



Origin Africa Unites With “Where Fashion Began” At Africa Fashion Week

NEW YORK, NY – 14 July 2011 – [Adirée](#), organizer of [Africa Fashion Week New York](#) (AFWNY), is pleased to announce that USAID/East Africa’s ‘Origin Africa’ awareness campaign is a sponsor of Africa Fashion Week New York. Africa Fashion Week New York displays creativity and innovation from international designers of the African Diaspora in three days of fashion runway shows. The event will take place at the Broad Street Ballroom on July 14th, 15th, 16th in New York City’s Financial District.

[Origin Africa](#) seeks to demonstrate to international buyers and industry leaders that creativity and innovation are an important part of Africa’s future. Origin Africa began in 2009 under the [USAID Competitiveness and Trade Expansion](#) (USAID/COMPETE) program as an initiative to increase trade not aid. Through the support of USAID’s East and Central Africa Trade Hub, Origin Africa has facilitated over \$46 million in apparel exports to the U.S.



[Origin Africa](#) is a USAID supported initiative of producers, designers, small businesses, exporters, buyers and retailers dedicated to improving African trade in four sectors: textiles/apparel, cut flowers, specialty foods, home décor, and fashion accessories. [Origin Africa](#) introduces skilled African designers, producers, and manufacturers to experienced industry leaders, encouraging “trade not aid” efforts.

“Africa Fashion Week in New York is an exceptional platform to accomplish this. We are proud to collaborate with Adirée in such efforts and commend their dedication,” noted Finn-Holm-Olsen, Director of the USAID/COMPETE East and Central Africa Trade Hub, which supports the Origin Africa campaign.

“It’s our moment, and it’s just beginning. Young African designers are becoming real players now. People have been taking resources from Africa for generations. But our generation, raised in both worlds, is changing that,” said Adiat Disu, Director of AFWNY to the [Washington Post](#).

AFWNY includes runway shows hosting 21+ designers from various countries in Africa and those of the African Diaspora, exhibitions, and industry networking events. Opening designer Korto Momolu and designers like Washington Roberts, Saint Wobil, AAMAA Couture, Bill Witherspoon and others will showcase. Sponsors include [PopDrum](#), [Mo-Saique](#), [AveYou](#), [Makari de Suisse](#), John Ashford, [Renarda Joy](#), Fikirte Addis and [Avaloni Studios](#). AFWNY is an invitation only event however press and media can register at <http://www.afwny.com/registration/press-registration/>. Buyers may send an email to rsvp@adiree.com to secure seating.

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