



SWAHILI FASHIONWEEK

2014

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FOREWORD

“

Its fashion week and all roads in Dar es Salaam lead to the Peninsula overlooking the crystal clear blue azure water of the Indian Ocean upon its beautiful Swahili coastline. Swahili Fashion Week has a new Home, Hotel Sea Cliff where the cool sea breeze across the Ocean serenades our senses embodied within the aura of fashion, glamour and glitz.

As John F Kennedy, former American president Said “ask not what your country can do for you, ask what you can do for your country”. Swahili fashion week can arguably boast to be a platform that can singularly attribute to the growth of the burgeoning Fashion Industry in Tanzania.

Created as A platform for designers from Swahili speaking countries, to date we have created an industry which does not only spur the growth of the textile, culture and fashion industry, but also that of the tourism industry. Swahili fashion week, has been responsible of creating various job opportunities for the youth and created trade brands that are now household names in the region.

As we all know clothing is a basic human need, we need to nurture and support home grown talent and promote the “Made in Africa” concept.

Hosting this year, 21 established designers from Tanzania and beyond, 9 emerging designers and over 30 models and various stakeholders participating in this fashion week be it direct or indirect, this truly has become an event which is a product of communal and cooperative effort.

An African proverb says, “If you want to go fast, go alone, if you want to go far, go together”

With that may I welcome you to SWAHILI FASHION WEEK & AWARDS 2014

Wishing you a Fashion Forward Fabulous 2015

Mustafa Hassanali

”



ABOUT SWAHILI FASHION WEEK

Swahili Fashion Week is the largest annual fashion platform in East and Central Africa, to date. Now In its SEVENTH year, Swahili Fashion Week is THE platform for fashion and accessory designers from Swahili Speaking Countries and the African continent to showcase their talent, market their creativity and network with clientele. This is all aimed at emphasizing to the region that fashion is an income generating creative industry, whilst promoting "Made in Africa" concept

Swahili Fashion Week comprises of multitude of events within its umbrella, amongst them being designer runway showcase, Emerging designers competition, Awards, shopping festival, workshops, model casting, parties, networking and the just added pop up shop.

This year is aimed at reaching out to the public to emphasize and promote talents in the fashion industry. It's more about valuing our own designers and building brands and taking them to a different level year in year out

Having initiated a dynamic and promising platform for the fashion industry in the region, Swahili Fashion Week is now geared towards being the most sought out after fashion platform in Africa for the international market founded, created and conceptualised in year 2008 by Mustafa Hassanali.

VISIT OUR LINKS

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WEBSITE: www.swahilifashionweek.com



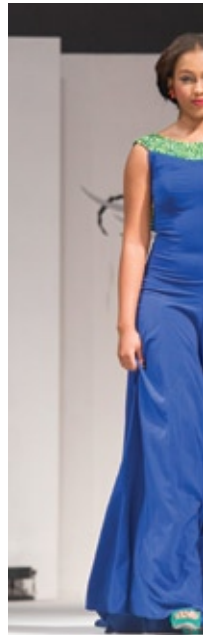
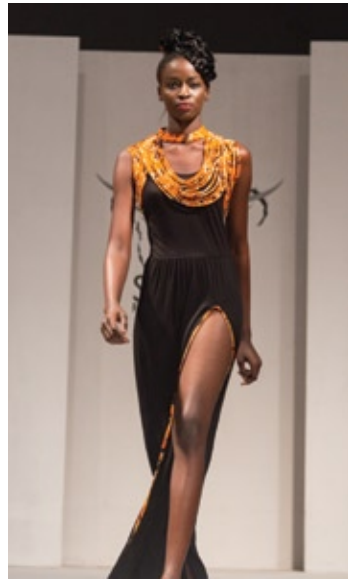
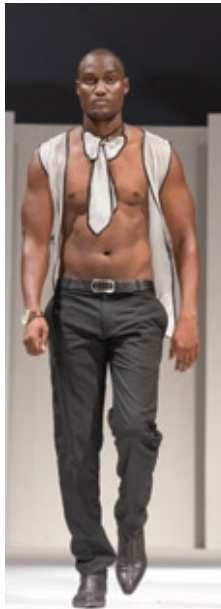
Baraza la Sanaa la Taifa (BASATA) ni Shirika la Umma lililoundwa kwa Sheria ya Bunge Na. 23 ya 1984, kusimamia Maendeleo ya Sanaa na Wasanii nchini. Ili kumjenga Mtanzania mwenye kutumia Sanaa zilizo bora, BASATA linahamasisha Wasanii wote wanaojishughulisha na kazi za sanaa kuona umuhimu wa kujisajili.

