

What to expect from 2019 AFI Cape Town Fashion Week

African Fashion International (AFI) will once again showcase African fashion design at the 2019 AFI Cape Town Fashion Week from 9 to 13 April 2019. Cape Town Fashion Week will take place immediately after the Condé Nast International Conference, of which AFI is a sponsor.

The fashion and lifestyle market bursts with prospects for up-and-coming designers, as well as distributors of raw materials alike. Cape Town will be spoiled for choice as designers from Ghana, Nigeria, Tanzania, Cameroon and Morocco with strong African aesthetic in their creations paired up with local favourites such as Maxhosa by Laduma, Imprint, Marianne Fassler.



“Africa has always been a source of inspiration for the rest of the world. AFI is set up to showcase and propel African designers in order to promote their businesses. Africa can definitely compete with the global brands given the support and an enabling ecosystem, that is what AFI seeks to facilitate,” says AFI founder and CEO, Dr Precious Moloi-Motsepe.

The African continent boasts the world’s largest millennial population and the fastest-growing middle class. Together, this represents an enormous opportunity for African luxury and commercial fashion brands. International luxury brands have penetrated local markets but lack valid African narratives that speak to a distinct sense of style. While the world is investing in appealing to African consumers, home-grown creatives have the responsibility to set the trends.



“The idea of going back home is all about building a future, through strengthening the present and acknowledging the past. Our presence in the market is only as great as our ability to stand out,” Dr Precious Moloi-Motsepe adds.

For more information and ticket sales visit www.africanfashioninternational.com.

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