

Addis Ababa to showcase Africa's fashion industry with a sustainable development focus

Addis Ababa, 03 April 2012 (ECA) – From the 24-27 April 2012, three service-industry oriented companies: Clairvoyant Marketing Agency, In the Bag and Origin Africa will be hosting The **Hub of Africa Addis Fashion Week 2012**. The show will take place in the newly-built African Union conference centre and will host symposiums with industry leaders from across Africa, including the Economic Commission for Africa's Africa Trade Policy Centre. According to the Information and Communication Service at the ECA, this service industry has a tremendous potential to contribute to the growing demand for high-end products for the global market and for Africa's growing middle class; the industry has the potential to propel Africa's creative resources on to the global market place.

This year's theme is Eco-fashion, whose aim is to "Unite the Fashion Industry for Sustainable Development." The show will feature young, up and coming fashion designers from Ethiopia, Nigeria, Mozambique, Angola, Democratic Republic of Congo, Ghana, Kenya, Uganda, Somalia, and Tanzania. All designers are required to create a line that lays emphasizes on sustainable development and eco fashion. In addition, a trade show will showcase 100 exhibitors from various sectors of the sustainable fashion industry, including manufacturers, fabric suppliers, buyers and designers.

"The show sends a powerful message to the rest of the world that the African Fashion Industry is open and ready for business – and that it can do this business differently – sustainably," say the organizers.

Commentating on the show and the Africa Union's support, Deputy Chairperson, of the African Union Commission, Mr. Erastus Mwencha, remarks that "The textiles and clothing industry in Africa can be important in economic and social terms, in the short-run by providing incomes, jobs and foreign currency receipts and in the long-run by providing countries the opportunity for sustained economic development in those countries with appropriate policies and institutions to enhance the dynamic effects of textiles and clothing."

Three awards will be given out at the show: the chance to participate in Africa Fashion Week New York; the chance to participate in Ethical Fashion Week, in Paris, and the Retailer award, where a buyer from a large department store will ask the winning designer to produce and manufacture a line in 90 days, which will then be sold in their store.

"In addition to encouraging ideas on Eco Fashion, we also want the invited designers to take part in the production of a short documentary, which will highlight the path taken to create their line," say the organizers.

For more information on the event please visit www.thehubfashionweek.com or contact the Campaign Manager: ewurasibrako@gmail.com

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