Ni Usajili pekee utakaokufanya uwe rasmi katika Taifa letu. Wanaotakiwa kujisajili BASATA kwa mujibu wa Sheria ya Sanaa ni pamoja na Wasanii wa Sanaa za Maonesho, (Ngoma, Maigizo, Utambaji hadithi, Sarakasi, n.k), Sanaa za Ufundi (Wachoraji, Wachongaji, Wasusi, Wapiga picha za Mnato, Wabunifu wa Mavazi n.k), Sanaa za Muziki (Taarabu, Muziki wa Dansi, Muziki wa Asili, Kizazi Kipya n.k) na Sanaa za Picha Jongevu (Waigizaji wa Filamu, Waandishi wa Script, Waongozaji n.k.) Aidha Studio za Muziki na Filamu, Kumbi za Sanaa na Burudani.

Sanaa ni Kazi
Tuithamini
Tuienzi
Tuifanye iwe Rasmi
JISAJILI SASA.

Katibu Mtendaji

SWAHILI FASHION WEEK 2013 FLASHBACK





SWAHILI FASHION WEEK 2013 AWARD WINNERS





- | | |
|---|---------------------------------|
| 1.BEST MALE MODEL OF THE YEAR | Lota Mollel |
| 2.BEST FEMALE MODEL OF THE YEAR | Winfrida Dominic |
| 3.BEST EAST AFRICAN MODEL OF THE YEAR | Gloria Baraza- Kenya |
| 4.BEST DESIGNER OF THE YEAR | Eve Collections |
| 5.BEST HAIR AND MAKE UP ARTIST OF THE YEAR | Edna Ndibalema |
| 6.ACCESSORY DESIGNER OF THE YEAR | Doreen Mashika |
| 7.BEST MEN'S WEAR OF THE YEAR | Sheria Ngowi |
| 8.BEST UPCOMING DESIGNER OF THE YEAR | PSJ Couture |
| 9.STYLISH FEMALE PERSONALITY OF THE YEAR | Jokate Mwegelo |
| 10.FASHION PHOTOGRAPHER OF THE YEAR | Jackline Ntuyabaliwe |
| 11.FASHION JOURNALIST OF THE YEAR | Osse Greca Sinare - OGS Studios |
| 12.FASHION TV PROGRAM OF THE YEAR | Caroline Uliwa-The Citizen |
| 13.STYLIST OF THE YEAR | Nirvana-EATV |
| 14.BEST EAST AFRICAN FASHION JOURNALIST OF THE YEAR | Rio Paul |
| 15.STYLISH MALE PERSONALITY OF THE YEAR | Silvia Njoki-Kenya |
| 16.HUMANITARIAN AWARD OF THE YEAR | Kenny Francis |
| 17. FASHION BLOG OF THE YEAR | Flaviana Matata |
| 18. NEW FACE OF THE YEAR | La Princessa World |
| 19. BEST EAST AFRICAN DESIGNER OF THE YEAR | Jihan |
| 20. INNOVATIVE DESIGNER OF THE YEAR | Suhaa Schmitz - Rwanda |
| 21. LIFETIME ACHIEVEMENT AWARD | Ally Rehmtullah |
| | Ndesambuka Merinyo |

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2014



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OUR OBJECTIVES

SWAHILI FASHION WEEK OBJECTIVES ARE:

Raise the profile of the East African fashion and textile industries both locally and internationally

Put East Africa on the map as a global fashion sourcing destination

Entice fashion designers, buyers and business leaders to East Africa

Promote “Made in East Africa” product patriotism

Promote “Fashion as Trade” – a concept whereby the fashion industry is seen locally as an income generating trade that creates direct and indirect revenue for both individuals and for the country, leading in part to poverty alleviation

Create and strengthen complimentary and supplementary business, related to the fashion industry
Allow designers to showcase their creativity annually in an organized, professional format, in line with international trends, norms and standards, meanwhile remaining truly East African

Create national, regional and international links between designers and various fashion weeks

Promote Eastern Africa as a cultural tourism destination

Promote and safe guard our Swahili culture

Goal 1: Eradicate extreme poverty and hunger

Goal 3: Promote gender equality and empower women

Goal 8: Develop a global partnership for development

SWAHILI FASHION WEEK LOGO



2008



2009



2010



2011



2012



2013



2014



2015

The Swahili Fashion Week logo is mirror image of the African continent, graphically resembling the kipepeo (the Swahili name for a vibrant, colourful butterfly).

The image of Africa resembles the face of an African woman with her characteristic head wrap; the sharp models give a glamorous feel to the "Fashion is Business" and "Made in Africa" ideas.

The wings resemble the direction aimed at taking Eastern African fashion industry to an International audience.

