

Heineken®

# LAGOS FASHION WEEK

2023

AFRICA: SHAPING FASHION'S FUTURE

OCTOBER 2023  
DIGITAL

STANDING  
*the* TEST of  
TIME



# OMOYEMI AKEELE'S *foreword*

Lagos Fashion Week's 2023 showcase was a reinforcement of our commitment to the continent by adding value to creativity through on going partnerships that contribute to the development of our knowledge sharing and skills acquisition base, equip our youth with skills for job and wealth creation with sustainability as the key driver for building longevity and a structure that creates impact. This was made possible through a series of collaborations and partnerships with ANKA, UNESCO and Spotify to name a few.

This season, we welcomed a fresh lineup up of emerging designers such as Kente Gentleman, Kilentar and Lilabare to name just a few. We also welcomed the first collections of our Green Access 2022 finalists Pettre Taylor, Oshobor, Lul'la House, and SVL Designs since their debut in 2022.

Across the continent, people are increasingly looking for 'Made in Africa' fashion which they see as a symbol of pride and a way to affirm their identity. But in order to meet this growing demand, the entire production chain needs to be strengthened. The UNESCO report, ANKA Growth Club and ANKA White Paper Report 2023 in "Global African Commerce" are useful because they map out the path to achieve this, and will increase the awareness of public decision-makers to support the growth and export of African brands

Recognising that the African fashion industry not only has a production problem but also a waste problem led us to develop a profound curriculum for the Green Access 2023 programme with a focus on exploring and transforming waste in Lagos into innovative and eco-conscious designs. From sourcing to creative ideation, designing, and runway, showcased the journeys of the Green Access 2023 finalists Ajaneé; Bornstarng, By.Wuzzy, E.S.O by Liman; and Dust of the Earth were documented as they were tasked to craft their collections from waste materials, primarily using second hand clothes sourced from the largest second hand markets in Lagos.

At the heart of Lagos Fashion Week will always be our dedication to fostering community, promoting collaboration and co-creation while driving the advancement of the circular fashion economy in Africa.

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LAGOS  
FASHION  
WEEK 2023

P R E S E N T S

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Good times

O C T O B E R 2 5 t h - 2 9 t h

Federal Palace Hotel,  
Victoria Island

5pm

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First micellar water invented by Bioderma and **created for dermatologists**, this revolutionary cleanser & make-up remover was quickly **adopted by make-up artists**. From laboratories to fashion shows, it has become a must-have for every skin type.

**Join the revolution, feel the passion.**

**-99%** MAKE-UP<sup>2</sup>  
POLLUTION<sup>3</sup>  
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<sup>1</sup>Units delivered Sensibio/Créaline H2O end of December 2022-Power Bl.<sup>2</sup>Evaluation of make-up remover efficacy on 10 subjects. <sup>3</sup>Clinical evaluation of the cleansing effect against particles modeling atmospheric pollution on 11 subjects. <sup>4</sup>Clinical evaluation of the cleansing efficacy toward pollen particles, test on 20 volunteers. NAOS, R.C.S. Aix-en-Provence B535 236 418. LM-BA. Oct 2023



**1**  
**BOTTLE SOLD  
EVERY  
SECOND<sup>1</sup>**



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# STANDING *the TEST of* TIME

For many years, African craftsmanship has adopted a considered approach to creating with purpose and meaning. This year, Lagos Fashion Week explored how African fashion has stood the test of time through the lens of designers whose work tells the story of a shared heritage of craftsmanship.

"Standing the Test of Time", is a celebration of the remarkable ingenuity and resilience displayed in African fashion. At the core of this theme was the aim to highlight the enduring creativity and strength of African fashion which has not only preserved cultural heritage but also evolved with the times, all while championing sustainable practices to reduce environmental impact.

This season, we continued to demonstrate our commitment to the continent by adding value to creativity, developing our knowledge sharing and skills acquisition base and equipping our youth with the right education and skills for job and wealth creation with sustainability as the

key driver in building longevity and generating impact.

Lagos Fashion Week 2023 brought the diversity of African creativity to the vibrant city of Lagos through our Runway Shows and Presentations from designers, we explored the digital world by partnering with MTN for the *LagosFW x MTN Metaverse* – Created to start a dialogue with Nigeria's digital creatives as a tool for facilitating more conversations on the need

for alternative solutions to design, we further continued Swap Shop - Created to facilitate new conversations and exchange of ideas surrounding sustainability in African fashion, *Thrift Flip Challenge* - an activation that aims to inspire our community to embrace sustainability and fuel their creativity. *XRETAIL*

- a curated shopping experience across key cities in Africa, *LagosFW Showrooms* – Access to shop some of your favourite fashion brands

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meaning.

