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Authentic Design Makes an Appearance During New York Fashion Week

OSEI-DURO Celebrates Rich Styles Through Heritage at New York Fashion Week: AFRICA

ADIRÉE today announces the upcoming showcase of **OSEI-DURO** 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) will take place at the [Broadstreet Ballroom](#), 41 Broad Street, New York, NY 10004 during New York Fashion Week (September 10-17).

OSEI-DURO came to existence by two friends Maryanne Mathias and Molly Keogh who bonded over fashion during high school in Vancouver, BC. Mathias and Keogh parted ways, continuing their journeys of building their skills in fashion and working on other projects. The artists reunited at a school reunion and agreed to take an exploratory trip to Ghana where OSEI-DURO began. With Mathias's familiarity with African fashion in Ghana, Egypt and Morocco and Keogh's interest in the rich textiles existing in Ghana, the two created plenty of favored designs.

OSEI-DURO is now based in both Los Angeles, CA and Accra, Ghana producing contemporary garments. Their hope is to develop sustainable garment production in emerging companies. The company's rich organic prints are now used for house ware, accessories and baby lines, collaborating with complex geometries Megan Whitmarsh and Lululemon. Mathias and Keogh's line exist on e-commerce boutique www.oseiduro.com and has been recently recognized by yogues.com as the New Wave of Chic Sustainable Designers, and even worn by First Lady Michelle Obama. These two designers have a lot to celebrate on the catwalk at New York Fashion Week: 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

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

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