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# AFI EVENTS

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## CREDENTIALS & SERVICES







# OUR FOUNDER



“*African fashion is a bold political statement. It embraces our history of colour, texture and symbolism in an amalgamation of modern trends*”

**AFI Founder**

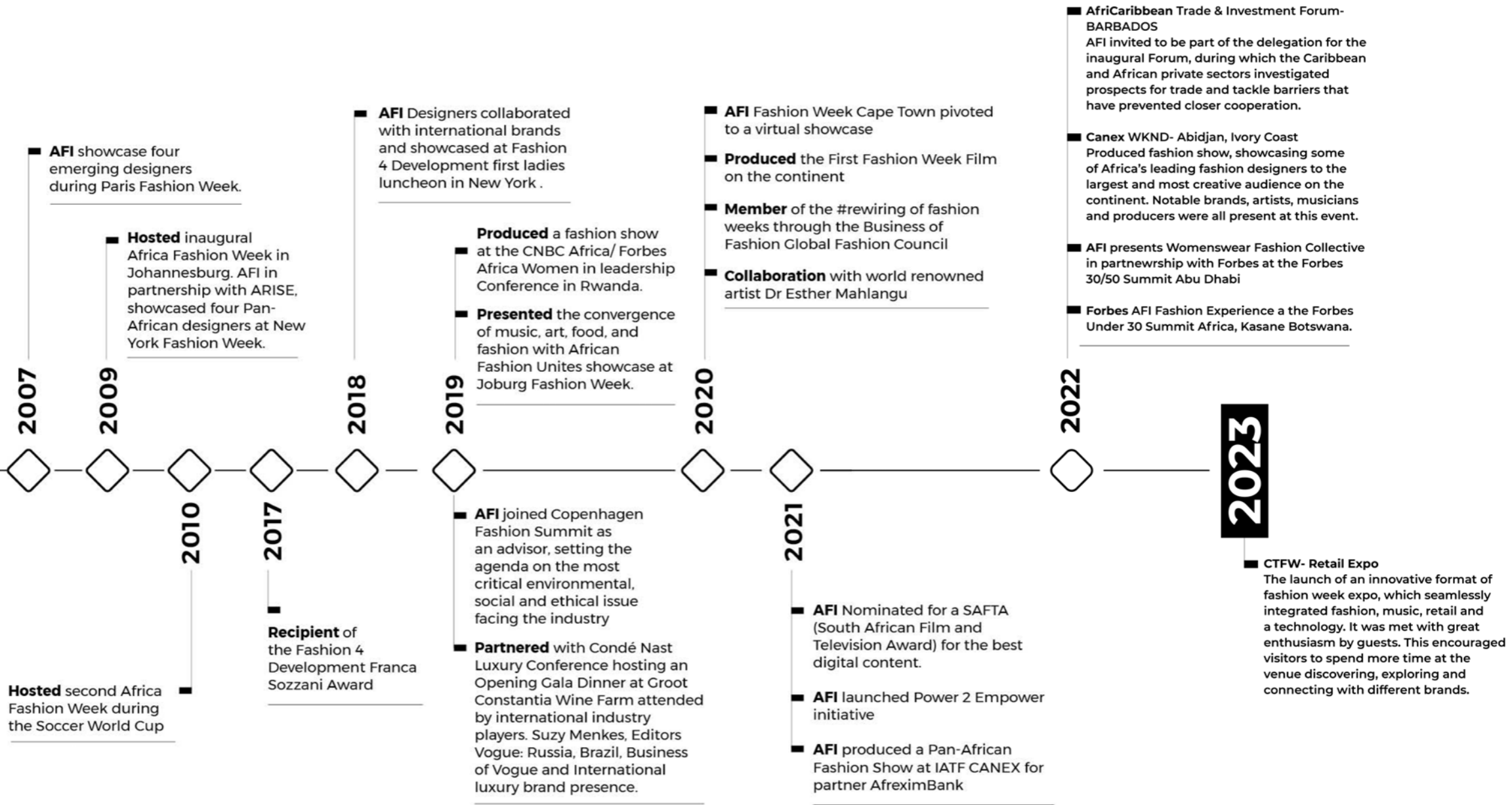
Dr. Precious Moloji-Motsepe

At the heart of AFI is Dr Precious Moloji-Motsepe. From the beginning of her career she has been an advocate for instilling a culture of hope and shared prosperity amongst African people.

