

FOR IMMEDIATE RELEASE

KIBERA FASHION WEEK TO HOLD THE SECOND EDITION OF ITS GLORIOUS FASHION EVENT IN THE HEART OF KIBERA

Kibera Fashion Week, a community-driven initiative, is gearing up to showcase the outputs of a year-long program supporting designers to develop new sustainable fashion. Visitors can expect to see vibrant and innovative fashion designs in a weeklong program leading up to a grand showcase in the heart of Kibera on 14th October 2023. Kibera Fashion Week was initiated by David Avido (Lookslike Avido/Avido Foundation) in collaboration with the Goethe-Institut Nairobi, Maasai Mbili, Nairobi Design Week and EUNIC Kenya.

Strengthening the Community

“There is no barrier if you believe in your talent and take the next step. I want to encourage and create beauty, where people don't expect it.”, says co-founder David Avido about the project vision.

Building on a successful first edition in November 2022 that saw models using the railway that winds its way through Kibera as a runway and was widely praised as one of the most innovative events of the year, it was clear that Kibera Fashion Week has come to stay. Launching its programs in March of this year with a large presence at Nairobi Design Week, the project partners have since organized outreach activities in different areas of Nairobi aimed at sensitizing consumers on sustainable consumption as well as promoting the local fashion industry. All designers that have been selected for this year's showcase have over the last months undergone in-depth training emphasizing peer-to-peer learning and knowledge sharing.

Kibera Glamour

While Kibera is often portrayed as a place of hopelessness in need of help and so-called “development aid”, it is, in fact, a diverse metropolis, booming with creativity and constantly evolving and innovating. The project firmly believes that the creatives of Kibera possess the skills to become pioneers in a sustainable and ethical creative industry. Kibera Fashion Week will become a platform for the community to redefine fashion, share new methods for sustainability, and bring together stakeholders from around the world to challenge unethical and exploitative consumption.

“I'm just overwhelmed by the work these designers have done over the last months. They have truly redefined sustainable practices from a community perspective and created something immensely beautiful in the process. The world can learn a lot from the people of Kibera.”, says Cristina Nord, director of Goethe-Institut Nairobi and member of EUNIC Kenya.

Guests can look forward to a diverse program, including an exhibition at [Goethe-Institut](#) from 11th-15th October, a panel and film screening at [Alliance Française](#) on October 12th, as well as [open studios in Kibera](#) 9th-10th, all leading up to the main showcase on the 14th that will include runway shows as well musical acts at [Olympic Bus Terminus in Kibera](#).

Kind Regards,

Kibera Fashion Week Team.

The full Kibera Fashion Week program is attached. Detailed information can be found on our website: www.kiberafashionweek.com and our Instagram page [@kiberafashionweek](#). Press accreditation is now open [here](#) and free press images of last year's edition can be found [here](#).

Kibera Fashion Week is a project within the European Spaces of Culture, which aims to test and implement innovative models of collaboration in culture between European actors – EUNIC members and EU Delegations – and local partner in non-EU countries, delivering the EU strategic approach to international cultural relations. European Space of Culture is a Preparatory Action initiated by the European Parliament, implemented by EUNIC in close collaboration with the European Commission and the European External Action Service. EUNIC – European National Institutes of Culture – is Europe's network of national cultural institutes, with 39 members from all EU Member States and associate countries.

Contact: Diana +254792144711 / Jessy +254794845569 or Email: Comms@kiberafashionweek.com
For more information and updates, visit Kiberafashionweek.com

KIBERA FASHION/WEEK

SUSTAINABILITY & INCLUSIVITY

14
OCT '23

**11 DESIGNERS | 100+ GARMENTS
20 MODELS & 1 RUNWAY**

**TIME
2PM-9PM**

**VENUE
OLYMPIC BUS
TERMINUS
KIBERA**



KIBERA
FASHION/WEEK

European
Spaces of
Culture

AVIDO
FOUNDATION

AVIDO

EUNIC
EU National Institutes
for Culture

GOETHE
INSTITUT


NAIROBI
DESIGN

M
2

Kibera Fashion Week

Programme 2023

Open Studios.

 **9th & 10th October. (9 am – 11 pm) & (3pm - 5pm)**

We are introducing you to *open studios in Kibera* ready for you to visit. This is a good chance to interact with designers from Kibera in their workspace

KFW Edition 1 Exhibition.

 **11th to the 15th of October. (9 am – 5 pm)**

Open exhibition at *Goethe Institut* showcasing collections from KFW 2023 and creative installations that have been happening throughout 2023.

Sustainable Fashion Panel Talk.

 **On the 12th of October, (5 pm - 8 pm)**

Panel talk and KFW 2023 film screening at *Alliance Française*.

Topics: Sustainability and Inclusivity.
Sustainable design practices
Business strategies for fashion entrepreneurs.

14th October 2023. - MAIN EVENT

(2 pm – 9 pm) - Olympic Bus Terminus

Kindly RSVP for any of the sessions above.

KIBERA
FASHION WEEK

European
Spaces of
Culture

AVIDO
FOUNDATION

AVIDO

EUNIC
EU National Institutes
for Culture

GOETHE
INSTITUT

NAIROBI
DESIGN

M2

