

AFRO FASHION WEEK MILANO

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CONNECTING ALL STORIES

Afro Fashion Association presents the ninth edition of AFRO FASHION WEEK MILAN, entitled **CONNECTING ALL STORIES**, which will have a new look thanks to the presence in various locations in the city and to different events all dedicated to the themes of Diversity & Inclusion, naturally passing through the language of fashion, which since its inception belongs to the DNA of the association founded by Michelle F. Ngomno.

The fashion week sees a turnover of moments built to bring out the talent of new creatives not only in fashion, but also in all sectors where the decisive value created by multiculturalism, an evolutionary lever of society, is now evident and tangible.

The leitmotif of this week will be precisely the desire to bring out the multicultural qualities of the young BIPOC creatives, first of all in the fashion and accessories collections, which will have the ideal setting in Milan Fashion Week, but also in all other sectors. Precisely this 2023 edition sees Afro Fashion alongside a series of new partners in different sectors, who have embraced the association's philosophy for greater awareness in terms of Diversity & Inclusion.

The week will open on **Tuesday 21 February from 17.00 to 21.00 with "INSTAGRAM Seminar & Aperitivo"**, in collaboration with **Vogue Italia and Meta**, at **FRAME** (by invitation) where emerging creatives will be presented with new techniques and new tools to express better their visions and goals.

Wednesday 22 February from 19.00 to 22.00 AFRO FASHION AT MODES (by invitation - Piazza Risorgimento 8) will allow you to meet 12 emerging BIPOC designers and their creations in the setting of the MODES space. For the very first time, designers will have the opportunity to come into direct contact with the commercial sphere of fashion, an opening towards the consumer public and the fashion market, thanks to the collaboration and spaces of the Modes team. A new expression of the next made in Italy, in fact all the stylists live and work in Italy and have been discovered and supported by the Afro Fashion Association. Attached are the details of the designers who will present.

Thursday 23 February from 11.00 to 15.00 PRESENTING KARIM DAOUDI & ZINEB HAZIM (by invitation). The stylists, both originally from Morocco, but now fully-fledged representatives of the new face of made in Italy, present their collections of ultra-feminine footwear and clothing, in the setting of the Hotel Senato, in the heart of the Milan fashion district.

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Also **Thursday 23 February from 10.30 to 18.00** opens **DISCOVERING THE WORLD** which will remain open to the public until 26 February (**open event** - Ex-Cisterne – Fabbrica del Vapore). An exhibition which will present the creations of 15 young talents from all over the world and discovered by Michelle F. Ngomno to the public of Milan Fashion Week and to all citizens. It will be possible to intercept different and completely new cultures and experiences thanks to the visions of these young talents, using fashion and art as universal languages.

Friday 24 February from 11.00 to 15.00 PRESENTING MAXIVIVE (by invitation). The Nigerian designer Papa Oyeyemi presents his new genderfluid collection in the spaces of the Hotel Senato.

The evening of **Friday 24 February will see the first edition of BLACK CARPET AWARDS** (by invitation only). The evening will be dedicated to highlighting the champions of Diversity & Inclusion in our society. The event strongly desired by Michelle F. Ngomno, founder of Afro Fashion Association paves the way for an increasingly necessary reflection in our society on the issues of diversity, inclusion and equity. The voices of those who, still in the shadows, work every day to achieve a more equitable and inclusive society for all will be rewarded. The event will take place in the spaces of the MEET Digital Culture Center.

The spaces of the Fabbrica del Vapore will be the setting for two fashion catwalks of designers who share the activity of Afro Fashion:

Saturday 25 February at 18.00 TOKYO JAMES will show (by invitation - livestream for the public), the British-Nigerian designer returns for the second time to the catwalk in the Milan fashion week calendar with a co-ed men's and women's collection.

Sunday 26 February at 15.00 MIMINE AG (by invitation). This edition of Afro Fashion Week Milano is closed by the designer originally from Benin, based in London. The brand was born in 2018 and donates a percentage of its turnover to the construction of wells in Benin, where water is a very precious commodity. The collection is dedicated and created to enhance the roundness of the curvy silhouette, in all its beauty, thanks to a rich and exciting creativity.

Afro Fashion Week is an event under the patronage of the Municipality of Milan, the media partnership of Vogue Italia, and as official partners: the DiverCity FESTIVAL, Miller Knoll, Bravò Comunicazione, Theunseenprofiles, ABC Lab.

For any further information : afrofashion.org _ communications@afrofashion.org

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