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African Union to host Hub of Africa 2012 Fashion Week at the NEW African Union Conference Centre, Addis Ababa, Ethiopia.

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Clairvoyant Marketing Agency, In the Bag and Origin Africa are proud to announce that the 2012, Hub of Africa Fashion Show, will be held in the new African Union Conference centre.

Commentating on the show and the Africa Union's support, Deputy Chairperson, of the African Union Commission, Erastus Mwencha, remarked "The textiles and clothing industry in Africa can be important in economic and social terms, in the short-run by providing incomes, jobs and foreign currency receipts and in the long- run by providing countries the opportunity for sustained economic development in those countries with appropriate policies and institutions to enhance the dynamic effects of textiles and clothing. The potential of the textile and clothing industries to contribute to long-run growth and development will depend not only on the attributes of the investors, but also on the quality and effectiveness of government policies and institutions in developing countries to build on this investment" Erastus Mwencha, Deputy Chairperson of the African Union Commission

The event will be held from the 24th - 27th April 2012 in Addis Ababa, Ethiopia. The designer showcase will be bigger and better than its launch in 2010, with designers including Duaba Serwa from Ghana, CrossWord CW of Nigeria, Twin sisters Ayaan and Idyl Mohallim representing Somalia with their line Mantaano, all showcasing their work. It also includes designers such as Fikerte of Ethiopia, who won the Origin Africa Mauritius designers showcase in 2011 where DHL became her logistical partner. As a result she participated in the Africa Fashion Week New York. The line up also includes designers from Angola, Mozambique, Zimbabwe, Ivory Coast, Gambia, Kenya, Tanzania, Uganda, The democratic Republic of Congo, South Africa and many more.

This year's theme is Eco-fashion! All designers have been asked to create a line which emphasizes on sustainable development and eco fashion and to bring ideas on Eco Fashion. They will also take part in the production of a short documentary, which will highlight the path taken in the creation process of their line/Brand.