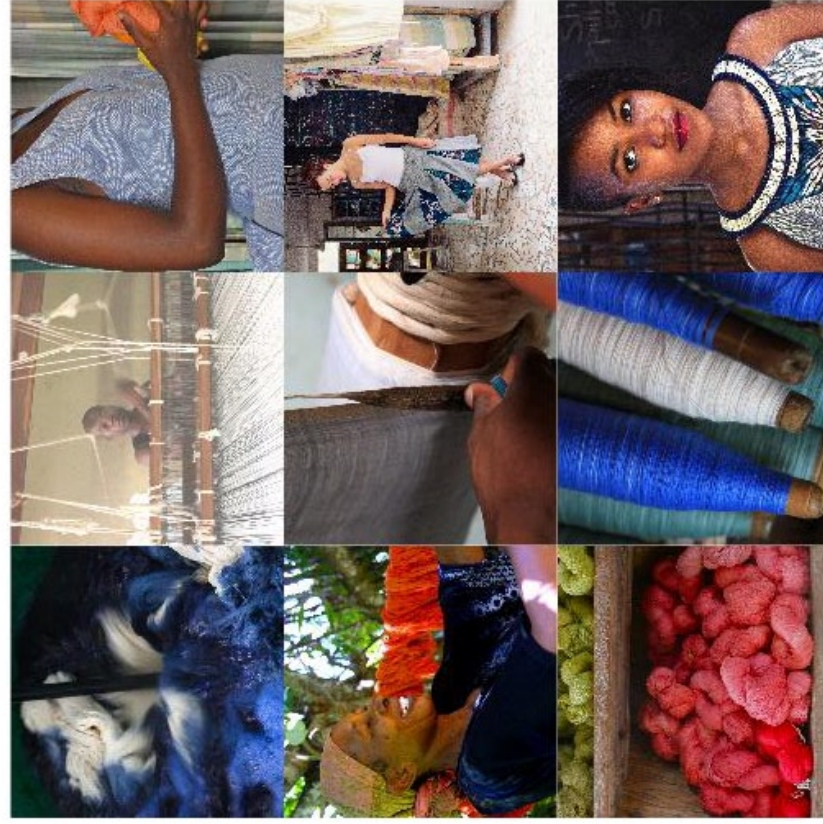
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SWAHILI FASHION WEEK 2014

PRESS CONFERENCE AT
HOTEL SEA CLIFF - DAR ES SALAAM



Press Conference for Swahili Fashion week 2014 that took place at Sea Cliff Hotel aimed at informing Members of the press and public about the Swahili Fashion Week 2014.







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SWAHILI FASHION WEEK 2014 | MODEL CASTING





There are lot of ambitious potential models in Tanzania hence, Swahili Fashion Week goes beyond using only already established models and recruit fresh talents to play its part in the growth of fashion Industry across Eastern and Central Africa



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AFRIKAdirndl | TANZANIA

STEFANIE KAISER & MARTINA RESSMANN
presenting "AFRIKAdirndl"
DAR ES SALAAM

The two designers Stefanie Kaiser and Martina Ressmann are mixing old traditional Austrian cuts and fabrics with the fantastic, bright and inspiring African patterns from Tanzania, Ghana and Kamerun. Hand selected and put together with traditional European prints the two ladies have reached out to a new horizon which is connecting two worlds.

The "AFRIKAdirndl" is a dress which stands for a new generation of open minded and merry people who cherish the intercultural world we are living in.

Stefanie Kaiser knew already in her early childhood that she wanted to become a designer and tailor. She took her grandmother's kitchen towels, cut them in pieces and sewed new dresses for her dolls. After finishing the A-level Stefanie decided to start the design college in Austria where she opened her first studio at the age of 24 year and created her label "Mode im Hof 1981". Since 2006 Stefanie designed various collections. Her last one – AFRIKAdirndl – was launched in August 2014.

Martina Ressmann who is the second half of the designer group moved to Tanzania in early 2013. She supports Tanzania Women Lawyers Association with their PR and Webdevelopment. Martina studied Media Management and Entrepreneurship. She started her professional career as a Business Development Manager at the Austrian Press Agency and later on for the dapd (German News Agency). Martina does the selection of the African patterns and suppliers locally in Tanzania.

The two women are supporting the ART AGAINST POVERTY project in Dar Es Salaam and organize free trainings for tailors in Dar Es Salaam.



AILINDA SAWE | TANZANIA

The epitome of authentic Tanzanian fashion

Born in the early 50s, Ailinda Sawe has spent the best time of her lifetime devoting to search, research and portray what she believes is the real Tanzanian fashion. With her study background in Greece and the UK, Ailinda returned to Tanzania in the early eighties to pursue a relentless design carrier in fashion designing in which she never looked at the more glittery money side but the essence of culture and its essence in modern fashion.

Her star shone early when she coordinated the East and Central Africa fashion presentation at the Black and African Music and Arts Festival at Lagos in 1977 (FESTAC '77).

Later in 1985, she would again represent Tanzania in exhibiting fashion at the UN Decade for Women Conference in Nairobi, Kenya and the 2000 Women's Global Conference in Johannesburg, South Africa.

In her earlier assignments she worked as a manager for the YWCA cottage industry in Dar es Salaam for 11 years before establishing her own business A. S. Designs in 1987. Partnering with her life-time partner and spouse, they established Afrika Sana in 1993 which was incorporated as a PLC early 2012.

Her work speaks of what is African and cultural and yet universal. Her involvement in research in tribal wear of some nine Tanzanian tribal communities in 2001 and 2002 was inspired by her passion to create a National Dress for Tanzania.

