
The International Trade Centre Ethical Fashion Initiative partners with Stella Jean and Fashion Talents from West Africa to bring the Beat of Africa to AltaRomAltaModa, 15th July 2014

For the fourth year, International Trade Centre (ITC) Ethical Fashion Initiative will be collaborating with Altaroma for the fashion event, AltaRomAltaModa, with the “Beat of Africa” fashion show on Tuesday 15 July 2014.

The collaboration between Altaroma and the Ethical Fashion Initiative (EFI) continues and brings an African presence to Rome at the Beat of Africa show. This edition of Altaroma consolidates the growing partnership between the Ethical Fashion Initiative and **Stella Jean** which developed just over a year ago. **Stella Jean’s** collection will feature newly-developed accessories from Africa and Haiti. In addition, three designers from Africa will be showcasing their Spring/Summer 2015 collection: **duaba serwa** and **Mina Evans** from Ghana and a special guest from Nigeria, **Lisa Folawiyo**.

This project has been carried out with the support of Switzerland’s State Secretariat for Economic Affairs (SECO).

ITC ETHICAL FASHION INITIATIVE

The Ethical Fashion Initiative is a flagship programme of the International Trade Centre, a joint agency of the United Nations and the World Trade Organization.

The Ethical Fashion Initiative links the world’s top fashion talents to marginalised artisans - the majority of them women - in East and West Africa, Haiti and the West Bank.

The Ethical Fashion Initiative enables fashion’s rising new generation of talent to forge environmentally sound, sustainable and fulfilling creative collaborations with artisans from poor nations such as Burkina Faso, Haiti, Kenya, Mali and the West Bank. Under its slogan, “NOT CHARITY, JUST WORK.” the Ethical Fashion Initiative advocates a fairer global fashion industry.

The Ethical Fashion Initiative’s success is built on its business model and physical infrastructure of design centres connected to central hubs in Nairobi, Accra, Ouagadougou, Port au Prince and Ramallah. Active since 2009, the Initiative has enabled artisans living in urban and rural poverty to connect with the global fashion chain. Creative long-term collaborations allow those living in extreme poverty to change their lives. The Initiative enables luxury brands to develop and produce high quality, covetable and ethical fashion items that are delivered on time.

The Ethical Fashion Initiative is proud of its long-term partnerships around the world including Vivienne Westwood, Stella McCartney, Isetan, Carmina Campus, sass & bide, Stella Jean, Osklen, Chan Luu, United Arrows, Myer, and Manor.

BEAT OF AFRICA DESIGNERS

Stella Jean – Stella Jean

Stella Jean first gained notoriety by winning ‘Who Is On Next?’ 2011, the scouting project conceived and organized by Altaroma in collaboration with Italian Vogue and ever since her collections have received continuous praise by the fashion industry, including Giorgio Armani who invited her to show her SS 2014 collection at his Armani/Teatro in Milan.

Stella Jean has proven her commitment to women’s economic empowerment in developing countries by incorporating fabrics hand-woven in Burkina Faso, accessories made with hand-dyed fabrics from Mali with value-added production in Kenya, and jewellery crafted in Haiti.

Nelly Aboagye - duaba serwa

duaba serwa is a growing fashion brand that incorporates a mixture of innovative intricate details, textures, structure and new types of volumes. “Our story is about bold effortless beauty and we pride ourselves in the construction of luxurious style lines, that cater to the woman who prefers understatement to flamboyant extravagance.”

Mina Evans-Anfom - Mina Evans

The brand unveils Mina Evans-Anfom’s love of fusing luxurious fabrics with Ankara and intricate handpicked embellishments to produce feminine, stylish and flawless pieces that are wearable time after time. The brand also has a menswear dress shirt range which is carefree and cool with a hint of afrocentricity.

Lisa Folawiyo - Lisa Folawiyo

Lisa Folawiyo’s trademark is working embellishment into the traditional West African Ankara fabric to give it a modern twist. Handcraft is at the heart of the brand as Lisa’s craftsmen carefully embellish each piece by hand. Lisa has a strong eye for tailoring and fit, making her pieces both flattering and feminine. The brand has been featured in the International Fashion Press and worn by global celebrities.

For more information:

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