



PRESS RELEASE

ENRICHING TANZANIA'S FASHION LANDSCAPE: SWAHILI FASHION WEEK'S EMERGING DESIGNER TO PROPEL INNOVATION THROUGH TECHSTITCHED FASHION RESIDENCY PROGRAM

- Empowering Tanzania's Fashion Future: Swahili Fashion Week and Awards sending an Emerging Designer to Shape Tomorrow through TechStitched Fashion Residency in Ethiopia
- Swahili Fashion Week Amplified: Gaining from the TechStitched Fashion Residency Experience in Ethiopia
- Uniting African Fashion Capitals: The TechStitched Fashion Residency Program teaming up with Swahili Fashion Week and Accra, Lagos, South Africa and the Hub of Africa Fashion Week in Addis Ababa, Ethiopia.
- Celebrating Pan-African Collaboration: Swahili Fashion Week Joins Forces with TechStitched Fashion Residency in Addis Ababa, Ethiopia

Addis Ababa, Ethiopia – March 19th, 2024 – The British Council of Ethiopia collaborating with the Hub of Addis Ababa Fashion Week, teaming up with Swahili Fashion Week and Awards, is proud to announce the launch of the TechStitched Fashion Residency Program. This groundbreaking initiative aims to foster collaboration, learning, development, and cultural exchange among emerging designers and fashion week organizers from across Africa.

Departed from Tanzania on March 17th, 2024, and commencing on March 19th, the TechStitched Fashion Residency Program unfolds in the vibrant city of Addis Ababa, Ethiopia, poised to revolutionize the African fashion landscape. Participants will embark on a journey of creativity and innovation, delving into the rich heritage of traditional hand-woven materials in Ethiopia. Through immersive workshops and hands-on experiences, designers from Ethiopia, Tanzania, South Africa, Nigeria and Ghana will explore techniques such as natural dyeing and block printing to create unique and exquisite designs that celebrate African craftsmanship. The training will



continue over the subsequent days, culminating in a spectacular fashion show featuring the creations of all participating emerging designers on March 28th, 2024.

One of the program's esteemed participants is **Kulwa Maige**, a finalist at the prestigious Washington Benbella Emerging Designers Competition 2023 on Swahili Fashion Week and Awards, hailing from Tanzania. Alongside other talented designers, Kulwa Maige will have the opportunity to expand her creative horizons and integrate traditional Ethiopian techniques into her existing collection, bringing forth a fusion of cultures and aesthetics.

In addition to the immersive creative process, the TechStitched Fashion Residency Program will feature a curated workshop focused on digital technology with fashion week founders in Africa. As the founder/organizer of Swahili Fashion Week and Awards, **Mustafa Hassanali** is thrilled to announce his participation and attendance of this prestigious highly anticipated fashion program scheduled to take place from 24th to 29th of March 2024 in Addis Ababa, Ethiopia. Mustafa Hassanali is dedicated to cultivating a platform that celebrates diversity, creativity, and inclusivity in fashion to inspire, educate, and empower individuals from all backgrounds, fostering meaningful connections and driving positive change within the Africa fashion industry specifically Tanzania.

Participants will explore innovative ways in which digital showcasing can enhance collaboration and visibility across platforms, revolutionizing the way African fashion is presented and celebrated on a global scale. The highlight of the program will be a captivating fashion show, where designs from the participating designers will take center stage, showcasing the rich diversity, talent, and ingenuity of African fashion to the world.

Join us on this transformative journey as we unveil each day's activities and insights from March 19th to the 28th. Stay tuned for exclusive behind-the-scenes access and firsthand glimpses into the future of African fashion.



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