Capturing the rhythm Lagos Fashion Week is the "Sounds of Lagos Fashion Week", a Fashion Forward playlist in partnership with Spotify curated by ten amazing designers from #LagosFW23.



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**YOUR HAIR  
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FASHION  
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*Be Beautiful*



# GREEN ACCESS

## ABOUT 2023

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's program took a very specific approach with regards to sustainability and the circular fashion economy. Sessions were facilitated by our 2023 Green Access Faculty.

## MEET THE FACULTY



**TAMSIN BLANCHARD**– Tamsin Blanchard is a fashion journalist and editor who has a wide range of experience across the industry. Since the early nineties, she has held high profile posts in the national press as Fashion Editor of the Independent, Style Editor of the Observer and Fashion Features Director of Telegraph Magazine where she edited the bi-annual Telegraph Fashion.



**ORSOLA DE CASTRO**– Orsola de Castro is an internationally recognised opinion leader in sustainable fashion, a mentor, curator and author. Her multi award winning brand From Somewhere (1997 - 2014) was pioneering in the field of upcycling and sold in some of the world's best boutiques. In 2006 she started Estethica, the highly acclaimed Sustainable Fashion Showcase at London Fashion Week (which she has recently reformed), and in 2013 she co-founded Fashion Revolution, now the world's largest fashion activism movement, with teams in over 80 countries.



**ELLEN MACARTHUR FOUNDATION**– A charity committed to creating a circular economy, which is designed to eliminate waste and pollution, circulate products and materials (at their highest value), and regenerate nature. It's an economic system that delivers better outcomes for people, and the environment.

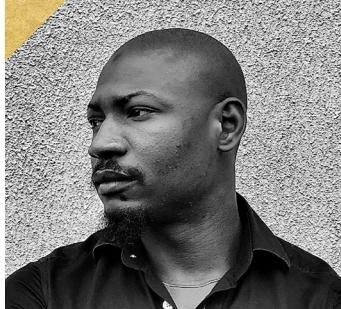


**SUNNY DOLAT**– Sunny Dolat is an accomplished cultural producer, creative director, and fashion curator. As the co-founder of the Nest Collective, he actively promotes art and culture in Kenya. He challenges social and political issues and is particularly concerned in his work with Africa's place in global and cultural debates and dialogues.



**ESETHU ÇENGA**– Esethu Cenga is a care-free, multifaceted individual who is fascinated with maximizing her human agency to the fullest and living life authentically. She co-founded Rewoven alongside Tshepo Bhengu and Lonwabo Mguduso in 2017. Rewoven is an early stage startup/ exile recycling pilot based in Cape Town, South Africa. Rewoven aims to divert textile waste from landfill by facilitating the reuse and recycling of those fibres.

# MEET THE GREEN ACCESS FINALISTS 2023



## E.S.O BY LIMAN

**Tunde Shoremekun**, founder/creative director E.S.O by Liman - a fashion brand rooted in the vibrant heart of Lagos, sourcing materials locally, collaborating with skilled artisans, and championing ethical production.



## BORNSTARNG

**Adedamola Adebayo**, founder/creative director Bornstarng - a ready to wear and artisanal brand celebrating our indigenous roots and embracing self-expression, vibrant color activism, slow fashion, and fair wages.



## DUST OF THE EARTH

**Omolabake Temetan**, founder/creative director Dust of the Earth - an artisanal and sustainable brand that focuses on creating forward thinking wearable art, garments and accessories for the modern man and woman.



## BY.WUZZY

**Wuzzy Omiyale**, founder/creative director By.Wuzzy - a brand focused on catalyzing cultural shifts in fashion production, championing fabric waste reduction by incorporating vintage/recycled garments, and crafting timeless designs from garments and fabrics that withstand the test of time.



## AJANEÉ

**Ajani Luqman**, founder/creative director Ajaneé - a brand centered around individuality and identity expression through embracing nuances in repurposing to create elevated, unconventional clothing and items that foster mindful consumption.