Ailinda's collection for the 2012 Swahili Fashion Week speaks of tropical color vibrations, with a liberal use of kitenge and wax African prints in warm and sometimes hot multicolor schemes.

Ailinda Sawe was the winner of the Swahili Fashion Week Lifetime Achievement Award for 2011.



AN NISA ABAYAS | TANZANIA

'An Nisa' meaning 'The Women' in the arabic dialect is a brand dedicated to emphasizing women in a fashion forward yet modest way.

It was launched in March 2012. The brand is led by young designer Fatmah Naeem, who has schooled fashion in Toronto, Canada. The brand began as a personal project where by Fatmah dressed herself in her own Abaya design and came up with the idea of starting a clothing line after seeing the appreciations of her designs. Her design in-corporate western trends into Islamic guidelines of how women should dress. The variety of fabrics, including silk, chiffon, velvet, baroque and intricate details on the garments are used to empower women modestly in a society where less clothes is the symbol of beauty and attractiveness. The act of wearing modest clothes fashionably allows for personalities to be emphasized more - which is the true element of attractiveness.



ASIA IDARIOUS KHAM SIN | TANZANIA

Asia Idarous Khamsin is a Tanzanian fashion designer who has organized a multitude of fashion shows in and out of Tanzania. A director of Fabak Fashions in Dar es Salaam, she organizes the Lady in Red Fashion show and Kanga za kale annually. Khamsin's interest also lies in aiding and promoting young and aspiring designers in Tanzania by giving them the chance to show their designs using her platforms.



KIARASHEBA | TANZANIA

With a painter for an uncle, Boke Samuel Chacha had a natural inclination towards art from an early age. Growing up, she developed an interest in fashion and style. Combining the two together, fashion design came naturally.

Boke creates garments with a unique mix of vintage and contemporary for the woman who strives for uncomformity. She is currently in the process of establishing her own brand "kiarasheba".



GABRIEL MOLLEL | TANZANIA

Has an authentic touch with Leather, Beads and Masai Fabric. Mollel symbolizes true MASAI with his signature designs of Sandals, Bags and Clothes. Gabriel Mollel was born in the massaai village of losinoni, Arusha, Tanzania. He first ventured in tobusiness in 1994 by helping his mother, a talented jewelry maker, to make and sell maa-sai crafts in Arusha town. since then, Gabriel has delved in and out of business in this area, and has now further developed his creative talents, moving into the realm of fashion. Now will a new label Sariamumu Designs(Sariamumu meaning somebody who gives for both hand in maa language), Gabriel is taking the country by storm.



H & A DRESS TO IMPRESS | TANZANIA

The Brand H & A was officially launched in June 2012. When Creative Director, Husna Tandika in collaboration with business partner Athumani Nzowa decided to officially start this passion for fashion.

The designs for H & A are stylish, comfortable and authentic. The brand combines modern and traditional styles. Form-fitting cut, quality materials and unique printings and details that add fashionable accents make H & A Designs. The label is for women who wear locally but look overseas.



CAN WEAR DESIGNS | TANZANIA

Anoek De Smet is an architect by training, having practiced in Brussels, London and now Dar es Salaam for over 4 years. In 2007 she developed a range of silver jewelry (samples can be seen on the website) which were sold at the Cat's pyjama store, in Marylebone, London.

After moving to Dar in 2009 she gained interest in the various fabrics of the kanga's and kitenge, mainly designing clothes for herself. In 2011 she was closely following the weaving work by "Handmade in Tanzania" and designed a couple of patterns for bedsheets and pillow cases. It's only in July of 2013 that she started experimenting with clothing designs combining both the handwoven cotton and the kitenge in a range of womenswear



INNOCENT DARKENOO | GHANA

I.K Dorkenoo is a Ghanaian fashion designer that creates unique afrocentric attires for both sexes. He combines traditional craftsmanship with contemporary sophistication to create apparels that satisfy the taste and needs of even the most finicky fashionista.

The brand is both luxurious and commercial

Handmade From Tanzania | TANZANIA

Handmade from Tanzania's carpenters built their first loom three years ago from local timber. Once the loom was ready for use we spent many months working with local weavers experimenting with a wide range of Tanzanian cotton yarns and various ways of setting up and threading the loom. After much trial and error we came up with a fabric that we felt pleased with.

Our Fabrics are fabulously soft and beautiful to wear. We are constantly working on and updating our dying which is all done by hand at our workshop. We use both natural and local hot water dyes to produce our unique colours



JACQUELINE'S COLLECTION | TANZANIA

Being a fashion enthusiast My work is a representation of distinctiveness, making one outstand from the crowd, with the use and blending of African prints and other materials such as chiffon. My work empowers my clients with self poise that comes with a new look and an improved organized individual style.

My work is diverse which knows no limits as far as age is concerned meeting the needs of both the needs of the youth and the elderly, without losing the basis on which its founded on which is distinctiveness.



