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## The "Rise" of Pan-Africanism in Fashion Design

*ASIKERE AFANA Showcases Her Roots While Contributing to the Global Fashion Economy*

**ADIRÉE** today announces the upcoming showcase of ASIKERE AFANA during its sixth annual [Africa Fashion Week](http://www.AfricaFashionWeek.com), ([www.AfricaFashionWeek.com](http://www.AfricaFashionWeek.com)) under the activation New York Fashion Week Africa on Friday, September 11, 2015. NYFWAfrica will take place at the Broad Street Ballroom, 41 Broad Street, New York, NY 10004 during New York Fashion Week (September 10-17).

**ASIKERE AFANA** (Pronounced: Ah- See-Che-Rey Ah-Fawna), is a brand with timeless trends made with curated textiles. Fostered by Jamaica-born designer Ashley Alexis McFarlane, her goal with her designs is to reconnect with her roots in Ghana and help create jobs in Africa. McFarlane is so committed to the goal of making this connection and creating jobs in Africa that her work is hand-crafted by Ghanaian seamstresses. With the desire to promote fair trade but also cater to the fashion needs of everyday women globally, she creates authenticity of culture with every piece under the ASIKERE AFANA brand (even down to the ankara wax print fabric she stays true to the Ghanaian culture). Both the Jamaican and Ghanaian cultures are so interwoven that according to the [New York Times](http://www.nytimes.com) 90 percent of the Jamaican population derives from Africa.

Even the meaning behind ASIKERE AFANA, which translates to 'sugar machete' from the Akan Twi language is a symbol of this. Bringing ASIKERE AFANA to the New York stage not only showcases sustainable designs from Africa but creates a bridge to Pan-African culture--inviting other brands from around the world to cross this bridge to Africa with the designer's pieces will promote new partnerships and connections globally. This practice in itself can elevate the global fashion industry and Africa's Fashion industry.

Aside from being a designer, McFarlane is a poet, documentarian, and media practitioner that has been featured in Cosmo Girl! Magazine, CBC, and Fashion Bomb Daily. Ashley Alexis McFarlane is sure to surprise with her fashion styles this year at [New York Fashion Week](http://www.nytimes.com) Africa.

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## ABOUT ADIRÉE

**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. 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.

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## 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>