

# Adirée

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

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*Africa is Creating a Mark in the Global Economy as the Destination for Luxury*

**ADIRÉE** today announces the Luxury Africa Conference at its sixth annual Africa Fashion Week, ([www.AfricaFashionWeek.com](http://www.AfricaFashionWeek.com)) under the activation, New York Fashion Week: Africa on Friday, September 11, 2015.

Listed on the CFDA's calendar, the Luxury Africa Conference will take place at the Broad Street Ballroom, 41 Broad Street, New York, NY 10004 during New York Fashion Week (September 10-17).

Africa is ready to leave its imprint in the global economy and the rest of the world is finally taking notice. Foreign and American brands are entering Africa (Mac Cosmetics, LVMH, and others) at an increasing rate as a response to sales.

In a New York Times 2015 Op-Ed by Senior Advisor Moono Mupotola, she highlights how economic growth, improved infrastructure, better democratic governance and local innovations have inspired Africa to a brighter future. The Luxury market in Africa is no different. According to [bloomberg.com](http://bloomberg.com), Africa's luxury retail sales rising by about 5.6 percent a year and may reach \$5.2 billion by 2019. As Africa quickly climbs up the ladder of wealth, cross- culture competence is needed to bring other countries to connect with the continent. Countries such as Nigeria, South Africa, and Morocco to name a few, have governments who want only the best for their people. Their demands are to have access to the modern innovations and trends being utilized in the Western Hemisphere. Luxury Jets, luxurious handbags, designer clothing; it only makes sense to introduce markets in retail, fashion & beauty, and lifestyle brands to Africa where they can continue to prosper.

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The Luxury Africa Conference is a platform where layers of Foreign brands and Africa's indigenous brands, press, and influencers will come together to discuss one thing: Africa propensity as a luxury market. Leaders who promote the full potential of Africa as a luxury market will highlight the means of elevating the continent as a premier destination for authentic and quality brands. The question to be discussed is "What Will It Take for Africa to Be The Premier Destination for Luxury?"

Our panelist will consist of leaders such as International Business Development Manager Fanta Kamara, CEO and Founder of Marazetti , Award-winning South African Designer David Tlale, Osei- Duro brand designer Maryanne Mathias and more. Panelists will touch on elevating Africa globally as a luxury market through:

- 1) Retail,
- 2) Lifestyle Brands
- 3) Tourism
- 4) Media
- 5) Fashion and Beauty
- 6) Social Enterprises

For more information about this conference via <http://luxuryafricaconference.com>  
To register as media and/or attend activations: <http://bit.ly/NYFWAfricaRegister>

## 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 lifestyle, branding and luxury group 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 African 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 aims 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.

-More-



## 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)

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