KIKI'S FASHION | TANZANIA

Christine Zimba as known as Kiki Zimba is an African designer since 2011 born and raised in Dar, Tanzania, She is a business woman, owner of Kiki's Fashion Boutique and a mother of two boys, Jameel 6 and Jahsh 2. This is her fourth time in a row to showcase at the Swahili Fashion Week, Fashion is her life and she feels overwhelmed whenever she sees people wearing her label around the world, her designs are developed with a modern aesthetic, her ready to wear and bridal collections evoke an entereal quality which makes her dreams came true.



JAMILLA VERA SWAI | TANZANIA

Jamilla Vera Swai label caters to women who infuse exotic vibrant style, glamour and sophistication into their professional and social lifestyle, vibrant, exotic, all in your face extraordinaire designs.

In 2002 Jamila opened up Jamilla Vera Swai Studio in Dar Es Salaam.

Since then participated in various fashion shows, including Swahili Fashion Week, Mozambique Fashion Week and South Africa Fashion Week and did some exclusive designs for her growing group of clients, including clothes for retail shops in Zanzibar, Nairobi and Dar-es-salaam.



JOSE RUI LOPEZ | ANGOLA

Started doing fashion design in Zimbabwe at the amazing fashion school and later through Thomson Education Direct from the USA. First show in 2004 for Cotton Fashion Fair in Zimbabwe. Back to Angola in 2005 and Showcased for Moda Luanda, Moda Cabinda, Benguela, Huambo, Malange in Angola. Mozambique Fashion Week in 2007, Sao Tome and Principe in 2008 and Expo Zaragoza in Spain. Vukani Fashion Awards in South Africa 2008, 9, 10 and 14. Swahili Fashion Week in 2011. Fashions Finest London Fashion Week in 2011, Zimbabwe fashion Week in 2011, 12 and 14. Ghana Fashion Nite out in 2012, Afrika Fashion week Nigeria in 2014, Ethiopia in 2012 and so forth.



LUCKY CREATIONS | TANZANIA

Innocentia Lucky Sabas, aged 25 years old, who started as a commercial model, and runway model in 2006 came up in the fashion scene from the pageant of Miss Tourism Tanzania (2006). She worked hard as a model, because it was her bridge to achieve her goal of being a designer. In 2011, that was the birth of Lucky Creations when living in Zanzibar Stonetown and the influence of the big Italian community living there.

Lucky Creations has showcased in many fashion events like Swahili Fashion Week Dar-Es-Salaam and Nairobi, Maridadi Fashion Show. And her recent showcase at the Tanzania Union Celebrations in Moscow Russia and her collaboration with Rio Paul for his Fashion Night Out Event in Dar Es Salaam.



MANJU MSITA | TANZANIA

At Smart Afrika there is Manjou designs label, Tanzania's leading house of ready-made and tailor made attires with authentic African touch for distinctive global look that impress many. Brain behind the label is Manju Msita an avid artist, fine artist, cartoonist, graphic designer, singer and now fashion designer. In his own words was born to design, graduated after birth and will resign after death.

While thinking big and hard talking is his behaviour, Manju is now focusing Europe and America hoping to come out with something new from Africa to the World! In addition to the matrimonial attires, casual wear clothes for special events comes stunning accessories and footwear to complete the garments.

Everything must be tested and passed by people whose job is just that, Manjou designs.



MARTIN KADINDA | TANZANIA

Raised in the fashion industry from modelling to show production and today being one of the most popular menswear designers in Tanzania. Martin Kadinda is the Swahili Fashion Week 2012 Menswear Designer of the year Award winner and the founder Single Button fashion trend in Tanzania, Aged 26. In 2012 He launched his collection in New York.



MKOMANILE CRAFT | TANZANIA

Mkomanile Craft is a Rural Women's Development and Empowerment Project founded by the Italian ngo CO.P.E. (Cooperazione Paesi Emergenti) born from the wish to better the socio-economic situation of women in the rural area of South Tanzania. The Project aims to make women textile artisans reliant and self sustainable in production and marketing of handicrafts using locally sourced materials textile and traditional methods of weaving and printing.



PALSE South Africa | SOUTH AFRICA

Paledi Segapo recipient of Creative Professional of the Year 2012 - is creative director & founder of PALSE Homme, a Business Management lecturer at LISOF Fashion & Retail Academy and a contributor to various South African fashion publications.

PALSE fashion brand showcases bi-annually at South African Fashion Week. The official brand ambassadors for PALSEhomme fashion label are musicians Donald (best styled artists, MetroFM Awards 2013) and legendary Proverb (Idols - SA presenter & rapper).

Segapo is a personal designer for Andrew Govender (reigning Mr SA) and in-house adjudicator for the Miss SA beauty pageant (2009-11).



TAATI SIBOLILE | NAMIBIA

Paledi Segapo recipient of Creative Professional of the Year 2012 - is creative director & founder of PALSE Homme, a Business Management lecturer at LISOF Fashion & Retail Academy and a contributor to various South African fashion publications.

