



**AFWME**

Africa  
Fashion  
Week | Middle  
East



**DESIGNER  
PROPOSAL  
&  
PACKAGE**

Prepared By

**AFWME**

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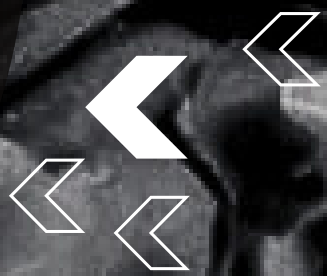
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# INTRODUCTION

**Calling all talented Fashion Designers of African and Arab descent across the globe! Get ready to unleash your creativity and captivate the world with your unique designs!**

**We are thrilled to extend a heartfelt invitation for you to be a part of the electrifying Spring/Summer 2024 Africa Fashion Week Middle East, set to dazzle in the dynamic city of Dubai, UAE.**

**This is your moment to shine, as we forge new frontiers and amplify the spirit of our extraordinary regions. Join us in an unparalleled celebration of greatness, where fashion transcends boundaries and converges with cutting-edge technology, diverse cultures, and an array of languages, weaving a tapestry of artistic brilliance.**

**Don't miss this extraordinary opportunity to elevate your creative vision, gain invaluable exposure to influential buyers, and unlock limitless possibilities in the industry. Let your mark in the fashion world be indelible.**

**Come, be a part of the Africa Fashion Week Middle East, and unveil your exquisite collection for the Spring/Summer 2024 season.**

**We eagerly await your remarkable creations that will leave the world in awe.**

# ABOUT US

Africa Fashion Week ME is a groundbreaking platform focused on providing sustainable growth and optimal exposure for Africa's creatives. AFWME offers designers an empowered platform that ensures they have access to resources that will help them flourish in the industry.

Africa Fashion Week ME aspires to become the most trusted and respected window for creative minds and artistic designers regionally and globally by designing and implementing a world-class Africa Fashion Week event in the GCC region.

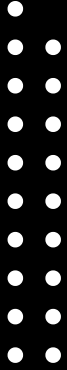
We seek the untold stories and inspiring talents, and we are on the path to breaking stereotypes of both regions, celebrating our similarities and embracing our differences. We choose to express the rich heritage and cultures between Africa and the Middle East.

**“AFWME is a knowledge-based entity dedicated to elevate and celebrate Africa’s talents in supporting them to thrive”**



**AFWME**

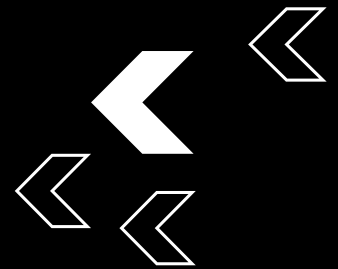
Africa | Middle  
Fashion | East  
Week



**ASER LEVRON**  
Brand Communication



**BADRRIYA HENRY**  
Strategy & Innovation

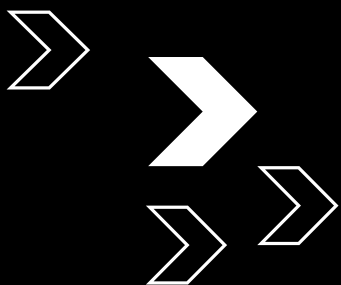
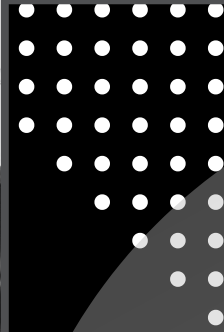


**DINA YASSIN**  
Creative Direction &  
Storytelling



**AMNA AHMED**  
Events Director

**THANDO MAGUMISE**  
Brand Relations



**AFWME:  
POWERED BY  
FEMALE  
ENTREPRENEURS**

# VENUE PARTNER



We are pleased to acknowledge that DIFC, one of Dubai's most prestigious locations, is our exclusive venue partner for all our events in 2023. With stunning rooftop spaces curated specifically for activations throughout the year, our partnership offers your organization/brand a unique opportunity to communicate its messaging within a globally renowned and highly sought-after location.

