



# Africa Fashion Week hits London in 2011

In 2011, London will host Africa Fashion Week London (AFWL) between 5-6 August at the Gibson Hall. The showcase will present UK and non-UK based fashion designers while the Revelation shows within AFWL aim to provide new and emerging fashion designers the opportunity to showcase to the UK and international press, buyers and stockists of high street and independent stores.



AFWL is open to members of the public who can view the latest collections and buy from the numerous exhibitors from within the fashion industry.

## The event plans to:

- Feature designers from the whole of Africa;
- Offer those in the fashion industry a free platform on which to showcase their brands;
- Act as an opportunity for fashion designers to network among each other;
- Create a portal for new designers to enter into the market and integrate into the international fashion system;
- Highlight the African textile industry to a global audience thereby enhancing development;
- Enable African countries to showcase their national fabrics through their designers, thereby enabling them to carve a niche in the global market;
- Make African textiles visible to the rest of the world by creating an interactive platform that will involve the media, manufacturers, designers, retailers and consumers.

AFWL 2011 will host fashion designers, milliners, fabric manufacturers and printers, jewelers, beauty rang manufacturers, leather goods designers and manufacturers, perfumers, photographers, make-up artists, models, media houses, buyers, local and international press and anyone that has any link with fashion, especially with an African interest. The event is open to all members of the public.

Participants include new/emerging designers under the Revelation label and renowned fashion designers. Categories accepted include fashion design, textile prints, accessories, bridals, jewelers, foot wears, milliners, lingerie and swimwear.

Africa Fashion Week London is organised by Rukkies Concept and produced by Mahogany Productions.

For more information, go to [www.africafashionweeklondon.com](http://www.africafashionweeklondon.com).

For more, visit: <https://www.bizcommunity.com>