

Adirée

Luxury Brands
Focused Globally

340w 42nd St. #374
New York, NY

P 229-234-7330
E PR@Adiree.com



AFRICA FASHION WEEK 2015

MEDIA & PRESS KIT

WEDNESDAY, SEPTEMBER 16, 2015

THURSDAY, SEPTEMBER 17, 2015

FRIDAY, SEPTEMBER 18, 2015

SATURDAY, SEPTEMBER 19, 2015

SUNDAY, SEPTEMBER 20, 2015

340 W 42ND #374 | NEW YORK , NEW YORK | 10108

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QUICK FACTS



ABOUT & MISSION | In response to the United Nations Millennium Development Goals we look to establish Africa Fashion Week, as a global trade event presented in major fashion capitals Through the trade event we look forward to incorporating and establishing the following :

1. Capacity Building Internships
2. Production and Manufacturing Classes
3. Sales and Showroom Opportunities
4. Online Portal for Everything Ethical and African Fashion Related



CONTACT -- ADIAT DISU OR SYLVIA BERTE AND/OR TEAM AT 229 234 7330 OR EVENTS@ADIATDISU.COM



DATES & SCHEDULE - Africa Fashion Week Joins the Fashion Calendar

Thursday, September 17th, 2015 TBA [MASTER CLASS](#) | [PRESS CONFERENCE](#) | [POP UP SHOP](#)

Friday, September 18th, 2015 TBA [GLOBAL BUSINESS FORUM](#) | [VENDOR DAY](#)

Saturday, September 19th, 2015 7:30 PM EDT [RUNWAY SHOW](#) |



LOCATION - Africa Fashion Week will be hosted at multiple locations (will be announced in August) depending on style of events and availability. Past locations (considered and executed): for events: [BROAD STREET BALLROOM \(OUR PRIMARY LOCATION 2015\)](#), [VOGT GALLERY](#), [Highline Loft](#), [Classic Car](#) , [Metropolitan Pavillion.](#), [FASHION INSTITUTE OF TECHNOLOGY](#)



LOGISTICS --Designers and Partners are required to arrive 1-2 days before production. Partners should have representatives available for pre-press interviews 2 weeks prior to events

WEBSITE - AfricaFashionWeek.com will be the official site for all of our Africa Fashion Week (s)
Miami | Los Angeles | New York | London | Paris
| Milan | Tokyo | Berlin . [SITE LAUNCH - JAN 1 2015](#)



Adirée

Adiat Disu
Director of Africa Fashion Week™
New York | London | Paris | Milan
Tokyo | Berlin
CEO and President of Adirée™

Adiree, a luxury group focused on promoting global brands was founded in 2009 by Adiat Disu the founder and CEO of Adiat Disu & Associates, a global consulting and strategic firm and Director of Africa Fashion Week.

Originally from Nigeria, Disu has an operations and communications background, from IBM and has also gained experience working as a consultant with the USAID, developing Ethiopian designers on the continent and off the continent.

Disu works to address many societal issues including education, women empowerment, and poverty reduction as they relate to Africa in the context of the United Nations Millennium Development Goals. She seeks to focus on capacity building, production, and manufacturing in Africa.

We look to establish Africa Fashion Week, as a global trade event presented in major fashion capitals. Through the trade event we look forward to incorporating and establishing the following :

1. Capacity Building Internships
2. Production and Manufacturing Classes
3. Sales and Showroom Opportunities
4. Online Portal for Everything Ethical and African Fashion Related

"Communications And Branding Agency That Understands The Business Of The African Fashion Industry" - FORBES

WHY Adirée

- Adiree increased awareness of African fashion brands by 8.5 million views
- Adiree has raised funding of over \$300 K+ for African brands
- Your gift is not a "here today, gone tomorrow" investment. Your financial support is a philanthropic investment which increases in value by 35 times over the next 35 years. A \$1,000 donation will generate \$35,000 in support for a emerging brand & entrepreneur's initiative to build sustainability and capacity.
- Adiree is a leader in promoting collaboration among not for profit and local community organizations implementing successful projects for the African continent.
- Adiree develops programs that take a holistic approach to the long-term sustainable economic growth of local communities throughout Africa.
- Your investment in Africa is an investment in our world economic and environmental community.