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Segapo is a personal designer for Andrew Govender (reigning Mr SA) and in-house adjudicator for the Miss SA beauty pageant (2009-11).



SABINA MTSVATI | ZIMBABWE

Sabina Mutsvati holds a Diploma in Fine Art and a National Certificate in Art and Design from the Harare Polytechnic College. She also has a Diploma in Modeling from Silhouette Modeling Studios and is a certified Events Coordinator from Inard Training School. She is a film wardrobe and costume designer trained by Women Filmmakers of Zimbabwe. She has taught Basic Design as a Project lecturer at The Zimbabwe Institute of Visual Arts. Passionate about art, her aim is to creative ideas with all who are willing. She. Show cased in Zimbabwe, Zambia, and Jamaica.



THE MABINTI CENTRE | TANZANIA

Katia Geurts – The Mabinti Centre

Katia was trained as a primary school teacher, with an emphasis in art education. She is passionate about textile art and has attended several courses in silkscreen printing, silk painting, batik, tie and dye, and art quilting. Previously, Katia has used her skills to support women's empowerment projects in Khartoum and Kigali.

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EMERGING DESIGNER OF THE YEAR

EMERGING DESIGNERS COMPETITION 2014 FINALIST

Name	Country
Nabila Bhanji	Tanzania
Damian Luwanda	Tanzania
Ally Aurora Parsaw	Tanzania
Mary Edward Mollel	Tanzania
Mendrad Peter Mlowe	Tanzania
Juma Julius John	Tanzania
Oliviah Geoffrey Majule	Tanzania
Trina Samira Ngene	Kenya
Namfundo Promise Madlala	South Africa

Now in its SEVENTH YEAR, Swahili Fashion Week has put a stamp into creating brands which are now household names, most starting their careers from humble beginnings via the Emerging Designer Competition platform.

The Theme for this year's competition was number "7"

A call for entry was announced, 8 finalist were then selected by a judging panel who shall then compete for the coveted title of Swahili Fashion Week Emerging Designer award 2014.

In its SEVENTH year who shall be the next icon?

Past edition winners:

- 2008 Edwin Musiba(TZ)
- 2009 Zjenge Afrika Matalay (TZ)
- 2010 Subira Wahure (TZ)
- 2011 Sarah Masenga(TZ)
- 2012 Philista Oniang'o(KE)
- 2013 Boke Chacha (TZ)



SWAHILI
FASHIONWEEK
2014



5TH - 7TH
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8:00 EAT

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SWAHILI FASHION WEEK 2014 SHOPPING FESTIVAL

The Swahili Shopping Festival will capture the spirit, style and essence of the Swahili coast. The Successful Shopping festival now in its SIXTH year offers stalls to fashion, accessory designers and other stakeholders to exhibit and sell their unique, often hand-made clothing, accessories and products.

Stall priority is to those not on the runway will be given to artists, crafts-people, etc who are disabled or underprivileged.

The theme of the Swahili Fashion Week shopping festival is celebrating "MADE IN AFRICA" celebrating Creative entrepreneurship.

Swahili Fashion Week shopping festival feature; 3 DAYS & NIGHT AFFAIR and is OPEN to public for FREE from 11AM onwards at Sea Cliff Hotels Bahari Vista



SHOPPING FESTIVAL EXHIBITORS

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SWAHILI FASHION WEEK 2014 | AWARDS NOMINEES

To vote text your nominee code to **15678**
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BAILEYS FEMALE MODEL OF THE YEAR

JAMILLA NYANGASSA	SFW FM 01
GYVER MEENA	SFW FM 02
JIHAN DIMACHK	SFW FM 03
NEEMA KILANGO	SFW FM 04
JOCELINE MARO	SFW FM 05
LETHINA CHRISTOPHER	SFW FM 06

ACCESSORY DESIGNER OF THE YEAR

THE MABINTI CENTER	SFW AD 01
ENJIPAI JEWELLERIES	SFW AD 02
FLORINYAH DESIGNS	SFW AD 03
SAIRIAMU	SFW AD 04
LINDA AUGUST	SFW AD 05
NYUMBANI DESIGNS	SFW AD 06

MODEL OF THE YEAR

DANNY DAVID	SFW MM 01
VICTOR CASMIR	SFW MM 02
DIETRICH LUHANGA	SFW MM 03
ALLY DAXX	SFW MM 04

EAST AFRICAN DESIGNER OF THE YEAR

MARTHA JABO (UG)	SFW EAD 01
AFROSTREET KOLLEKTIONS (KE)	SFW EAD 02
ARAPAPA BY SANTA ANZO (UG)	SFW EAD 03
AKINYI ODONGO (KENYA)	SFW EAD 04
KIKO ROMEO (KENYA)	SFW EAD 05
MILLE COLLINNESS (RWANDA)	SFW EAD 06