TECNO

## PHANTOM V Series

Perfect in the Pocket





# LAGOS FASHION WEEK

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## Metaverse

### A DIGITAL FASHION COMPETITION

*The LagosFW x MTN Metaverse competition was created to not only showcase the beauty, excitement, of African fashion by bridging the gap between the physical and digital realms, but to seek, discover, and promote emerging talents, encouraging the creation of digital garments with a 97% reduction in CO<sub>2</sub> emissions compared to traditional production methods. Moreover, it aims to foster collaboration within the Pan-African fashion community.*

*The winning designer, IDIAT SHIOLE (HadeeArt) was awarded 1 million naira from MTN and will partner with Lagos Fashion Week to create 10 digital twins from collections as seen on the lagos fashion week runway. Her works will be featurd in the MTN Metaverse.*



IMAGE CREDIT: HADEEART



MTN

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With Naija's 1 5G Network



MTN  
**5G**

*What are we doing today?*

# XRETAIL ACROSS AFRICA



## MERCHANTS ON LONG

*(34 Long Street Cape Town, Western Cape)*

**Merchants on long** was founded by a fierce champion of South African design, fashion force Hanneli Rupert in 2010 to act as a showcase for African design. Merchants on Long is an original African concept & Unique store showcasing stylish clothing, accessories & other goods designed & made in Africa.

## ZINKATA

*(19b Jerry Iriabe St, Off  
Emeka Nweze, Lekki, Lagos,  
Nigeria)*

**Zinkata** is an authentic, meticulously curated fashion store whose mission is to make readily accessible to you, great quality indigenous fashion. This is achieved through our meticulous curation of top-tier products from leading indigenous brands all housed in one safe space.



## 41LUXE

*(5A Adebayo Doherty, Lekki Phase  
1 Lagos, Nigeria) / (41a Libreville  
Crescent)*

**41Luxe** is an Abuja based multi brand fashion store owner by sisters Jameelah Adetayo and Halima Yanusa, which launched in Lagos recently. It is a luxury fashion store that retails the best and affordable luxury clothing and accessories from Nigerian brands.

## VANESTYLE

*(15 Ologun Agbaje street,  
Victoria island, Lagos)*

**Vanestyle** is a multi brand fashion retail store in Lagos where you can discover a harmonic blend of new trends and timeless elegance that has been curated to enrich your wardrobe. From bold statement pieces to flexible classics, the Vane Style Collection is intended to inspire confidence and embrace individuality.







LAGOS  
FASHION  
WEEK

# Fashion Forward



Listen to the Sounds of  
Lagos Fashion Week



JCDecaux

# UNLEASHING THE POWER OF DOOH IN LAGOS

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## LAGOS TRAFFIC INFORMATION SYSTEM (LATIS)

Our high-tech DOOH solution captures real-time commuter traffic data that helps understand traffic trends. Connect with the right audience at the right time and place.

**WELCOME TO THE FUTURE OF DIGITAL ADVERTISING WITH LATIS.**



All JCDecaux Network locations now feature LATIS displays with DOOH support.

JCDecaux, as part of its CSR commitment to environmental hygiene, has erected five automatic public convenience units in Lagos.

Over 50 units of street furniture have been installed by JCDecaux across the Lagos metropolis.





# LAGOS FASHION WEEK 2023 TEAM

Founder/Executive Director - Omoyemi Akerele

Project Manager/Green Access Project Manager - Adaeze Oguzie

Head of PR & Partnerships - Ijeoma Balogun (Redrick PR)

Head of Retail partnerships - Tobi Idowu

Head of Technical - Abbey Akinyemi

Head of Production - Andrea Okonkwo

Technical Production - Simon Deiner (Group Cr8)

Head of Digital - Omolara Ogungbemile

Green Access Project Assistant - Timi Adeniyi

XRetail Project Manager - Adebola Adebawale (Artisans Advisory)

Graphic Design - Tobi karunwi (Aseda)

IT & Digital - David Ogunniran

Video Production - P3 Media

Head of Front of House - Wadami Amolegbe (W. Amolegbe Consulting)

Runway Show Production - Group Cr8

LagosFW Photography - Kola Oshalusi (Insignia Media)

Exhibition Manager - Gbemisola Sowunmi

Front of House Coordinator - Funmi Coker

Designer Liaison - Anthony Dike

Backstage Management - Godwin Okowruwa

Backstage Management - Marius Isikalu

Model Management - Tomisin Ariyo

Head of Interns/AV Management - Winston Sylvans

Wardrobe Management - Paulson Nwandiukwu

Accessories Management - Kamal Ijale

Make Up - Bimpe Ondkoya

Hair - Lush Hair

Logistics Asst - Mr Tope Olajide

Logistics Asst - Mr Chidi Njoku

Protocol - Mr Austin Ekun



