

CREATIVE DNA AFRICA

THE BRITISH COUNCIL and FASHION SCOUT are proud to announce
the launch of WOOOOHOOOO Zine

Following the success of Creative DNA: Africa, a London Fashion Week installation and a jam-packed creative residency programme, the British Council and Fashion Scout are now proud to present WOOOOHOOOO zine.

Powered by the shared goal of expanding creativity across the continent and the power of collaborations, WOOOOHOOOO documents the trailblazing intersection between UK creatives and Sub-Saharan African designers from Ethiopia, Ghana, Kenya, Senegal, South Africa, Uganda, and Zimbabwe. The zine explores these cross-cultural interactions and celebrates the vision of a future together through the eyes and fashion of Sub-Saharan African designers.

WOOOOHOOOO represents the breath of energy of the Creative DNA: Africa programme, the creative power of the seven emerging designers and their residency during London Fashion Week.

For Fashion Scout's founders, Billie & Martyn Roberts and their creative team it was important to capture this energy alongside the highly spirited vibrancy of London's fashion scene.

The designers maximised their time as they explored new networks, met designers alike and shared experiences, attended fashion shows, workshops and soaked up what London has to offer.

The week culminated in a group installation at Fashion Scout's LFW space at Protein Studios, as we collaborated with two renowned London talents, neon artist Eve de Haan of Half A Roast Chicken, and Bevan Agyemang, stylist, photographer and designer behind The Space Around Us (TSAU). Agyemang then captured this energy through a photoshoot which provides visuals for the Zine. The power of collaboration expanded further by the zine's written word of Helen Jennings, co-founder and editorial director of Nataal magazine and overall wizard with words and African fashion expert.

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SEVEN DESIGNERS / SEVEN COUNTRIES FROM ACROSS THE AFRICAN CONTINENT

Creative DNA: Africa, an exciting new cultural programme, features seven leading and sustainable designers from across Sub-Saharan Africa who travelled to London for a London Fashion Week residency in February 2023. This [British Council](#) project in partnership with [Fashion Scout](#), gave the opportunity to designers to deepen connections and create new collaborations between creatives from the UK and Sub-Saharan Africa, as well as showcasing their work through an installation during LFW.

Highlighting seven innovative designers from seven countries: **Ethiopia, Ghana, Kenya, Senegal, South Africa, Uganda, and Zimbabwe** the programme enabled them to gain better knowledge of the UK fashion industry, create networks and introduce themselves and their work internationally. Over their weeklong residency the designers will have the opportunity to visit designer studios, workshops, fashion shows and retail giving them the opportunity to expand on their networks and explore possible collaboration opportunities and business growth.

INSTALLATION: Curated by Fashion Scout, the residency culminates with an installation, featuring the designers works, and exhibition at Fashion Scout during London Fashion Week (16th – 19th February). Titled **Afrofuturism** in collaboration with artist "[Half A Roast Chicken](#)" as well as stylist "[TSAU](#)".

The featured designers, dedicated to changing the fashion field in their respective countries, are:



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ETHIOPIA – [FOZIA ENDRIAS](#)



An ethical and sustainable casual wear brand from Addis Ababa, Fozia Endrias was established by the forces of passion, enthusiasm and the drive of creating new things out of all that exists. Humanity, time and creativity are the core values of the brand. Keeping traditional crafts in its design, the brand uses hand-made fabrics crafted in Ethiopia by using natural fabrics such as cotton. The brand is known for its use of pastel and earth tone colours, patches and stripes made of recycled and upcycled materials and its structural, oversized, and kimono-based designs which create the unique aesthetics Fozia Endrias is known for. Over the past years, the brand has showcased and been featured in AWiB's Women of Excellence, Vogue Italy and Industrie Africa, paving the way for Ethiopia's fashion and textile industry. <https://foziaendrias.com/>

GHANA - [EKUAADDO](#)

