
Ethical Fashion Initiative Ghana Fashion Designers showcase at the Holiday Pop Up in Accra, 13th-15th December, 2014

The Ethical Fashion Initiative Ghana (EFIG) Holiday Pop Up is a display of fashion created by the newest generation of Ghanaian designers poised to generate exports as part of the growing African fashion industry. The EFIG aims to establish an export market based on sustainable supply chains for ethical fashion products produced by micro entrepreneurs for the international fashion industry.

The Pop Up store, located at the La Villa Boutique Hotel in Osu, Accra, will feature designers and emerging talents who are part of EFIG's mentoring and coaching programme, funded by the Swiss State Secretariat for Economic Affairs (SECO). Proven micro retail engines that deliver strong sales in prominent locations, Pop Up stores bring the appeal of a unique local shopping experience for customers. This Holiday Pop Up will not only deliver high quality products made by Ghanaian designers, but drive greater demand for these goods, stimulating the creation of jobs in Ghana.

Participating designers include 1981, Anita Quansah, Christie Brown, Duaba Serwa, Kiki Clothing, Mina Evans, MO SAÏQUE, Studio 189 as well as emerging design talents from the Palette Association such as AAKS, AMEYO, Ohema Ohene, House of Azoria, Alinafe Misomali, Quami wear, Ayek, Poqua Poqu, Yedebeads, Multibellar, Nuna Couture, Afua Biney and others.

Most of these designers have been involved with the EFI designer scheme: through EFI export promotion activities, some designers have been showcasing their work during international fashion events in Milan or Rome and on international web platforms. The others have benefited from the mentoring component of EFI scheme and have received advice and training from international experts and designers.

The Holiday Pop Up Store is open from 11:00am - 9:00pm, from Saturday 13th Dec - Monday 15th Dec.

ITC ETHICAL FASHION INITIATIVE

The Ethical Fashion Initiative is the 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 marginalized artisans - the majority of them women - in East and West Africa, Haiti and the West Bank. The Ethical Fashion Initiative also enables fashion's rising new generation of talent to forge environmentally sound, sustainable and fulfilling creative collaborations. Under its slogan, "NOT CHARITY, JUST WORK." the Ethical Fashion Initiative advocates a fairer global fashion industry. 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.

For more information:
ITC Ethical Fashion Initiative
Chloé Mukai
T: +41 22 730 0501
E: efashion@intracen.org