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ITM's Advisory Board & FIT's Summer Live Program Celebrate Africa Fashion Week

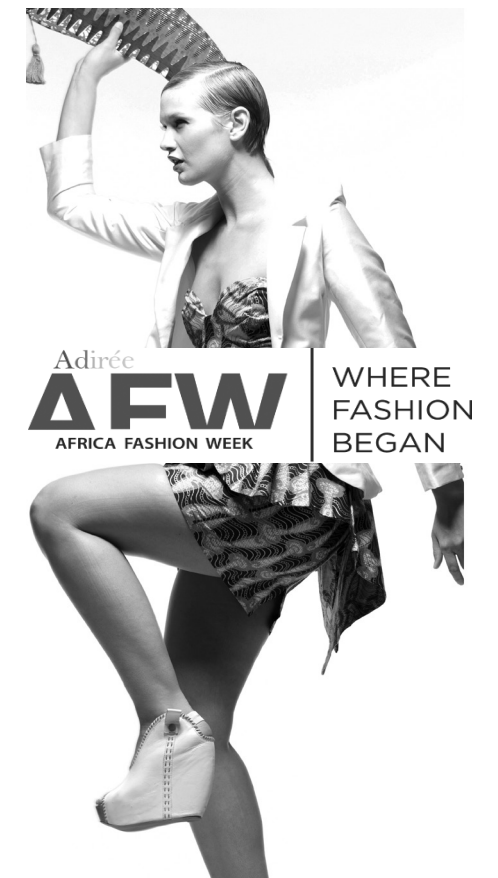
LUXURY AFRICAN FASHION PANEL
Katie Murphy Amphitheater, at 27th Street and 7th Ave
Wednesday, July 11, 2012
2:00 p.m. – 4:00 p.m.

- Africa as an emerging market for fashion,
- Luxury African Fashion,
- Sustainable, eco-friendly, and socially enterprising fashion brands, and
- the metamorphosis of the international "Afrofashionista" or "Afronishinisto"

Produced by: Adiree Public Relations

Program by:

- Adiat Disu, President, Adiree Public Relations and Founder & Director, Africa Fashion Week
- Professor Christine S. Pomeranz, ITM Chairperson, FIT



The Diversity Council and Sustainability Council of the Fashion Institute of Technology are pleased to give their Stamp of Support for this event.

Mistress of Ceremonies: Prof. Christine Pomeranz, Chairperson, Department of International Trade & Marketing (ITM), FIT

Professor Christine Pomeranz is a tenured Chairperson of Fashion Institute of Technology's Department of International Trade and Marketing (ITM). She is also teaching at New York University and has taught at the World Trade Institute of Pace University. As the faculty coordinator of the ITM Advisory Board, she organizes the Talking Trade @ FIT guest lecture series, the Emerging Markets guest lecture series, field trips, career development programs, and fund raising activities to enhance the students' professional development. She has also recently been appointed by former Secretary of Commerce Gary Locke as a member of the New York District Export Council.

Christine was an international banker for twenty years, most recently with Australia and New Zealand Banking Group Limited ("ANZ") as Senior Vice President and Regional Head of Structured Trade Services-Americas, arranging financing solutions for multinational companies, commodity traders, financial institutions, and large corporations in North and Latin America conducting business in the emerging markets. Prior to joining ANZ, Christine was a relationship manager at The Hong Kong and Shanghai Banking Corporation Limited in New York, providing trade finance services to middle market customers primarily in the apparel and fashion industry. She started her career at Citibank in the Philippines and New York as account manager in the International Financial Institutions Division.

Christine earned her Master of Business Administration degree with majors in Finance and International Business from the Leonard N. Stern School of Business at New York University and received her Bachelor of Arts Degree major in Business Administration with honors at Assumption College in Manila, Philippines.

Moderator: Adiat Disu, President, Adiree Public Relations and Founder & Director, Africa Fashion Week

Adiat Disu is the President of Adirée and Director for Africa Fashion Week in various fashion capitals. Disu attended Bentley University, where she established student-leadership organizations that still function and operate today. She graduated from Bentley in 2008 and joined IBM after working as an allocation analyst at TJX Inc. Departing from IBM, she created her company Adirée.

Adirée TM is an International full service boutique based in New York, New York with a focus on fashion, art/home decor and beauty. "Our motto is luxury brands focused globally-taking brands that are exclusive and placing them on nationally esteemed and recognizable stage."

