram Insurgence and killings.

This propelled a passion in me to start a Widows foundation through the profit from my fashion business in a bid to bring succor to the widows and orphans who have suffered losses as a result of the insurgence attacks and this has won me various awards both home and abroad.

You can get more details on Soffy's Art by looking us up on our instagram [page@soffys.art](https://www.instagram.com/page@soffys.art). You can also see our Corporate Social Initiative from Soffy's art on www.voiceofwidows.org. We have trained over 1000 women and youth in the genre of fashion that we do as it is not popular amongst Nigerian designers.

Sales Contact Details

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<https://instagram.com/appolonias.tiya?igshid=YmMyMTA2M2Y=>



15) LUPITA FABRICS

A graduate from the Africa fashion week London (AFWL) cohort, hosted in October 2020 during the world's pandemic crisis. A congolaise - born, uganda citizen developed a need to birth forth her A-game fabric creativeness and innovative combination of colors, patterns skills into practise by founding a one of kind luxury artisanal brand known as Liputa fabrics. With a vision of being the world's one stop wardrobe with both traditional + modern fabrics for high fashion , interior designers. With a goal of keeping both traditional + modern fabric design practices and techniques alive by celebrating cultural histories and artisanal craft as she improves their livelihoods by creating jobs for them.

Sales Contact Details

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