We believe that our collaboration with DIFC will help us foster even deeper cultural exchange and creative inspiration within the fashion, art, and design communities in the Middle East. By working together, we can create unforgettable experiences that showcase the incredible talent of this region, the African continent and diaspora to build a more diverse, inclusive, and socially responsible fashion industry for everyone.



# BE A PART OF THE MAGIC

24-28 OCTOBER 2023

**Ignite Your Fashion Journey with Unparalleled Experiences!**

Our aim is to offer a one-of-a-kind opportunity for Africa creative talents to showcase their messaging through an extraordinary event, which will host a fashion gallery, panel discussion and Tech activations including NFT for our exceptional designers hailing from the continent, region, and diaspora.

Immerse your brand and Come be part of all the curated community-driven activations with the DIFC Innovation Hub and our tech partners.

Our groundbreaking Metaverse build will take centre stage, revolutionizing the event by providing designers with an innovative digital showroom to present their stunning creations and NFT solutions for your brand!

Activated gallery for 1 week

1-day panel discussions

Community activities like gaming/ trading/ other

# ACTIVITIES

## Designers' Fashion Gallery

Designing Diversity: Exploring the Intersection of Fashion and Culture in Africa and the Middle East- NFT and immersive installation  
1 week

## Panel Discussions

Immersed in Gate Avenue  
Boutiques/ Cafes/  
Restaurant/ Game arena  
1 chosen day

## Go Digital

Metaverse, Gaming.  
1 week

## Community

All are welcome  
Traders/ Gamers/ Fashion  
enthusiasts.  
Explore, discover, Shop!

## After Party

Exclusive for our NFT  
holders, speakers, brands and  
Vip guests.  
1 evening

What to expect



# PANEL DISCUSSIONS

**Hosted IN DIFC Innovation HUB!**  
Community driven.

Offering insights and understanding on  
issues that help shape our communities  
and impact the fashion industry

**"Our best comes out when we have honest discussions."  
Fernando Flores**





# STRUCTURE & DIRECTION

## Format

Intimate curated conversations  
Industry Thought Leader guests  
1 Day Event

## 4 Topics

- 1) Technology: The Metaverse & Embracing its benefits
- 2) Innovation: The intelligence to reinvent
- 3) Sustainability & Simplicity
- 4) Industry Real Talks: Challenges and Global Trends

## Highlighted brands

Insight into the stand-alone brands, their exploration in creativity and innovation.



# DESIGNERS' FASHION GALLERY

Africa Fashion Week Middle East welcomes you to our digital gallery display for October 2023. Places your pieces on display with us or have a stand-alone display in DIFC Innovation Hub.

Engage in the future of fashion as we connect your pieces to NFTs, immersive experiences, panel discussions as we explore what digital means for brands entering this market, in Africa and the global impact.

At the event, we look forward to engaging with audiences and communities of Dubai who appreciate fashion, lifestyle, technology and the future of fashion in Web3.

We encourage exploration, gaming, NFT exchanges, auctioning and trading around AFWME, DIFC and your brand in the metaverse!

Come Join us!

# PARTICIPATION PACKAGES

## PACKAGE OPTION 1



## ← Gallery

- Join us for an exclusive showcase at DIFC's curated gallery activation, in collaboration with the Innovation Hub, for a limited time.

