

Afro Digital Fashion Week Milano

September 24-27th, 2020

About Us

Based in Italy and Cameroon, the [Afro Fashion Association](#) is a volunteer-driven non-profit organization founded in 2015. We believe in the transformative potential of fashion, art, and culture as a means for cross-cultural exchange, empowerment, and sustainable economic development. Our work in the two countries is synergistic, tuned to the needs and opportunities we have identified in each local context:

Italy
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- Provide an international platform to showcase the work of emerging African designers
- Generate audience and markets for Afro-owned products and services
- Promote an identity of Africa rooted in its abundance, creativity, culture, and innovation

Cameroon
[LEARN MORE](#)

- Build professional skills and exhibition opportunities for students and emerging professionals
- Develop service centers to support women's empowerment and economic development
- Strengthen local capacity to leverage arts and culture as an engine for social and economic development

Throughout the year, we organize events including Afro Fashion Week Milan and Afro Walk Milan, the FierAfric exhibition and designer showcase, workshops with fashion and art universities, the AFWTalents international talent competition, and Afro Aperitivo social gatherings.

Exquisite is our latest initiative, a full-colour digital and print magazine dedicated to celebrating the world and industry of Afro fashion, slated for publication this December 2020.



About Afro Fashion Week Milano

Afro Fashion Week Milano is our flagship annual event, bringing the global Afro Fashion Week format to one of the most visible fashion capitals of the world through both haute and street couture. Our fashion shows during Afro Fashion Week present leading and emerging collections by African and Afro-inspired creators, showcasing the diversity of styles and expression across contemporary Afro design, celebrating their creators, and encouraging investment in African and African-descended creative businesses. We also host Afro Fashion workshops, exhibitions, and social events, involving photographers, bloggers and influencers to help spread the message about an Africa that defies the stereotypes of the continent too many have been taught growing up.

The vibrancy of the colours and the peculiarity of many African fabrics have gained success in past years in well-known fashion capitals, and Afro fashion is well-known and appreciated by international designers, celebrities, and everyday people alike. AFWM seeks to remind participants that Afro fashion is not a trend but a gateway to engagement and cross-cultural exchange.

What makes Afro Fashion Week Milano unique?

Like other Afro Fashion Weeks around the world, our events celebrate Afro-inspired creators and handiwork, and provide the general public a sneak peek at the latest trends in Afro haute couture. However, uniquely, AFWM was created specifically to also provide a platform for emerging talents, among them small businesses owned by African and African-descended creators and students at the universities with which we partner. Our goal is to increase the audience and market for up-and-coming designers, stylists, and other professionals, giving them voice in this industry and the opportunity to display their creativity on an international stage.

About this year's event

This year, Afro Fashion Week Milan goes DIGITAL from September 24-27th, 2020 with the theme **EXQUISITE BEAUTY**. These are challenging times for the fashion industry, given the current health pandemic and economic crisis, and yet these days also grant an important opportunity to engage with the racial and social justice movements calling for interrogation and reform of high fashion's structures and practices.



Digital Afro Fashion Week Milan will showcase the work and collections of emerging AFRO designers all over the world in new ways, giving them opportunities to express their ideas to an international audience. Journalists, bloggers, influencers, buyers, artists, fashion universities, teachers, fashion designers, artists, and fans and followers will be taking part in the event. Over four days, we seek to create an interactive experience that will bring together a diverse group of Afro creators, professionals, and brands, through talks, panels, interviews, digital fashion shows, beauty and style tutorials, and much more. See the [full tentative schedule](#).



Sponsoring AFRO FASHION WEEK MILAN 2020

Invest in equity by supporting our 5th anniversary Afro Fashion Week Milan event, this year completely online for the first time! This year's digital format enables us to allow extremely generous sponsorship rates for this year only. Take advantage of the below packages to give high visibility to your brand. Through our promotional campaign and events, you'll attract talent and connect with influencers, fashion designers, and other Afro Fashion industry professionals from around the world.

€ 500 | Friend of Afro Fashion

The advantages of our social media campaign (details below)

€ 1000 | Afro Fashionista

Quarter-page ad in *Exquisite* magazine

Ad in one Afro Fashion Association newsletter before or after the event

Your account tagged in our social posts promoting the event

... plus all the advantages of our social media campaign (details below)

€ 4500 | Event sponsor

Title sponsorship for one festival *event* of your choosing (e.g. "Virtual Fashion Wine Bar presented by Your Company"), subject to availability. You'll be thanked in the introduction for the event and this title will be used in all official communications and social posts about this event. Your account (and any desired hashtags) tagged in our social posts promoting this event.

Full-page ad in *Exquisite* magazine

... plus all the advantages of our social media campaign (details below)

€ 15,000 | Exclusive festival sponsor

Exclusive title sponsorship for Digital Afro Fashion Week Milano 2020. Includes your name in festival title and all official communications ("Afro Fashion Week Milano presented by Your Company"), your name/logo included on official event promotional imagery, your name/logo on digital event platform branding.

Full-page ad in *Exquisite* magazine

... plus all the advantages of our social media campaign

Service Details

Social media campaign details

- One dedicated social post (including use of any desired hashtags) prior to AFWM 2020 featuring your brand/product
- Logo featured on website sponsorship page under appropriate tier
- Logo (small) included in sponsorship section of newsletters leading up to festival
- Logo (small) included at the end of archived event videos
- Sponsorship badge for your website/social

Legal note

The prices and the packages in this proposal are not binding offers and are subjects to availability. The Afro Fashion Week Milan organizers may reject sponsors at their discretion.

Logo in high-resolution and other imagery or information are expected to be provided by the sponsor by the deadline set up by the organizer. The sponsorship is active upon receipt of the funds by the Afro Fashion Association.

All prices in the proposal are listed without VAT. 22% Italian VAT is added on the final payment unless the sponsor is eligible for reverse charge taxation, or if the sponsor officially marks the payment as a “donation” during payment processing.

Event Communications Plan

We will be heavily promoting Afro Fashion Week Milan through our own social channels and expect substantial international press about this year's festival, particularly given the present historical context of the global Black Lives Matter racial justice movement. Our past editions have been covered by the European fashion press including *Vogue Italy* and *Elle*, as well as national Italian news and television. This year marks our 5th anniversary so we are planning for a very special event, which will be held entirely online to ensure participants' safety given the pandemic.

As an event sponsor, here's what you can expect from us before and during the event:

- Press conference
- Press release distributed to major Italian news, international fashion press, and Milan local publications
- Direct e-mail marketing through newsletters
- Social network campaign via Instagram, Facebook, TikTok, and Twitter
- Promotion via a dedicated AFWM 2020 microsite and our primary AfroFashion.org website
- Advertising of the event through our media partners

We will continue to direct our audience to content following the event, and through *Exquisite*, our magazine dedicated to the world of Afro fashion, slated for publication this December 2020. All event activities will be uploaded and archived on our Youtube channel and the AfroFashion.org website, in addition to remaining visible via the social channels to which they were livestreamed.



Sponsorship Form

THANK YOU FOR YOUR INTEREST IN SPONSORING AFRO DIGITAL FASHION WEEK MILAN
The payment is required before the start of the event

Primary Contact Information

NAME

EMAIL

COMPANY

PHONE

MAILING ADDRESS

CITY

STATE

ZIP

Billing INFORMATION

NAME

EMAIL

COMPANY

PHONE

MAILING ADDRESS

CITY

STATE

ZIP