Adiree, apart of Adiat Disu & Associates has developed partners, creative teams, media relationships with editors, publications, and bloggers whose main focused is to discover business development opportunities on the continent

FORBES | "Communications And Branding Agency That Understands The Business Of The African Fashion Industry"

Black Enterprise | "Everyday Heroes: Young Entrepreneur Promote Economic Growth In Africa Through Fashion"

CNN Article | "Adiree Creates A Global Platform For African Fashion"

CNN International Video | "CNN International's Isha Sesay Sits Down With The Woman Behind Africa Fashion Week"

CNN International | "African Fashion In The Big Apple"

CNN International | "Adiree To Show African Designers To A Global Audience"

Washington Post | "Luxury Marketing Boutique Company"



Africa Fashion Week (AFW)

(In Fashion Capitals concept) was created in 2009 by Adiree's, communications and branding arm. This initiative focused on bringing Africa Fashion Brands to a global arena via fashion capitals. The focus was not to position African Brands as needy, but as viable and competitive brands to invest in.

Out of this concept come the tactic of looking the largest Fashion, Beauty, Media capital in the world, New York. As a result, the birth of Africa Fashion Week (New York) triggered the attention of media, sponsors, partners, including Mayor Bloomberg, the mayor of New York who gave an official proclamation, deeming our week "Africa Fashion Week."

AFW a multi-day trade show event which includes runway shows, exhibitions, development classes and industry networking events with the sole purpose of raising awareness and promoting partnerships about emerging brands from the continent.

The goal (irrespective of the proliferation of Africa Fashion Week's triggered from our initiative, is to provide one portal for everything Africa Fashion related, especially related to trade events, in fashion capitals. Our newly built site www.Africafashionweek.com will host and present (visually), our vision for Africa's fashion industry

ABOUT THE



FOUNDER

Operations
Communications
Professional

Adiat Disu is the Creative Director and Founder of Adiat Disu Media & Africa Weekly Group, all apart of Adiat Disu & Associates in New York and Nigeria. Disu, studied Information Technology and Communications at Bentley University. She also studied at Philips Exeter Academy and University of Santa Barbara . She subsequently worked at TJX, as a planning and allocation analysts, working closely with buyers to create and execute retail strategies. Post graduation she worked for IBM at the Corporate Headquarters (Armonk, New York) in IT Analyst Relations, as an Operations and Communications Specialist . Leveraging her business skills with her love for creativity, she founded her firm (formerly known as Adiree PR and communications) to become a development agency and become synonomous with promoting african brands--particularly in fashion, beauty, and lifestyle.

Her desire to become a bridge for Africa and the US, led to the establishment of Africa Fashion Week (in fashion capital concepts). Known for her African Fashion campaigns "Where Fashion Began" featured in Elle and "The Pattern of Sustainable Luxury" featured in Huffington Post. FORBES Africa "Top Mover and Shaker in the African Fashion Industry," Disu focuses on re-conditioning consumer thoughts and behavior towards Africa. Positioning Africa as a destination for luxury brands, Adiree has taken exclusive brands from Africa and placed them on nationally esteemed and recognizable stages via placements. The result: increased awareness of African fashion by 8.5 million views; \$300+ K (as of Dec. 2013) generated in financing for African designers and artisans, to showcase in the U.S; media such as CNN International (CNN Interviews), Los Angeles Times , Destiny Magazine (South Africa), Elle (Bulgaria), Black Enterprise, Washington Post, and Huffington Post exposing emerging luxury brands from Africa. Through partnerships, quality productions, campaigns, and media placements Adiree is establishing the way consumers should view products from Africa (i.e. Made in Angola, Made in Zimbabwe, or Made in Nigeria)

