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## The International Trade Centre Ethical Fashion Initiative partners with Fashion Talents from Ghana for AltaRomAltaModa Room Service, 14<sup>th</sup>-15<sup>th</sup> July 2014

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For the fourth year, International Trade Centre (ITC) Ethical Fashion Initiative will be collaborating with Altaroma for the fashion event, AltaRomAltaModa.

The participation of special guests from Africa in Altaroma's 2014 Room Service, a project curated by Simonetta Gianfelici for Altaroma, marks the ongoing and growing collaboration between Altaroma and the Ethical Fashion Initiative which brings an African presence to Rome. Three designers from Ghana, **Christie Brown**, **MO SAIQUE** and **Anita Quansah London** will present their colourful and vibrant Spring/Summer 2015 collections. With clothes, shoes and jewellery being featured, every woman will be able to find their fashion item inspired by the rich West African culture.

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.

## **ROOM SERVICE DESIGNERS**

### **Aisha Obuobi - Christie Brown**

Christie Brown is a Ghana-based luxury women's fashion brand that aims to satisfy the stylish urge of “that modern woman who seeks a true taste of Africa.” Christie Brown showcased in AltaRomaAltaModa for the first time in July 2013 and is distributed by Biffi Boutique in Milan.

### **Afua Dabanka - MO SAÏQUE**

MO SAÏQUE was created by Afua Dabanka - a banker turned footwear designer by way of London College of Fashion. Afua draws creative inspiration for her designs from the extraordinary interplay of her unique background. Her Ghanaian heritage is evident in the rich and bold selection of colours and prints, combined with a strong influence of Germany's clean-cut silhouettes.

### **Anita Quansah – Anita Quansah London**

Anita Quansah creates bold and unique statement jewellery inspired by her rich and eclectic cultural background. Her designs incorporate vintage and recycled materials. Growing up in Nigeria, Anita was encouraged by her Art-loving family to make her own creations and experiment with different techniques. The brand has already caught the eye of the International Fashion press.

### **For more information:**

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