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Football meets fashion: Africa Fashion International and the Ivorian Ministry of Culture present the Africa Fashion Unites fashion show

FOR IMMEDIATE RELEASE

FOR IMAGES: <http://tinyurl.com/AFIXAFCON2024>

Abidjan, Ivory Coast (January 31, 2024) – Africa Fashion International (AFI) is preparing to host the Africa Fashion Unites (AFU) fundraising fashion show on February 9, 2024, on the esplanade of the Sofitel Abidjan Hôtel Ivoire in partnership with the Ministry of Culture and La Francophonie.

Strategically placed ahead of the 2023 Africa Cup of Nations final, the fundraising fashion show will be a showcase event bringing together established and emerging designers from the countries that participated in the AFCON 2023 tournament – the summit of African football.

The AFU Fundraising Fashion Show is an important catalyst for change, seamlessly blending the worlds of fashion and philanthropy. Designed by Africa Fashion International (AFI), this dynamic platform transcends simple fashion show organizations. It is a force that connects the threads of culture, creativity and community empowerment.

Participants in this event will have the opportunity to participate in an auction, all profits from which will be directly donated to the ABE APO ÉLISABETH Artisanal Center, in Motézo in the Alépé region. Founded by Ivorian cultural entrepreneur Michèle Yakice, this centre is dedicated to training women and young people in the art of traditional weaving, allowing them to acquire skills in the field and gain autonomy.

AFI is committed to supporting this ABE APO ÉLISABETH Artisanal Center in view of the vision of the initiator, the socio-economic role it plays and the general commitment of the AFI to the populations on the continent. For the sustainability of this commitment, the Ivorian Government, through the Ministry in Charge of Culture, will be in partnership with the Confederation of African Football for the management of this project.

Giacomo Tomassi, COO of Africa Fashion International, said: “The AFU Fundraising Fashion Show is an extraordinary opportunity to celebrate the unifying power of the arts, showcasing African heritage and fostering a sense of community. At AFI, we believe in creating lasting impact beyond ”

By celebrating Africa's rich heritage through the prism of fashion, the AFI not only highlights the talents of passionate designers and creators, but also, with the support of the Ministry of Culture, offers a platform visibility and meeting for artists from diverse backgrounds



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FOR MORE INFORMATION, SPONSORSHIP OPPORTUNITIES, AND INTERVIEW REQUESTS, PLEASE CONTACT:

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[ABOUT AFI](#)

Over the past 16 years, AFI has successfully connected African fashion to global markets, propelling, and elevating designers to international acclaim. AFI's mission is to be the best business platform and ecosystem that supports and enables trade for African fashion and brands. AFI was founded by businesswoman and philanthropist, Dr Precious Moloi-Motsepe, whose love for African creativity, craftsmanship, and culture led her to engage with diverse talent on the continent. AFI is recognised as a breakthrough platform that nurtures, invests in, and promotes the best African creative talent. Our products and services are aimed at local and international consumers who appreciate bespoke African luxury and craftsmanship. AFI enables global consumers to discover unique, high-quality African luxury apparel, accessories, and products from both established and emerging designers. AFI is the leading source of fashion industry content and news. Our vast talent and expertise in hosting fashion events and curated lifestyle experiences enable us to offer Events as a Service in beautiful physical and digital spaces.