

LAGOS FASHION WEEK

OCTOBER 2021
DIGITAL



2011 2021



THE *FUTURE!* STARTS NOW.



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"For 10 years, Lagos Fashion Week has been long committed to the process of identifying sustainable fashion practices. #TheFutureStartsNow which is the defining theme for this year's edition speaks to the need for a global fashion industry that preserves and conserves the environment, and values people over profit. I am truly excited about this year's edition and I can't wait for everything planned out to unfold."

- Omoyemi Akerele



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LAGOSFW DIGITAL

P R E S E N T S



GËTO

Gëto is a new school inclusive brand perfectly capturing the new age fashion scene with trendy pieces allowing for individuality and expression which the younger generation highly resonate with.

The future of Fashion to Gëto is inclusivity; Everyone gets a seat at the table.

SCAN TO WATCH GËTO'S DIGITAL
PRESENTATION



BABAYO

'Babayo' originates from the Fula people, one of the largest ethnic groups in the Sahel and West Africa.

With exclusivity and tradition at its core, Babayo takes on a perfect modern contemporary Fulani twist.

The future of fashion to Babayo is in the African heritage

SCAN TO WATCH BABAYO'S DIGITAL
PRESENTATION



VICNATE

Victor Anate, the brains behind this fast rising conventional womenswear brand is a self taught designer. Inspired by the women in his life, the brand Vicnate explores the idea of creating structured, but feminine looks that celebrate the woman's form.

The future of fashion to Vicnate is wearable art.

SCAN TO WATCH VICNATE'S DIGITAL
PRESENTATION





STUDIO IMO

Studio IMO uses only locally-sourced fabrics and materials, focusing on an aesthetic of largely streamlined forms to reduce excess. This includes designing clothes to fit multiple sizes eliminating the need to make multiple versions of the same garment. Thus, aids in curbing unsold and wasted fabric.

The future of fashion to Studio IMO is in the metaverse - a confluence of physical and virtual fashion.

SCAN TO WATCH STUDIO IMO'S
DIGITAL PRESENTATION



PEPPERROW

Pepper Row's brand ethos embodies and merges Africa's rich cultural heritage, arts and craftsmanship with modern influences that translate globally.

Pepper Row is committed to utilising more sustainable raw materials, innovative production techniques, leveraging on technology, with conscious consideration for the environment.

The Future of Fashion to Pepperrow is smart production consumption, sustainability, innovation and technology.

SCAN TO WATCH PEPPERROW'S
DIGITAL PRESENTATION



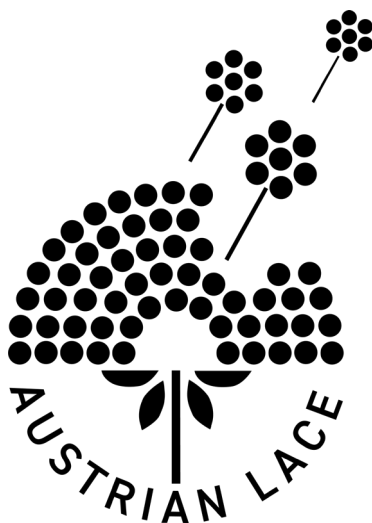
ORÍRÉ

Oríré aims to create a channel by which women can express themselves who are driven by passion.

Oríré's inspiration? Life, but majorly, the things around her she feels most passionate about: women empowerment and full self-expression.

The future of fashion to Oríré is oriented towards society and the community. It is environmentally conscious and driven primarily through digital channels.

SCAN TO WATCH ORÍRÉ'S DIGITAL
PRESENTATION





ABDEL EL TAYEB

Sudanese-born French raised designer Abdel El Tayeb is determined to bring his Sudanese heritage to the fashion industry. Inspired by memories from his childhood, Abdel believes fashion allows him to address issues such as cultural identity by merging Arab-African heritage and craftsmanship with western fashion.

The future of Fashion celebrate difference, is inclusive and reflects diversity as it exists in the real world we live in.

SCAN TO WATCH ABDEL EL TAYEB'S
DIGITAL PRESENTATION



MALIKO

Luxury artisanal shoe and accessory brand, Maliko. Ebuka Omaliko draws inspiration from a recollection of his favourite childhood memories.

Maliko prides itself as a sustainable socially responsible brand incorporating traditional African craftsmanship into contemporary architecture in every footwear or accessory designer.

The Future of fashion to Maliko is Inclusivity , responsible consumption, celebrating craftsmanship, and identity.

