

PRESS RELEASE: 24.06.2013

## ITC Ethical Fashion Initiative, Istituto Europeo di Design and the Switzerland State Secretariat for Economic Affairs celebrate West African fashion at IED Moda, June 24<sup>th</sup> 2014.

The Ethical Fashion Initiative is delighted to partner with Istituto Europeo di Design (IED) and the Switzerland State Secretariat for Economic Affairs (SECO) to celebrate IED Moda on June 24<sup>th</sup>, 2014 in Milan. IED is one of the world's leading institutions for fashion design, where many recognized fashion figures in Italy and internationally have studied. SECO is a key partner of ITC and currently funds the Ethical Fashion Initiative programmes in Ghana, Burkina Faso and Mali.

This year, the IED Moda event will include a segment focused on African design. For this, the Ethical Fashion Initiative is bringing some of Ghana's rising fashion talents to feature their collection on the catwalk alongside other international designers. The Swiss design duo, **PortenierRoth** will also participate, using fabrics hand-woven in Burkina Faso in their collection. The Ghanaian designers participating in this event are Akosua Afriyie-Kumi of **AAKS**, Klekleli Dzidzienyo and Netty Anang of **Ameyo** and two designer collaborations: **Joint Collective** by Leslie Wiredu and Kofi Gyedu Kwabia and **Radford Collective** by Afua Biney, Papa Oppong and Michael Owusu.

### 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 World Trade Organisation.

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 younger generation of talent to forge environmentally sound, sustainable and fulfilling creative collaborations with remote artisans from poor nations such as Burkina Faso. Under its mantra, "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, Osklen, Stella Jean, Chan Luu, United Arrows, Myer, and Manor.

## DESIGNERS

### **AAKS / Designer: Akosua Afriyie-Kumi**

AAKS London is a fashion and accessories brand that focuses on the craftsmanship, authenticity and ethical values in the production of their pieces. Based in Ghana and London, the pieces incorporate the use of leather and raffia to create bags hand crafted by the best local weavers.

### **AMEYO / Designers: Klekleli Dzidzienyo and Netty Anang**

Améyo is a women's wear clothing brand. It is a joint collaboration between two young designers Netty Anang and Klekleli Dzidzienyo. "Our line is relevant in the lives of the independent modern woman who is creative and sophisticated yet likes to show a simple elegant style. We have merged and cultivated our unique personal styles to create stylish clothes that have a feminine feel."

### **JOINT COLLECTIVE / Designers: Leslie Wiredu and Kofi Gyedu Kwabia**

Leslie Wiredu and Kofi Gyedu Kwabia are combining their strengths for the women's wear collection: sharp tailoring and feminine shapes. This strong and structured military-inspired collection is softened using soft and airy fabrics. Inspired by a trip to Burkina Faso, they will combine hand woven cotton fabrics with the striking Ghanaian wax prints. They will be featuring shoes from the Ghanaian Heel the World brand.

### **PORTENIER ROTH / Designers: Sabine Portenier and Evelyne Roth**

Sabine Portenier and Evelyne Roth are two Swiss designers who launched their label in 2007. Their design concept is incredibly unique in design and distribution, presenting a single collection each year with two seasonal focuses. They design with a "year round" wardrobe in mind thus creating pieces which can be effortlessly layered and combined.

### **RADFORD COLLECTIVE / Designers: Afua Biney, Papa Oppong and Michael Owusu**

Afua Biney, Papa Oppong and Michael Owusu, three students from Ghana's Radford University's fashion department have worked together, combining their strengths to create a capsule collection. The fashion department is Ghana's premier fashion program which prides itself in promoting new talent and representing the future of creative design.

### **For more information:**

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