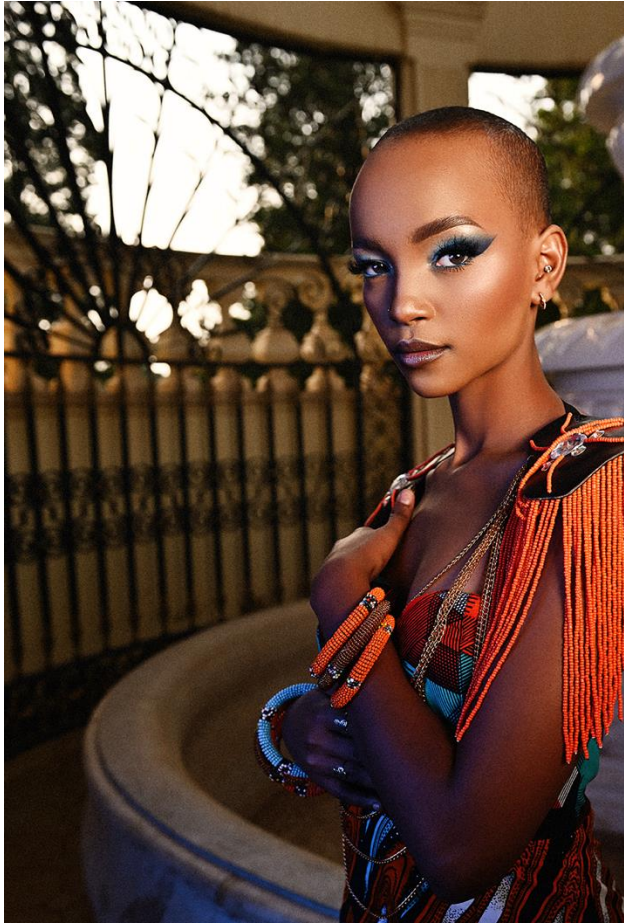
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Ekuaaddo is an Afrocentric and pluricultural fabric company that creates ready to wear and alternative style garments and accessories. The brand finds inspiration in the infusion of Pre-Columbian, Caribbean and Ghanaian cultural elements in telling stories through Batik, a tie- dye, screen printing and many other multiple fabric expressions. With the motto “fabrics that speak”, it prides itself in bringing the past to life. Family, **Heritage** and Tradition are the elements which keep the brand together, ensuring that stories of the past will become the present to share with those around us. Ekuaaddo works with various artisans that specialise in different traditional craftsmanship techniques including hand-batik, tie/dye and screen printing. <https://liveekuaaddo.com/>

KENYA – [EPICA JEWELLERY](#)

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Founded in 2015 by Sharon Wendo, EPICA jewellery finds inspiration in African culture and contemporary fashion that prides itself on being sustainable. All the pieces, ranging from earrings to body jewellery, are handmade using raw materials that are sourced locally in Kenya. The brand focuses on supporting women in building confidence through its edgy jewellery pieces. EPICA has been well-received locally and internationally having been part of the Addis Ababa Fashion Week, Fashion Scout London, local fashion shows in Kenya and African Celebrates for the African Union. The brand has been proven popular with local and international African celebrities and has been featured in magazines such as Harper's Bazaar Italia, Vogue Italia, GQ South Africa and Business Daily Kenya. <https://epicajewellery.com/>

SENEGAL – [BAAX STUDIO](#)

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BAAX is a lifestyle, sustainable brand deeply inspired by local Senegalese craftsmanship and style. Founded by Sophie Nzinga Sy, who previously dressed A-list celebrities and is the found of the brand Sophie Zinga, created BAAX as a fashion catalyst for conversations around self-worth, human connectivity and cultural identity. The word BAAX means “heritage” or “tradition” in Wolof. The official launch is set to take place in Dakar, Senegal on March 18th, 2023. To honour the brand’s sustainability values, customers will be able to exchange Sophie Zinga pieces for BAAX while the former will be repurposed into BAAX’s sustainable line. The debut collection “Afro-Cuba” will be showcased during Dakar Fashion Week’s 20th anniversary and a few selected curated pieces at Fashion Scout during London Fashion Week.

<https://baaxstudio>

SOUTH AFRICA – [FIKILE SOKHULU](#)

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Fikile Zamagcino Sokhulu is a South African brand whose mission is to create a womenswear brand that will elevate African fashion and adorn African women. The aesthetics are influenced by a high standard of craftsmanship with the intention of implementing femininity and movements into the design. Featured in WWD and ColorBloc Magazine, the designer speaks of the importance of sustainability and social impact in the brand's existence which tells a story of human connections. A good example of slow fashion, the designer wants to achieve an ideal balance between style, sustainability and simplicity.