As a long-standing member of the Harvard Kennedy School and the World Economic Forum, amongst many other international platforms, Dr Moloji-Motsepe leverages these globally renowned stages to share Africa’s perceptions with the world.

In 2017, Dr Moloji-Motsepe won the inaugural Fashion 4 Development Franca Sozzani Award at the United Nations in New York, for her efforts in promoting African fashion designers and supporting the empowerment of disadvantaged women.

# AFI JOURNEY





# AFI Brand Story

African Fashion International's story begins in 2007, as the global fashion industry began consciously correcting its lack of diversity.

AFI entered the fashion scene with a clear vision to create a platform where the best, most globally relevant and contemporary African designers will be discovered. AFI has since groomed and propelled local designers into global household names showcasing in Paris, New York, Moscow and beyond.

AFI owns and produces two major Pan-African Fashion Weeks held annually in Johannesburg and Cape Town showcasing the best designers from across the African continent.

Our Vision is to be the best African fashion and lifestyle platform. This is driven by our passion for Africa, its people and its creative talents.

AFI invests in building a beneficial ecosystem for the African fashion industry. To achieve this, AFI partners with leading organisations in the industry and has hosted world class fashion events partnering with the likes of Audi, Mercedes Benz, Condé Nast International, and Miss World, and Forbes

AFI works closely with African creatives to deliver good quality, affordable, and authentic African clothing and accessories through our e-commerce platform and concept store, House of Nala.

AFI Fastrack, our development platform, identifies, nurtures and upskills emerging designers.

As a thought-leader in the industry, AFI Masterclass convenes conversations around key topics concerning African Creatives.



“Here’s why you can trust AFI with your next corporate or private event”

Events are an important part of Marketing, Communications and Stakeholder Relationship Strategies and can be a great way to form emotional connections with customers and stakeholders.

Events provide an opportunity to grow brand awareness, build authentic customer profiles, and drive traffic and sales.