EAST AFRICAN MODEL OF THE YEAR

VIVIAN MUTESI (UG)	SFW EAM 01
SHARON MIREMBE SANYA (UG)	SFW EAM 02
CHRISTINA MASESE (KE)	SFW EAM 03
AJUMA NASENYANA (KE)	SFW EAM 04

FASHION BLOG OF THE YEAR

MISSIEPOPULAAR	SFW BLOG 01
LA PRINCESSA	SFW BLOG 02
MASHUGHULI BLOG	SFW BLOG 03
8020 FASHION	SFW BLOG 04

361 DESIGNER OF THE YEAR

KIKI'S FASHION	SFW DY 01
JAMILLA VERA SWAI	SFW DY 02
AILINDA SAWE	SFW DY 03
AN NISA ABAYAS	SFW DY 04
MANJU MSITA	SFW DY 05
LUCKY CREATIONS	SFW DY 06

MEN'S WEAR DESIGNER OF THE YEAR

PSJ COUTURE	SFW MWD 01
MARTIN KADINDA.	SFW MWD 02
MTANI NYAMAKABABI	SFW MWD 03
MANJU MSITTA	SFW MWD 04
GABRIEL MOLLEL	SFW MWD 05

UPCOMING DESIGNER OF THE YEAR

H & A DRESS TO IMPRESS	SFW UD 01
HANDMADE TANZANIA & CAN WEAR	
DESIGN	SFW UD 02
MTANI NYAMAKABABI	SFW UD 03
YECHI & YUCHI	SFW UD 04
ANNE KIWIA	SFW UD 05
KERAMITI	SFW UD 06

HAIR AND MAKE UP ARTIST OF THE YEAR

REHEMA SAMO	SFW HMA 01
ASILA MAKEUP	SFW HMA 02
GLAMBOX	SFW HMA 03
LAVIE MAKEUP STUDIO	SFW HMA 04

VODACOM INNOVATIVE DESIGNER OF THE YEAR

MARTIN KADINDA	SFW ID 01
GABRIEL MOLLEL	SFW ID 02
AN NISA ABAYAS	SFW ID 03
EVE COLLECTIONS	SFW ID 04

STYLE ICON OF THE YEAR

MWAMVITA MAKAMBA	SFW SY 01
DIAMOND PLATNUMZ	SFW SY 02
MILLEN MAGESSE	SFW SY 03
MOHAMED DEWJI	SFW SY 04
WEMA SEPETU	SFW SY 05

BAILEYS STYLISH FEMALE PERSONALITY

FAUZIA ABDI	SFW SFP 01
JAMILA NYANGASSA	SFW SFP 02
ELIZABETH MICHAEL	SFW SFP 03
MONICA JOSEPH	SFW SFP 04
SOPHIA BYANAKU	SFW SFP 05

FASHION PHOTOGRAPHER OF THE YEAR

ABDUL (PIXELBASE)	SFW FP 01
GAVIN GOSBERT (BLACK & WHITE)	SFW FP 02
ALIAKBER AL-ZOEB (AZH PHOTOGRAPHY)	SFW FP 03
BENNYPHOTOTOP PHOTOGRAPHY	SFW FP 04
ALBERT MANIFESTER	SFW FP 05

STYLISH MALE PERSONALITY

LUCA NEGHESTI	SFW SMP 01
DIAMOND PLATNUMZ	SFW SMP 02
BARAKA SHELUKINDO	SFW SMP 03
NOEL NDALE	SFW SMP 04
RIO PAUL	SFW SMP 05
JUMA JUXX	SFW SMP 06

FASHION JOURNALIST OF THE YEAR

AMINA ATHUMANI	SFW FJ 01
MAIMUNA KUBEGEYA	SFW FJ 02
DEOGRATIUS KITHAMA	SFW FJ 03
DINA ISMAIL	SFW FJ 04
JOSEPH MCHEKADONA	SFW FJ 05
MOHAMMED MHARIZO	SFW FJ 06

EAST AFRICAN JOURNALIST OF THE YEAR

GLORIA HAGUMA (UG)	SFW EFJ 01
OLIVE GACHARA (KE)	SFW EFJ 02
OLAV ARTHUR MBURU (KE)	SFW EFJ 03
NANCIE MWAI (KE)	SFW EFJ 04
ARAFAT NDUGGA (UG)	SFW EFJ 05
CAROL ODERO (KE)	SFW EFJ 06

VODACOM STYLIST OF THE YEAR

MISSIEPOPPULAR	SFW SY 01
LILIAN BULENGO	SFW SY 02
IRFAN RIZWANALI	SFW SY 03
ALLY REHMTULLAH	SFW SY 04
KEMI KALIKAWA	SFW SY 05