ABOUT THE

TEAM

DIVERSE
BUSINESS DEVELOPERS
Professionals
CREATIVES

Adiat Disu curates a team of advisors and consultants to execute Africa Fashion Week, yearly. With goals of providing branding, buying, and investment opportunities for each designer that participates. Disu taps into her company's personal relationships to assist clients involved in the production:

1. USAID | West Africa Trade Hub and East Trade Hub
2. United Nations / and Affiliates
3. International Trade Center
4. Corporate Council on Africa
5. Carana
6. Spanish Chamber of Commerce
7. WIE Network
8. Legal Advisors
9. Tech and Sales Professionals
10. Consulting Agencies
11. Small to Medium Size Businesses
12. Fashion Institute of Technology
13. Vogue (Born)
14. Other Public Relations & Media Firms
15. Media Relations
16. Others...

UNITED NATIONS



SPONSORS & PARTNERS

AFRICA FASHION WEEK attracts various partners and sponsors from across industries. Below is a sample listing of past sponsors and partners in our network that we have strengthened relationships with, to ensure that our production runs smoothly.

1. USAID | West Africa Trade Hub and East Trade Hub
2. United Nations / and affiliates
3. International Trade Center
4. Spain Chamber of Commerce
5. International & Local Media
 - Vogue
 - Black Enterprise
 - Huffington Post
 - CNN International
6. BMW (NJ HQ)
7. Arik Air
8. Barclay
9. Iman Cosmetics, Black Opal, Nyandibo , Aveda
10. Carol's Daughter, Molton Brown
11. Roomate Hotel
12. American Airlines



Adirée

AFRICA FASHION WEEK 2015

BECOME A MEDIA PARTNER BY SUPPORTING US :

DIGITAL ADS

DISPLAY A DIGITAL AD ON A PREMIER WEB PAGE ... ()
CIRCULATE OUR CONTENT IN NEWSLETTERS..... ()
INSTAGRAM & FACEBOOK CIRCULATION WEEKLY.... ()

DIGITAL ARTICLES

300 Word Article ()
600 Word Article ()
900 Word Article ()

SOCIAL MEDIA ADVERTISING

90 Days - Daily Mentioned Product, Service, Brand..... ()
60 Days - Daily Mentioned Product, Service, Brand..... ()
30 Days - Daily Mentioned Product, Service, Brand..... ()

OUR REQUEST

- Feature 2 or more designers in a full page spread
- By July 1st, circulate weekly news or updates related to
- Africa Fashion Week. on Instagram.
- Provide Adirée guest post access to your online media site

YOUR BENEFITS

- Logo on the media step and repeat sign
- Logo on the website
- Weekly Circulation of your articles links 80,000k+ followers

Signature _____ Date _____

CHECK LIST

Upon sending this form, please provide us with the following:

- Logo-High resolution or vector file
- Links to all social platforms: Facebook, Twitter, and Instagram
- Names of 2 guests (First and Last Name)
- Files of your copy, bio, and text
- Provide us with the main social platform you'll be using to promote your involvement

