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ADIRÉE Redesigns New York Fashion Week Calendar With
New York Fashion Week: AFRICA

ADIRÉE today announces the launch of New York Fashion Week Africa, a one-day activation under the African Fashion Week brand (africafashionweek.com). In its 6th year, the event will take place Friday, September 11, 2015 at Broad Street Ballroom 41 Broad Street, New York, NY 10004 during New York Fashion Week, September 10-17, 2015.

Bringing a piece of Africa to New York Fashion Week calendar is essential to Adirée because it adds both diversity and authenticity. In addition, it integrates Africa's design and brands with the global fashion calendar (which is more essential for Africa to complete globally). Having this one day event exist in the scope of New York's biggest fashion gathering known globally, allows guests to explore Africa's modern fashion, designs, and related brands. New York Fashion Week Africa becomes a bridge where people behind Africa's brands can leave their print in America and vice versa. Internationals brands and consumers could have the opportunity to invest, consume and partner with emerging movers and shakers in Africa's emerging retail markets.

"New York Fashion Week Africa is essentially the Africa in New York Fashion Week. Not just an event, but a strategy to provide a platform (sustainable activations in fashion capitals) for global brands to communicate and build relationships with Africa during an established and highly regarded global calendar week(s), such as New York Fashion Week/Market Week." - Adiat Disu

Thus far, the line-up of designers, that will showcase their Spring/Summer 2016 collections include: ASIKERE AFANA (JAMAICA/GHANA), FIKIRTE ADDIS (ETHIOPIA), SAKIA LEK (CONGO), HILDA MAUYA (US/KENYA) , ONYII & CO (AFRICAN-AMERICAN), OSEI-DURO (US/GHANA), and more. To view an updated list of designers visit www.AfricaFashionWeek.com/Designers

This season's New York Fashion Week [Africa] will include events, including: LUXURY AFRICA CONFERENCE, and, A THEMED NETWORKING EVENT CALLED " PRINTS & MIXER."

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General Information:

Schedule:

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

For more information visit the schedule at www.AfricaFashionWeek.com/Schedule

To register as media visit www.AfricaFashionWeek.com/Registration

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) , Adiree 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, under the brand **Africa Fashion Week** 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](#))

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Adirée

DISCOVERING | DEVELOPING | SUPPORTING
BRANDS IN & AROUND AFRICA
LUXURIOUSLY & SUSTAINABLY

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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