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Kenya Design On A Global Fashion Platform : New York Fashion Week: AFRICA

*Hilda Mauya reveals her "RED RUBY COLLECTION" on September 11th at the 2016  
New York Fashion Week: AFRICA*

**ADIRÉE** today announces the upcoming appearance of **DAHIL REPUBLIC OF COUTURE** during its sixth annual New York Fashion Week Africa on Friday, September 11, 2015. This one-day activation under the Africa Fashion Week brand ([www.AfricaFashionWeek.com](http://www.AfricaFashionWeek.com)) will take place at the Broad Street Ballroom, 41 Broad Street, New York, NY 10004.

Created in 2010, Hilda Mauya launched **DAHIL REPUBLIC OF COUTURE** with the mission of using her designs to tell captivating like traditional African art. Her contemporary luxury line uses fabrics such as silk, chiffon and a mix of traditional Kente cloth just to name a few. Although she is considered a new comer to the fashion world, the Kenyan designer has a lot in store with her everyday couture that preserves her African heritage.

**DAHIL REPUBLIC OF COUTURE** is a self sustaining small business that manufactures her pieces in Kenya. "My trendy master pieces are hand-crafted in my country Kenya, therefore creating jobs for the local fashion industry in Kenya." Hilda has recently partnered with the *Kenyan School of Fashion Designers* to recruit the best graduates in Kenya's Fashion Design, Fashion Merchandise, Apparel Technology and Construction, Fashion Retail and Management. She plans to launch her first 2 stores; one in America and the other in the capital of Kenya Nairobi by spring 2016.

## **ABOUT ADIREE**

**ADIRÉE** is the company behind the brand New York Fashion Week Africa, an idea fostered by Adiat Disu after watching Arise Magazine's runway show during New York Fashion Week in 2009. Adirée is a luxury group & lifestyle branding firm conceived to develop solutions, media, marketing & retail installations.

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We provide globally-minded & eco-conscious consumers with modern, exciting & sustainable alternatives to connect to Africa and meaningful programs. We curate, bridge & develop partnerships between the world & Africa.

**ADIRÉE** is the company behind the newly re-branded activation New York Fashion Week: Africa, an idea fostered by Adiat Disu and her team after reviewing the trend and proliferation of Africa Fashion Week (in fashion capitals) around the world. In their mission to integrate Foreign and Africa's brands globally, while maintaining a sustainable platform, the idea of creating one day activations during major fashion capital's retail driven weeks was born. Respecting the fashion calendar's structure (for example: in New York, London, Paris, Milan), Adirée and partners desire to place Africa on the global fashion map through meaningful programming, retail-focused activations and creative presentations.

## ABOUT AFW

New York Fashion Week Africa is a social enterprise: a platform for trade, marketing and development of Africa through ethical practices and fashion. New York Fashion Week Africa was made for the need to bridge the gap, connect continents, and provide a platform for international retailers and designers worldwide. In 2009, Adirée founded the Africa Fashion Week (in fashion capitals) concept, a platform for placing structure around Africa's developing retail and fashion industry and promoting international economic partnerships. (Read more on [FORBES](#))

Our platforms aim to educate, empower, and connect inspirational brands and individuals interested in breaking down barriers and creating structure around industries for business. Our premier launch of Africa Fashion Week (AFW) in New York, attracted more than 1,500 industry insiders. The event also secured the support and an official proclamation from New York City Mayor Michael Bloomberg, who emphasized the event would promote tourism to New York with 70% of designers coming directly from Africa; thereby further fostering a relationship between the U.S. and Africa.

## GENERAL INFORMATION

Designers will showcasing their SS'16 collections  
Schedule:

1. [Luxury Africa Conference](#) | 5:30 P. M – 6:30 PM
2. [Showcase](#) | 8:30 PM – 9 :30 PM
3. Mixer | 10:30 PM – 11:30

For more information visit [www.AfricaFashionWeek.com/Schedule](http://www.AfricaFashionWeek.com/Schedule)

To register as media and/or attend activations : <http://bit.ly/NYFWAfricaRegister>

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