SCAN TO WATCH MALIKO'S DIGITAL
PRESENTATION



IWADÉ

IWADÉ is best described as an emerging slow fashion brand whose collections highlight the versatility of style through quality fabrics and creative designs.

The future of fashion to IWADÉ is Ethical and Inclusive. Where fashion becomes a safe space for creative work, evolving brands, and gives room for everyone to express their unique identities.

SCAN TO WATCH IWADÉ'S DIGITAL PRESENTATION



WANDA LEPHOTO

For South African designer Wanda LePhoto, in a time where the world looks at Africa for inspiration, it is important as Africans to also observe how, what and where and we go to be able to foster communities.

The future of fashion to Wanda LePhoto is transparency - transparency that doesn't hide behind temporary buzzwords and is honest and open about the good and the bad.

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GREEN ACCESS

Green Access is a talent discovery platform by Lagos Fashion Week with the vision to encourage designers to create with a strong focus on strengthening our circular fashion ecosystem.

Green Access was launched in 2018 to spotlight fashion enterprises transforming their business models and embracing strategies towards more environmentally, socially and ethically conscious production.

This year, the programme took a more inclusive approach with workshops that focused on broader sustainable themes in order to enable the next generation of designers to create without limitations with the planet in mind.

Sessions were facilitated by Nkwo Onwuka (creative director of NKWO) who has mentored Green Access finalists since the platform's inception in 2018, Fashion Open Studio (Official partners of Lagos Fashion Week's Woven Threads), Fela Akinse (founder and creative director of SALUBATA) and we collaborated with the Ellen MacArthur Foundation's Fashion Initiative to create 2 webinar sessions on 'Circular Design for Fashion'.

MEET THE GREEN ACCESS 2021 FINALISTS



CUTE-SAINT

Femi Ajose, founder/creative director Cute-Saint - an African sustainable genderless brand, creating authentic designs using locally produced organic fabrics and batiks made by local artisans.



DESIRÉE IYAMA

Founder/creative director Desirée Iyama - a slow fashion sustainable fashion brand that designs timeless pieces for women using locally sourced deadstock/upcycled fabrics.



FIA

Co-founded by Funke, Ijeoma, and Abisose, FIA is a contemporary womenswear brand that creates fun, artsy, unconventional designs.



KADIJU

Oyindamola Aleshinloye, founder/creative director KADIJU - a women-led fashion line focuses on conscious production and design using a combination of deadstock fabrics and recycled materials, sourced locally in limited quantities to eliminate waste and foster mindful consumption.



LOHIJE

Gift Olohije, founder/creative director LOHIJE - a brand inspired by African art history and is predominantly crafting garments using conscious design processes and materials such as discarded coconut shells to replace plastic buttons.



Y'WANDELAGE

Fatima Lagundaye, founder/creative director Y'WANDELAGE - a traditionally modern and structurally fluid brand born of the need to preserve the ancient weaving technique of the Aso-Oke.

TECNO





STYLE HOUSE FILES



LAGOSFW TEAM MEMBERS

Founder/Executive Director - Omoyemi Akerele
Project Manager - Debola Adebowale
Head of PR & Partnerships - Ijeoma Balogun (Redrick PR)
Head of Retail partnerships - Tobi Idowu
Head of Technical - Abbey Akinyemi
Head of Production - Andrea Obienu
Technical Production - Simon Deiner (Group Cr8)
Head of Digital /Green Access Project Manager - Adaeze Oguzie
Head of Interns/ Guest Relations Manager - Kemi Young
Graphic Design/IT & Digital - Tobi karunwi (Aseda)
Video Production - P3 Media
Front of House - W. Amolegbe Consulting
Runway Show Production - Group Cr8
LFW Photography - Kola Oshalusi (Insignia Media)
Project Manager Swap Shop /Covid Coordinator - Hannah Osayintolu
FBS Project Coordinator - Rhoda Aguonigho
Exhibition Manager - Gbemisola Sowunmi
Designer Liaison - Anthony Dike
Backstage Management - Godwin Okowura
Backstage Management - Marius Isikalu
Model Manager - Tomisin Ariyo
AV I Designer Liaison - Winston Sylvans
Accessories Management - Eromosele Eidusi
Wardrobe Management - Paulson Nwandiukwu
Production Coordinator - Kamal Ijale
Make Up - Bimpe Onakoya
Hair - Lush hair
Covid protocol - Medbury
Logistics Asst - Mr Tope Olajide
Logistics Asst - Mr Chidi Njoku
Protocol - Mr Austin Ekun



NIGERIAN EXPORT PROMOTION COUNCIL