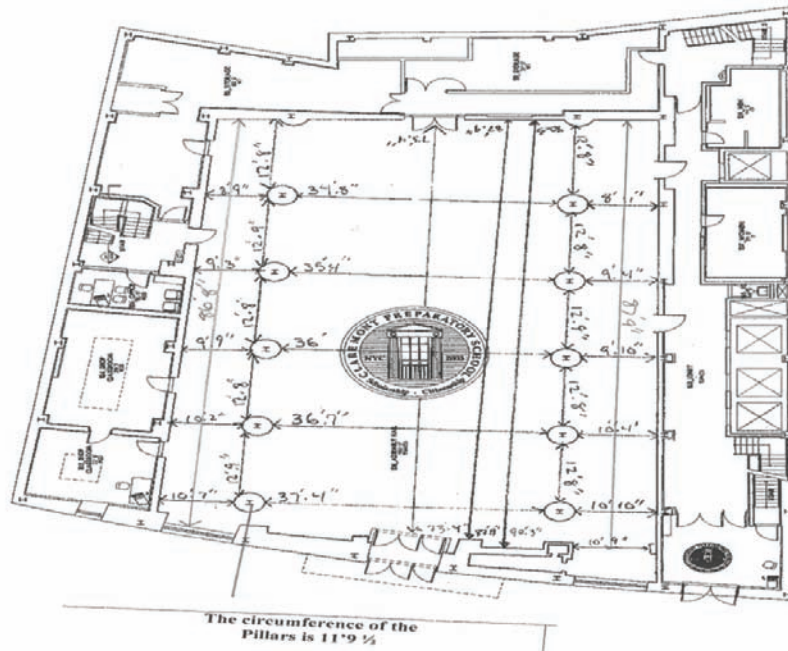
LOCATION

BROAD STREET BALL ROOM

41 BROAD STREET (BTW: BEAVER & EXCHANGE PLACE)

The following event is scheduled to take place at the following location
DAY 2 | Friday September 18, 2015 - ETHICAL BUSINESS FORUM | AWAF
DAY 3 | Saturday September 19, 2015 - RUNWAY SHOW

AFW in NEW YORK runway show will take place in the Broad Street Ballroom, one of the premiere event spaces in NY City, located in the Financial District at 41 Broad Street (between Beaver Street and Exchange Place), New York 10004. Built in 1929, this sprawling space has earned a reputation as one of the most architecturally impressive buildings in NYC.



DESCRIPTION

- "Adorned with intricate marble mosaic columns and a
- Painted mural by artist Griffith Baily Coale, the Ballroom
- The Ballroom features an open 5,700 square foot space
- 30-foot-tall mosaic pillars and a 225-foot hand-painted
- Hair and makeup areas
- State-of-the-art audio/visual system
- 22' x 22' roll-down projection screen
- Cocktail setting for up to 630 guests
- Fully collapsible 32- by 16-foot stage
- Auditorium setting for up to 500 guests

YOU MAY ALSO VISIT : WWW.BROADSTREETBALLROOM.COM

SURROUNDING

The Financial District of New York City (FiDi), hosting AFWNY and the location of the Broad Street Ballroom, is a neighborhood on the southern most section of the borough of Manhattan which comprises the offices and headquarters of many of the city's major financial institutions, including the New York Stock Exchange and the Federal Reserve Bank of New York.

THE AREA

FINANCIAL DISTRICT OFFERS A VARIETY OF
SHOPPING AND HOSPITALITY EXPERIENCES ...

HOTELS

THE WALL STREET INN
9 S William Street, New York NY - (212) 747-1500

Courtside Suites
40 Exchange Pl # 2010, New York, NY - (212) 248-7803

Club Quarters-Downtown
52 William street, Manhattan, NY - (212) 269-6400

Gild Hall
15 Gold St, New York, NY - (212) 232-7700

Hotel Reserve
51 Nassau St, New York City, NY - (212) 227-3007

Eurostars Wall Street NY
129 Front Street, New York, NY - (212) 742-0003

Hotel Holiday Inn Exp NYC Chelsea
126 Water St, New York , NY - (212) 509-0965

FOOD

Republic | 37 Union Square, New York, NY – (212)
627- 7172

Masa | 10 Columbus Circle, New York, NY – (212) 823 - 9800

Cafeteria | 119 Seventh Avenue, New York, NY – (212) 414
-1190

Chez Napoleon | 365 West 50th Street, New York, NY – (212)
265 - 6980

GET THERE

DIRECTIONS TO THE VENUE

By Subway:

Take the 2/3 train to Wall Street. Follow signs to the Wall Street exit [walk towards the church (Trinity Church)]. Make left at the first street, which is Broad Street. Walk two blocks south. Entrance is at 41 Broad Street, across the street from The Setai.