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SWAHILI
FASHIONWEEK

2014

POP-UP SHOP

DATE 7TH DECEMBER

VENUE CANADA OFFICIAL RESIDENCE

TIME 1 PM - 5 PM

ENTRANCE FREE

HOSTED BY:
CANADIAN HIGH COMMISSIONER'S WIFE
ALEXIS GRAHAM

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KIARASHEBA



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AN NISA ABAYAS



HANDMADE TANZANIA & CAN WEAR DESIGN



KIKI'S FASHION



MKOMANILE CRAFT



ASIA IDAROUS KHAMISIN



JACQUELINE'S COLLECTIONS



LUCKY CREATION



THE MABINTI CENTRE



SWAHILI FASHION WEEK 2014 | TEAM

Founder/Organiser: Mustafa Hassanali

Manager: Washington Benbella

Business Development Manager: Hamis K Omary

Fashion Coordinator: Honest Arroyal

Branding and Digital Media Manager: Hurbert Kisasi

Creative: Baraka Sahalla

Webmaster: David Lyimo

Project Assistant: Haruna Maudan

Assistant: Lightness Kitua

PR & Media officer: Evance

Choreography, Production and Direction: Group of Creatives (South Africa)

Photography: SDR Photography (South Africa)

Event Set & Décor: Mustafa Hassanali Decor

Light and Sound: Eventlites

This is the 7th edition of Swahili Fashion Week, with God Almighty blessing, we would like to thanks all the industry stakeholders, sponsors, partners, media, fans and all our supporters.

Together Tunaweza



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IT'S THE EXTRA *Care* THAT COUNTS

PACKAGES RANGE FROM DAILY BED AND BREAKFAST RATES TO MONTHLY SELF-CATERING RATES.



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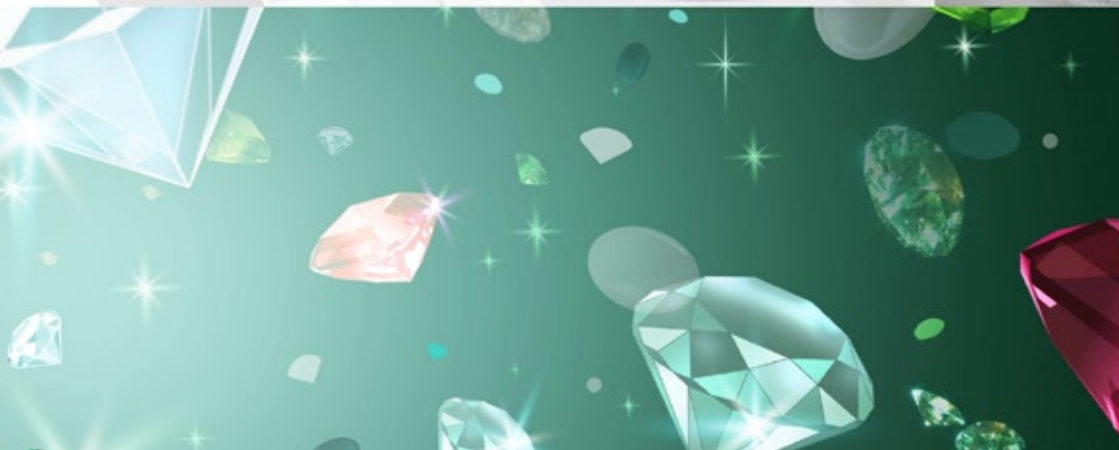
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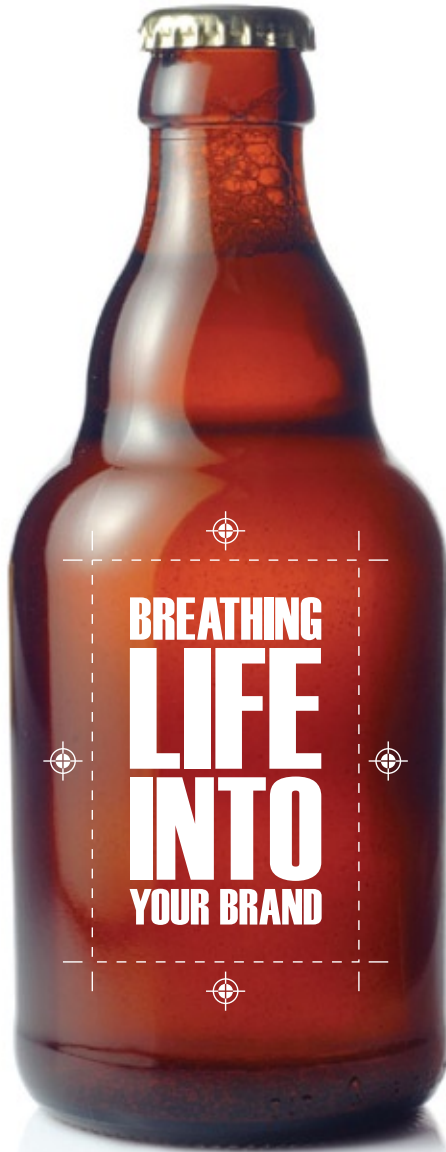
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NIRVANA

EVERY TUESDAYS @ 9 PM
ONLY ON **EATV**





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