Panelists:

Afua Sam, Designer, Ghana

STUDIO D'MAXSI is a design house owned by Afua Sam. Celebrated as an innovative, sophisticated and edgy women's wear line for the modern woman, STUDIO D'MAXSI unique designs are for the sexy, classy, funky, chic and confident woman. STUDIO D'MAXSI has featured in various fashion shows including Maryland Fashion Week, DC Fashion Week and Crystal Couture; charitable fashion events like Steps to the Cure, Fashion Fusion, Fashion for World Peace, Pink Jams etc.



Farai Simoyi, Designer, Zimbabwe

Farai Simoyi was born in London, England, the child of Zimbabwean parents. She lived in Harare, Zimbabwe, where she got her first taste of textiles and fashion, from her aunt's lingerie company at age five. Her aunt would give her scraps of fabric, which Farai would sew together by hand to make clothes for both her and her dolls. And, thus, her passion for fashion was born.

Farai Simoyi debuted her Spring/Summer 2011 collection at NYC Fashion Week in September 2010. Calling her new brand 'FARAI' a representation of Soft/Steel/Bohemian, it is a symbiotic juxtaposition of the styles and experiences gained in Africa, Appalachia, Europe and the streets of NYC: woman, warrior, wayward traveler.



Korto Momolu, Designer, Liberia

Korto Momolu (Former Project Runway Star, 5th Season) infuses tribal details into her designs, owing to her African roots. Motivated by rich fabrics and textures, her designs are truly ideal for real, full-figured women.

Francis Hendy, Designer, Virgin Islands

Francis Hendy's vision is to build a global, lifestyle brand, known for style, innovation and quality. His collections are shown through out North America and the Caribbean and have appeared in publications Women's Wear Daily, DNR, Rolling Stone, among others.

Innovative and creative genius whose designs have been called exquisite, modern and sexy with widespread appeal. Color, cut and innovation are his signature design style and philosophy. Hendy works with leather, suede and other exotic skins, as well as fine silks and wools to create finely tailored suits and separates.

Leading fashion stylists work with Hendy to dress celebrities like Jay Z, Beyonce, Rhianna, and the Black Eye Peas to name a few.



Mafi, Designer, Ethiopia

Mahlet Afework a.k.a. Mafi started costume designing at her late teens. As opposed to many aspirants, she played with the available materials, and unlike many at her age, she has made her name in fashion at the mere age of 22.

Mafi has made an achievement that many young designers only aspire to reach. Winning the young designers' competition in Addis Ababa and being selected as the upcoming designer to present her show in Kenya, she seems to have started her journey already up the ladder. Yet, she states that she has not made up her mind as to when she needs to open her shop and promote her brand.



MaQuiah B-Mensah, Designer, Ghana

MABM Designs is a clothing line for women of all shapes and sizes, it was officially born in 2011. As an African, my culture and upbringing has the biggest impact on my collection. Using bold African prints and creative imagination, we create unique intricate designs. Our mission is to give women the opportunity to be and feel beautiful while embracing different cultures hence unity.

Ghanian Design House MABM, offers clothing with a unique mix of cultures. The 2012 collection consists of girly-edge designs.



Marianne G.G., Designer, Egypt

Marianne G.G, Egyptian designer, is a granddaughter of Cleopatra, this African Pharaohs queen, who inspired the fashion world for years and in this collection: Cleopatra in Times Square. What would Cleopatra wear, if she wanted to go to Time Square?



Robin Shumays, Designer, African-American

Robin Dameshe Shumays is an up-and-coming African-American fashion designer based in Queens NY. Originally founded in 2010, she is relaunching her line, Hennaflower at Africa Fashion Week in 2012 after taking time off to become a mom. Heavily influenced by Indian, Middle Eastern and African culture and textiles, hennaflower is a unique couture line with a fun, flirty ethnic edge. Not just a designer, Robin is a multidisciplinary artist who has worked professionally as a web developer and graphic designer at Random House, as a henna artist, and currently she co-runs and performs Middle Eastern Dance with the Arabic Music and Dance Ensemble Zikrayat alongside her husband, violinist Sami Abu Shumays.



Nadir Tati, Designer, Angola

Nadir Tati is an Angolan fashion designer that started out as a model. Her designs have been showcased in a multitude of countries including Portugal, Mexico, Spain, Mozambique, United States of America, South Africa, and Angola.