Take 4/5 train to Wall Street. Exit at Wall Street and Broadway. Make right on Wall Street. Make first right onto Broad Street. Walk two blocks south. Entrance is at 41 Broad Street, across the street from The Setai.

Take J,M,Z train to Broad Street. Walk south on Broad Street. Entrance is at 41 Broad Street, across the street from Dunkin Donuts and Liberty Travel.

Take the R/W to Rector Street. Walk East to Broadway, and continue East on Wall Street. When you get to the New York Stock Exchange (at the corner of Wall and Broad), make a right and walk down Broad Street about a block and a half. Entrance at 41 Broad Street, across the street from The Setai.

Adirée

AFRICA FASHION WEEK 2015

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- Names of 2 guests (First and Last Name)
- Files of your copy, bio, and text
- Provide us with the main social platform you'll be using to promote your involvement

A-Z

Productions of Operations (RUNWAY SHOW & POP UP SHOPS)

Fittings

All Designers are required to attend fittings prior to the day of their runway shows.

Designers will have their fittings one week before the runway show
There will be no fittings on the day of the show.

Hair & Make Up

Designers do not pick the hairstyle and makeup look for the models
AFWNY head makeup artist and head hairstylist will come up with two makeup and hair looks per day for all models and ensure fluidity of event.

Music & Production

Designers can select music from dropbox link (request from events@adiree.com).

Images & Videos

Designers will be able to receive high resolution and quality photos. Release dates are allowed up to 1 month. For earlier release of photos, an additional fee will be requested.

Designers will be able to receive high resolution and quality photos and videos nevertheless.

Videos

Release dates are allowed up to 1 year. For earlier release of videos, an additional fee will be requested.

Event Invites

Invitation Letters for Invites: A welcome page will be provided once designer payment is received. This kit can be used to acquire Visa letters.

Pop Up Shop

Every year, Adiree showroom provides sales opportunities via our Showroom Adiree POP UP Shop series for designers partaking in AFirca Fashion Week (New York)

Sessions will provide established and developing brands from Africa an opportunity to meet one on one with potential customers, also seek further advice from buyers and foster potential for U.S. business relations with industry leaders. Also, this is a great way to answer the numbing question from most, "Where do I get it?".

A-Z

Operations of Productions

Runway Shows

Designers will have the opportunity to select the day in which they would like their collection on the runway

Thursday, September 17, 2015

Friday, September 18, 2015

Saturday, September 19, 2015

Models

Each designer will be given ten (10) models for their show

Models will be confirmed at the fittings

Requested models: All models designers would like to request must be confirmed by June 2014, All model related questions can go to events@adiree.com

All Models Must be

Female Models: Minimum height in 5'10 Size 1-4

Male Models: Minimum height 6"
Waist 30-32, Jacket 40-42

Plus Size Models Designers who wants to showcase plus size models can submit a request to management. However, be aware that ALL your models will have to be plus size. All models used by designers must be the same size. No mixing allowed.

Shoes & Accessories

Designers may provide their shoes and accessories. However, feel free to request that we provide assistance to you in this area if needed. Please request upon deposit of application and fee: events@adiree.com

Stylists

Designers will be provided a stylist and a team

Steamers & Clothing Racks

Designs will be provided Steamers and Clothing Racks

Volunteers

Designer will be provided Volunteers

PAST EVENTS

POP UP SHOPS | SHOWROOM



MOLTON BROWN

Thursday, June 2nd 2011

Adiree via Showroom Adiree and the London based luxury bath & body brand Molton Brown united for a great event at Molton Brown's Soho flagship location to feature the designs of Africa Fashion Week Designers. Attendees can anticipate a night of bath, beauty, luxury, and fashion.

