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A Dose of Zimbabwe and South Africa's Fashion Industries
at New York Fashion Week: AFRICA

ADIRÉE today announces the upcoming showcase of HOUSE OF MUCHA during its sixth annual [Africa Fashion Week](#) activation: *New York Fashion Week: Africa* on Friday, September 11, 2015. This one-day activation will take place at the Broad Street Ballroom, 41 Broad Street, New York, NY 10004 during New York Fashion Week (September 10-17).

HOUSE OF MUCHA, pronounced (Muw-chah), was created by Zimbabwean born Lindiwe Muchaneta or for short LinDi Mucha. Based in Hertfordshire, UK, Mucha identifies with her Shona and Ndebele mix roots which is seen through her designs. Taking inspirations from her roots allows Mucha to bring two different countries to consumers: South Africa and Zimbabwe with a retro twist.

Mucha's designs are historically accurate garments made from timeless vintage and sewing patterns. Introducing **HOUSE OF MUCHA** to New York means creating connections for brands to venture to South Africa. The demand for unique South African fabrics made locally allows the [South African Clothing and Textile Workers' Union](#) to create new jobs for people who need them.

These fabrics are seen in Mucha's designs including pantsuits, day and evening wear designed for both men and women who desire to connect with a rich African affluence. These styles are elegant and classy, aimed to young and mature generations living in a fast changing contemporary era.

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ABOUT ADIREE

ADIRÈE 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.

ADIRÈE 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 PM

For more information visit www.AfricaFashionWeek.com/Schedule

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

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