

INTERESTED IN DEVELOPING THE SWAHILI COAST FASHION INDUSTRY? JOIN THE SWAHILI COAST FASHION GROUP TODAY!



## SUMMARY

The Swahili Coast Fashion Group is a collaboration of individuals and organizations dedicated to the development and promotion of the Swahili Coast fashion industry. SCFG develops events, campaigns and workshops for the purpose of bolstering a high-end fashion industry catered to Kenyans, Expats and Tourists alike.

## MISSION

SCFG is dedicated to developing events, processes, policies, workshops and other elements that bolster a thriving fashion industry throughout the Swahili Coast. Our goal is to create a thriving fashion industry that will strengthen the economy and serve as a positive focal point for tourists, press and Kenyans.

## BACKGROUND

The Fashion Industry generates over \$298 Billion in annual revenue in the United States from product sales alone. The Fashion Industry is one of the most lucrative, sustainable and influential industries worldwide. From Hollywood films, to red carpet scenes, Television shows, magazine racks and commercials, fashion continues to dominate our attention and influence our decisions.

The Fashion Industry has the power to provide sustainable employment as well as a positive spotlight. Looking and feeling good is part of the fabric of our global society. Consequently, the Fashion Industry continues to thrive, even through the ebb and flow of economies.

Cities like Nairobi (Kenya), Lagos (Nigeria) and Johannesburg (South Africa) are leading the way in the race to put Africa on the International Luxury Fashion map. These cities are consistently credited as significant contributors to the international fashion scene. Consequently, they are beginning to reap the many benefits to being at the forefront of the African fashion scene.

Africa is overflowing with talented designers, exotic materials and striking models; all of the basic ingredients for a burgeoning Fashion Industry. It's time to showcase that talent and invite the world to come and see it.

## FASHION INDUSTRY BENEFITS

The Fashion Industry provides many benefits to a developing nation such as Kenya. Nairobi is already benefiting greatly from the amount of positive press attention and influx of tourist they have experienced as a result of their burgeoning fashion industry. This dynamic contributes greatly to Nairobi's image, making it more and more attractive to Western nations.

Mombasa could benefit greatly from a thriving fashion industry. Each year, thousands of visitors come to Mombasa looking for a truly Mombasa Coastal experience. However, many of the current Fashion Industry stakeholders have yet to capitalize on this potential market.

High end fashion shows engage the community, provide jobs, boost careers, become a tourist attraction and generate more positive media attention. The benefits are endless, but we have listed a few highlights below.

### PRIMARY BENEFITS

- Positive press focus
- New high end careers
- Fashion Shows provide an additional attraction for visitors during low season
- Economy is boosted from capitalization on high end tourist market
- A vibrant fashion industry could showcase coastal culture and talent
- Helps to make Mombasa more of a unique destination (as opposed to "Kenya" or "Nairobi")
- This could become part of Mombasa's unique brand
- Increased high end tourism
- Collaboration between stakeholders (power in numbers)

## TITLE SPONSOR

KEZA is an international luxury fashion house. We teach indigenous designers, artisans, cooperatives and workshops methods for engaging the international fashion industry and developing high-end fashion goods for export and local consumption.

Our mission is to leverage the fashion industry to elevate the image and expectations of Africa. For too long the media have focused largely on the negative aspects of Africa, such as poverty, corruption and disease. KEZA provides a central platform for showcasing the beauty and excellence of Africa through our luxury fashion goods and high-end fashion shows.

KEZA works closely with devoted stakeholders to develop a thriving fashion industry, such that Africa can benefit from the heightened image and positive press attention, as well as lucrative careers.

KEZA has operated in Kigali, Rwanda since March 2006. In April 2011, we moved our primary operations to Mombasa. We will remain here indefinitely and are dedicated to helping develop a long term, thriving fashion industry throughout the Swahili Coast.

IN AUGUST OF 2011, KEZA PARTNERED WITH THE **MOMBASA & COAST TOURIST ASSOCIATION (MCTA)** TO DEVELOP THE SWAHILI COAST FASHION GROUP. TOGETHER WE STRIVE TO RECRUIT DEDICATED MEMBERS THAT WILL WORK DILIGENTLY AND CONSISTENTLY TO DEVELOP A THRIVING FASHION INDUSTRY THROUGHOUT THE SWAHILI COAST.

## JOIN THE SCFG

If you are influencer, director, decision maker, individual or leader of a fashion industry related entity, we would like to welcome you to join the group. The group will meet periodically throughout the year to strategize on creating events and supporting local stakeholders. The group is new and there is much development to be carried out.

Here is a list of fashion industry stakeholders needed for the group. If you are a decision maker for one of these types of entities, please contact us.  
**Modeling Agency | Branding or Marketing Agency | Rotary or other Club | Night Club | Events/Production Company | Restaurant or Food Supplier | Hotel Industry | Tourism Agency | Design School | Film & Photography | Production Company | Stylist | Makeup | Artisan | Designer**

If you are interested in this movement, please send a brief biography to [scfg@keza.com](mailto:scfg@keza.com). Our executive committee will review your information and contact you about joining the group.