Press Link

<http://www.afwny.com/2011/05/africa-fashion-week-designers-to-be-featured-at-adiree-showroom-molton-brown-event/>

Additional Links

[http://www.afwny.com/africa-fashion-week-new-york-\"bring-their-continent's-style-to-the-worldwide-fashion-scene\"/](http://www.afwny.com/africa-fashion-week-new-york-\)

Images

<http://www.adiree.com/photo-gallery/>



SABON

Thursday, June 7th, 2012

Adiree hosted at Sabon NYC the launch of Showrom Adiree featuring eco-friendly, sustainable and social enterprising fashion, beauty, and culture. The event featured emerging fashion from African Designers and Sabon NYC Soho, the TOP END provider of Natural bath and body products. Consumers attending the event were drawn to purchase products as they are being greeted by fashion, art, and music.

Press Link

<http://www.afwny.com/2012/06/for-immediate-release-a-natural-synergy-for-african-fashion-designers/>

Images

<http://www.adiree.com/photo-gallery/>

PAST EVENTS

POP UP SHOPS | SHOWROOM



PIKOLINOS

June 14th & July 5th 2013

Adiree hosted at PIKOLINOS NYC the launch of Showrom Adiree featuring eco-friendly, sustainable and social enterprising fashion, beauty, and culture. The event featured emerging fashion from African Designers and collaborated with SPAIN based retailer Pikolinos which is a Spanish shoe brand that forms part of the Pikolinos Group, a company whose activities range from tanning leather to production to having their own shops.

Press Link

<http://www.afwny.com/2012/06/for-immediate-release-a-natural-synergy-for-african-fashion-designers/>

Images

<http://www.adiree.com/photo-gallery/>

PAST EVENTS

MASTER CLASS & PANELS

AFRICA FASHION
PANEL -
INTERNATIONAL
TRADE
& MARKETING
DEPARTMENT AT (FIT)

GOOGLE "LUXURY AFRICAN
FASHION PANEL FIT"



Wednesday July 11, 2012

New York, NY-July 2012- Adirée partnered with the International Trade & Marketing Department at the Fashion Institute of Technology. Wednesday, July 11th 2012, 2 P.M. EST, hosting our Luxury Africa Fashion Panel at the Fashion Institute of Technology (FIT) | Katie Murphy Amphitheater with Africa Fashion Week designers and Adiat Disu, founder of Adirée-producers of Africa Fashion Week(s) -will speak at the Fashion Institute of Technology (FIT) in New York City.

The two-hour panel discussion focused on "Africa as an Emerging Market for Fashion."

Topics discussed will include the following:

Africa As An Emerging Market for Fashion
Luxury African Fashion – What does this mean or look like
Sustainable | Eco Friendly | Social Enterprising Fashion Brands –
How African designers are giving back while building their brands and increasing sales globally
The Metamorphosis of the International "Afrofashionista or "Afrofashionisto" – How she or he dresses, where to purchase items, and where to get the latest news on fashion designers, and how designers are influencing international consumers

PAST EVENTS

MASTER CLASS & PANELS



UN MASTER CLASS

Thursday September 4, 2014

The fifth annual Africa Fashion Week – took place in New York between the 4th and 6th of September –hosting our “cool fashion week master class, titled “Off the Runway,” in partnership with the United Nations Foundation.

The master class hosted speakers who are leaders committed to the advancement of women, entrepreneurship and Africa, including South African designers David Tlale and Gavin Raja, celebrity stylist Kith Brewster, PR guru Zara Okpara and philanthropist Bisila Bokoko, of the Bisila Bokoko literacy project, amongst others.

Off The Runway is the business exchange that invests in Africa's entrepreneurs, young creatives, and women in the multi-billion dollar fashion industry. The event covers topics that range from public relations, corporate social responsibility to business management and finance.

Images

<http://www.adiree.com/photo-gallery/>

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LUXURY BRANDS FOCUSED GLOBALLY
here are a few of our press clippings....