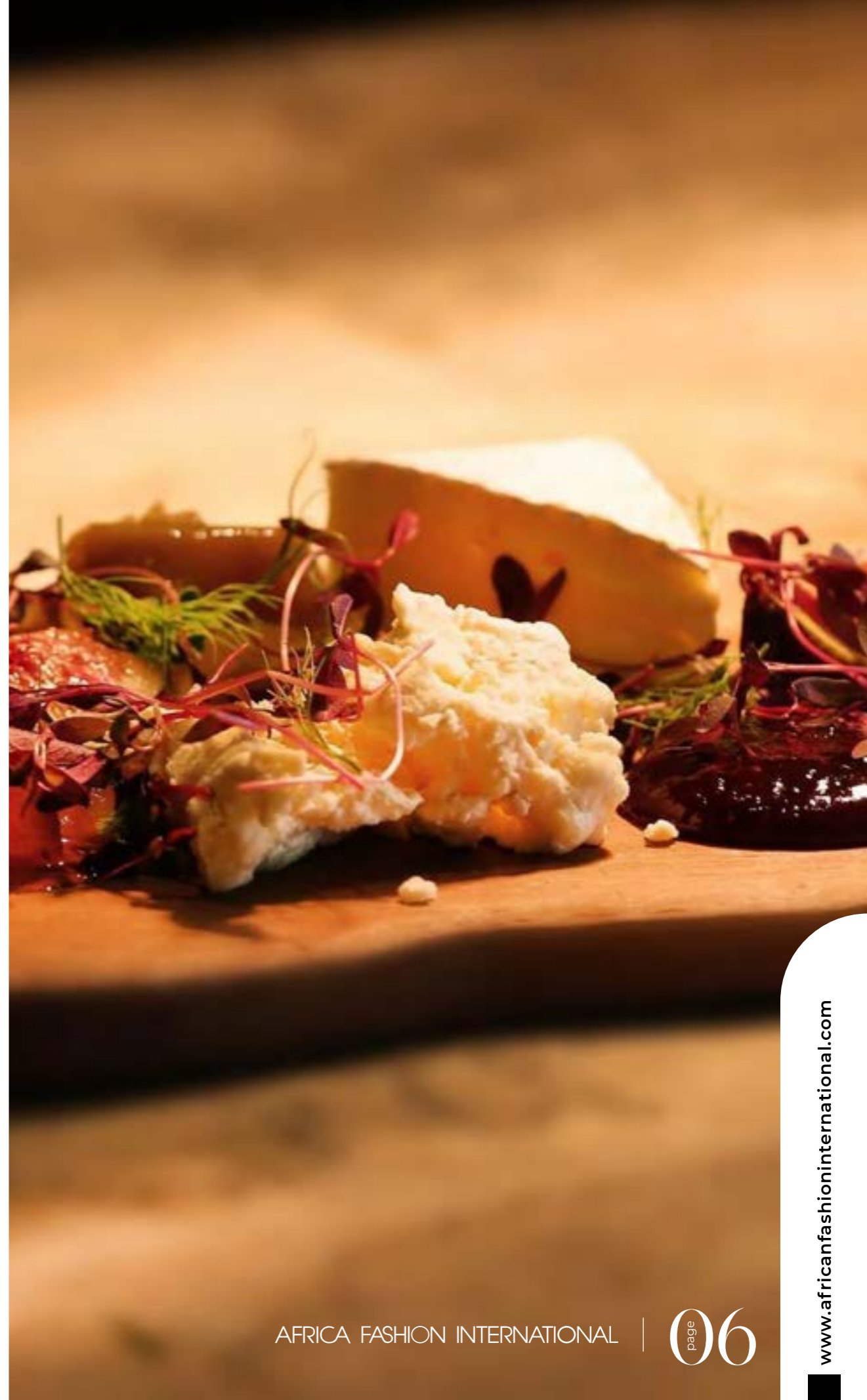


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*With more than 15 years of executing world class events, AFI's track record makes us the perfect coordinator for your events. We offer a bespoke service, that allows you to tap into our broad network and relevant audiences. We are able to leverage the power of fashion to offer your clients and customers, bespoke and highly curated experiences*

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- Conceptualise experiences that provide meaningful engagement, entertainment, and brand awareness opportunities
- Coordinate global networks of quality suppliers and industry role players
- Produce quality events with attention to detail AND within budget
- Execute memorable, niche and luxury lifestyle and fashion events
- Experiential events that exceed client objectives
- Delivering against KPI objectives
- Reliability and professionalism ensuring client peace of mind
- Creativity, style, and flair
- Passion
- Innovative and flexible
- Resourceful





# Our Skills

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## **360° Bespoke Event Solutions**

### **Event Production & Project Management:**

Virtual and Hybrid Lifestyle Events  
Fashion Shows & Fashion Week Production  
Conferences & Exhibitions  
Media & Product Launches  
Gala Dinners & Awards Functions  
Roadshows & Activations

Entertainment & Artist Management

Hospitality  
Travel Management  
Global Logistics  
Bespoke Gifting

## **Traditional & Digital Marketing**

### **PR & Media Relations**

### **Full Package Content Production**

Graphic Design  
Copywriting & Scripting  
Campaign & Product Shoots  
Video & Photography  
Film production

# AFI FASHION WEEKS



# GLOBAL PARTNERSHIPS

## Forbes



## Forbes UNDER 30 AFRICA

In March 2022 AFI presented a Womenswear Fashion Collective in partnership with Forbes, to celebrate International Women’s Day with the world’s leading under-30 and over-50 women in business and leadership attending the Forbes 30/50 Summit in Abu Dhabi.

AFI strategically looks for partnerships that will elevate and give global exposure to African creatives and this event was part of the AFI vision “To connect our vast network of creatives to global markets that care about authentic African narratives” We were able to both showcase collections and bring the Shop the Runway opportunity to delegates.

In April 2022 AFI partnered with Forbes during their inaugural Under-30 Summit Africa in Kasane, Botswana. A sustainable fashion show next to the Chobe river provided an opportunity for 6 designers from South Africa, Botswana and Kenya to showcase their collections to delegates in attendance and a diverse online audience. Guests were able to Shop The Runway after the show, both at the Pop-Up store and Online Store.

Forbes  
**30/50**  
— SUMMIT —





# Highlight Videos

AFRICA FASHION INTERNATIONAL



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# AFI EVENTS

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## CREDENTIALS & SERVICES

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