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ITC Ethical Fashion Initiative, The Palette Association and Dutch Design Week celebrate West African fashion at Eindhoven's Dutch Design Week, October 18th-26th October 2014.

The Ethical Fashion Initiative is delighted to partner with The Palette Association and Dutch Design Week (DDW) to celebrate West African Fashion in Eindhoven this October. The Palette Association is a Ghanaian fashion entity comprising of emerging fashion designers from Ghana working to transform Ghana's fashion industry. Dutch Design Week works to bring together talented designers, artisans and collectives. Dutch Design Week promotes and recognizes the fact that design makes the world better, more beautiful, useful and fun.

This year, Dutch Design Week includes a segment focused on African design. For this, the Ethical Fashion Initiative and the Palette Association are collaborating to bring some of Ghana's rising fashion talents to feature their collection on the catwalk. Klekleli Dzidzienyo of Ghanaian fashion brand **Ameyo** will be representing the Palette Association designers. The established Ghanaian shoe-wear brand, **MO SAÏQUE** is providing shoes to complete the looks of each Palette Association designer.

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

THE INTERNATIONAL TRADE CENTRE 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 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:

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