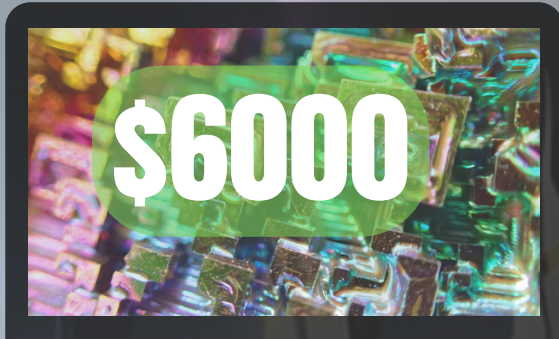


### Gallery Exhibit Details:

- Each designer will be allocated X2 mannequins for their showcase, with a maximum allocation of 5 brands within our gallery.
- NFT creation is an integral component. Participants are required to provide high-quality assets such as jpegs, artworks, videos, or 3D models for NFT representation.
- The exhibit will span a duration of 1 week, providing a focused and impactful display period.
- Metaverse placement is included as a standard feature, offering an immersive digital presence. Customizations are not included within this package.
- For any inquiries regarding metaverse customizations or additional 3D models, please refer to the dedicated metaverse section which outlines associated costs.

# PARTICIPATION PACKAGES

## PACKAGE OPTION 2



## Stand Alone

- Join us for an exclusive showcase at DIFC's curated gallery activation, in collaboration with the Innovation Hub, for a limited time.



### Stand Alone

- Each designer will be allocated X5 mannequins for their brand
- Branding NFT creation is an integral component. Participants are required to provide high-quality assets such as jpegs, artworks, videos, or 3D models for NFT representation.
- The exhibit will span a duration of 1 week, providing a focused and impactful display period.
- Metaverse placement is included as a standard feature, offering an immersive digital presence. Customizations are not included in this package.
- For any inquiries regarding metaverse customizations or additional 3D models, please refer to the dedicated metaverse section which outlines associated costs.



METaverse

EXPERIENCE, PLAY, DISCOVER, PURCHASE!

IMMERSE  
YOUR BRAND  
IN THE  
METaverse  
WORLD  
AFWME HAS  
CREATED.

# METAVEVERSE

**EXPERIENCE, PLAY, DISCOVER, PURCHASE!**

IMMERSE YOURSELF IN GAMING WORLDS WHERE  
AFWME HAS PRESENCE



CREATE AVATARS,  
GAMING CHARACTERS,  
BRAND AMBASSADORS,  
MASCOTS



**[AFWME METAVEVERSE SHOWROOM  
LINK](#)**

BE PRESENT IN SEMBLANCE WORLD OR CREATE  
YOUR OWN METAVEVERSE EXPERIENCE



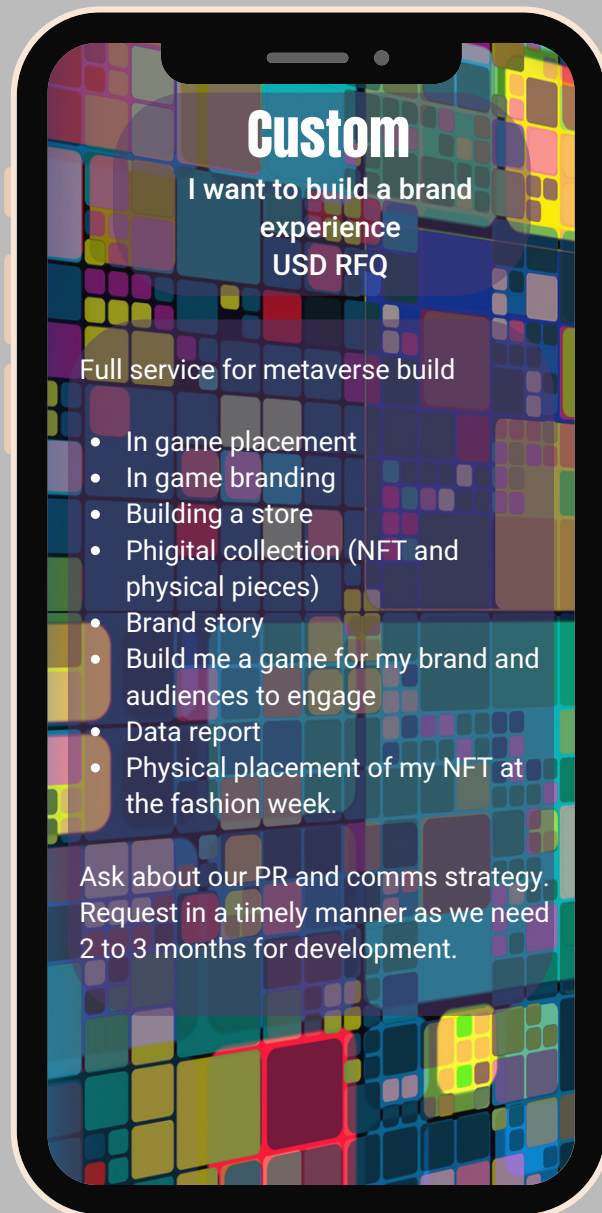
CREATE 3D MODELS, NFT,  
IN GAME ASSETS AND  
UTILITIS



