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**ONYII & CO.:** Fashion Startup Uses Heritage, Rich Fabrics and Technology  
To Bring Culture To New York Fashion Week

**ADIRÉE** today announces the upcoming showcase of **ONYII & CO.** during its sixth annual ([Africa Fashion Week](#)) activation: *New York Fashion Week: Africa* on Friday, September 11, 2015. This one-day activation will take place at the Broad Street Ballroom, 41 Broad Street, New York, NY 10004 during New York Fashion Week (September 10-17).

**ONYII & CO.** is a bohemian-inspired luxury brand aimed to provide today's global and culturally-aware woman with clothing to express herself. Behind these layers of culture, fantasy, and contemporary wear for women is Nigerian-native, Onyii ("Own-Yee") Brown, the founder of **ONYII & CO.**

As a self-taught seamstress, fascinated by the possibilities of expressing the rich, organic forms of traditional African garments in contemporary women's wear, Brown was determined to bring O&Co's vision to reality. Brown learned the nuances and systems of global trade while at a Chinese owned manufacturing company. And she worked on the ground in both Zimbabwe and Nigeria, focusing on economic development projects for entrepreneurial women with NGOs.

Her collections feature a blend of bouncy and flowing dresses. Suits patterned by sharp geometric shapes and printed tailored skirts add highlights to her current collection. Global textiles used to make these garments bring out an indigenous and authentic sense of luxury.

The brand offers an assortment of pieces from skirts to dress to accessories, making the combinations endless. Comfort, color, and global-inspired style are at every woman's fingertips--the collection is available via her [online store](#).

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## ABOUT ADIRÉE

**ADIRÉE** is the company behind the brand New York Fashion Week Africa, an idea fostered by Adiat Disu after watching Arise Magazine's runway show during New York Fashion Week in 2009. Adirée is a luxury group & lifestyle branding firm conceived to develop solutions, media, marketing & retail installations. We provide globally-minded & eco-conscious consumers with modern, exciting & sustainable alternatives to connect to Africa and meaningful programs. We curate, bridge & develop partnerships between the world & Africa.

**ADIRÉE** is the company behind the newly re-branded activation New York Fashion Week: Africa, an idea fostered by Adiat Disu and her team after reviewing the trend and proliferation of Africa Fashion Week (in fashion capitals) around the world. In their mission to integrate Foreign and Africa's brands globally, while maintaining a sustainable platform, the idea of creating one day activations during major fashion capital's retail driven weeks was born. Respecting the fashion calendar's structure (for example: in New York, London, Paris, Milan), Adirée and partners desire to place Africa on the global fashion map through meaningful programming, retail-focused activations and creative presentations.

## ABOUT AFW

New York Fashion Week Africa is a social enterprise: a platform for trade, marketing and development of Africa through ethical practices and fashion. New York Fashion Week Africa was made for the need to bridge the gap, connect continents, and provide a platform for international retailers and designers worldwide. In 2009, Adirée founded the Africa Fashion Week (in fashion capitals) concept, a platform for placing structure around Africa's developing retail and fashion industry and promoting international economic partnerships. (Read more on [FORBES](#) )

Our platforms aim to educate, empower, and connect inspirational brands and individuals interested in breaking down barriers and creating structure around industries for business. Our premier launch of Africa Fashion Week (AFW) in New York, attracted more than 1,500 industry insiders. The event also secured the support and an official proclamation from New York City Mayor Michael Bloomberg, who emphasized the event would promote tourism to New York with 70% of designers coming directly from Africa; thereby further fostering a relationship between the U.S. and Africa.

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## GENERAL INFORMATION

Designers will showcasing their SS'16 collections

Schedule:

1. [Luxury Africa Conference](#) | 5:30 P. M – 6:30 PM
2. [Showcase](#) | 8:30 PM – 9 :30 PM
3. [Mixer](#) | 10:30 PM – 11:30 PM

For more information visit [www.AfricaFashionWeek.com/Schedule](http://www.AfricaFashionWeek.com/Schedule)

To register as media and/or attend activations : <http://bit.ly/NYFWAfricaRegister>

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