# PACKAGE

# METAVVERSE

**EXPERIENCE, PLAY, DISCOVER, PURCHASE!**



# METAVVERSE

**EXPERIENCE, PLAY, DISCOVER, PURCHASE!**

ADDED COSTS FOR DIGITAL ACTIVITIES FOR YOUR BRAND



CREATE AVATARS, GAMING CHARACTERS, BRAND AMBASSADORS, MASCOTS FOR YOUR BRAND

**USD 5600**



CREATE 3D MODELS, NFT, IN GAME ASSETS AND UTILITIES FOR YOUR BRAND

**STARTING USD 280**



IN GAME ADVERTISING FOR YOUR BRAND

**RFQ**



PLACEMENT IN AFWME SHOWROOM WITH NFT INCLUSION

**RFQ**



HOSTING COSTS ARE SEPARATE FOR YOUR BRANDS AFTER THE EVENT. IF YOU CHOOSE TO CONTINUE TO STAY IN THE METAVVERSE MONTHLY.

**USD 25 P/M**



# PARTNERS

DIFC 

**دبي**

للاقتصاد والسياحة  
Economy and Tourism

**FIFTYFOUR**  
creatives

FASHION:  
FORESIGHT :

**EA**  
*Elite Avenue*  
**EA**  
EVENT MANAGEMENT



# MARCH 2023: MARCOM RECAP

We are proud to share the insights of our successful first Fashion Week that took place in March 2023.

After small community activations and mini events, we have produced and delivered a fashion week in the gorgeous spaces of DIFC to host some of Africa's creative fashion designers and facilitated to showcase their cutting-edge creations at exhilarating runway shows.

Throughout the 3-Day event, participating designers, panellists from various industries, invited VIPs, AfricanCelebrities and Editorial teams, mingled and celebrated the unique offerings of AFWME - a One of Kind platform in the entire Middle East market.

We invite you to explore the below two links that will hopefully help to make you relive those magical moments:

Links:

-AFWME Fashion Week Coverage Report March 2023:

[https://www.canva.com/design/DAFFNC6tLI/0ZlaS7IC\\_C4zd3zUGjlbGA/edit?utm\\_content=DAFFNC6tLI&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAFFNC6tLI/0ZlaS7IC_C4zd3zUGjlbGA/edit?utm_content=DAFFNC6tLI&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

AFWME Fashion Week March 2023 Post Event Report:

[https://www.canva.com/design/DAFFNC6tLI/sf8gtpvo7v5U6Ajd8CFISA/view?website#you\\_4](https://www.canva.com/design/DAFFNC6tLI/sf8gtpvo7v5U6Ajd8CFISA/view?website#you_4)

# MEDIA SUPPORT

REGIONAL & INTERNATIONAL

WKND

MENAFN

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BusinessToday.ME

GH  
GHANA NEWS



دبي نيو ستايل  
DUBAI NEW STYLE  
Dubai New Style  
News site from Dubai Global News

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#StayHappening

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WOMAN

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africa.com

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FIDEL POST

THOMSON REUTERS  
ZAWYA

DUBAI  
Magazine  
DUBAI MAGAZINE  
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