<https://fikilesokhulu>

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UGANDA – [IGC FASHION](#)



Founded in 2017 by two Ugandan fashion designers, Kasoma Ibrahim and Katende Godfrey, IGC Fashion (Ibrahim and Godfrey's community fashion) is a fashion and costume label from Kampala inspired by African heritage, nature and culture. Paired with a forward-thinking and a unique design aesthetic. The brand sees garments as moving breathing pieces of sculpture and art which can be used as a vehicle for communicating and questioning ideas about cultures. Craftsmanship and sustainability are at the core of IGC – always present through recycling, sourcing from diverse African cultures, their zero waste approach and their initiative to use raw and neglected fabric materials and elements (bark cloth, raffia, sisal, shells).

<http://www.igcfashion.co/>

ZIMBABWE – [HAUS OF STONE](#)

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HAUS OF STONE, a Zimbabwean slow-fashion brand developed by Danayi in 2018, is influenced by the fantastical. It is home to the conscious aspirational global wanderer seeking apparel that is understated, experiential and imbued with a hint of mysticism. The brand is driven by the need to use fashion as a vehicle to narrate contemporary Zimbabwean narratives infused with heritage and cultural nuances. The brand's 3 pillars are built upon fostering sustainable design practices, visual storytelling and experimentation through handcrafted skills. The brand utilises fashion in tandem with mixed disciplines such as still and moving pictures, performance art, traditional sounds and objects as a vehicle to narrate contemporary Zimbabwean narratives - bringing forth art that has a sense of mysticism, tradition & spiritualism.

<https://hausofstone>

About the British Council

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The British Council is the UK's international organisation for cultural relations and educational opportunities. We support peace and prosperity by building connections, understanding and trust between people in the UK and countries worldwide. We do this through our work in arts and culture, education and the English language. We work with people in over 200 countries and territories and are on the ground in more than 100 countries. In 2021–22 we reached 650 million people.

www.britishcouncil.org

About Fashion Scout:

Fashion Scout is a leading international platform and consultancy for nurturing, empowering and showcasing emerging fashion and accessories designers from around the world. With 20 years of experience in the industry, the consultancy creates and delivers bespoke mentoring and capacity building programmes for designers and organisations around the world - enabling designers to adapt and build sustainable businesses in these challenging times - and providing them with the opportunity to showcase their work to the international market. Most recently Fashion Scout delivered highly successful programmes in Kenya, Ethiopia, Senegal for the British Council as well as worked on projects in Rwanda, Estonia, Armenia and many more countries across the globe, making an impact for sustainable business growth in the respective creative ecosystems. .

Fashion Scout, has been running internationally acclaimed, off-schedule event during London Fashion Week. Our platform was established to provide high-profile, internationally recognised showcasing platform for emerging and established designers, that offers high-end event solutions and full production in a multi designer showcase.

Designers including Iris Van Herpen, David Koma, Eudon Choi, Orange Culture, Phoebe English, Angel Chen, Tolu Coker, Roberts Wood, Rocky Star and many more have all launched their careers as part of our Fashion Scout showcase on the London scene.

<https://fashionscout.com/>

ABOUT THE CREATIVE DNA PROJECT:

Creative DNA is a British Council programme, focused on promoting alternative and innovative approaches to the global fashion system with the ambition of demonstrating that the fashion sector in Kenya is a professional choice for young people and a valuable contributor to the creative economy.

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The programme, initiated by British Council Kenya conducted work in six major areas: Research and Insight, Policy and Advocacy, Business Support, NESTA Creative Enterprise Programme, Fashion Incubator as well as #FashionFridays.

Over the past three years, as part of the Creative DNA programme, the British Council has been working with local partners across Africa and Fashion Scout, London, to create Fashion Incubator programmes for fashion designers to boost the growth of the creative industry, through series of programmes aimed at developing their skills, knowledge and expanding global networks. The programmes saw the birth of [WAUZINE](#) - a zine celebrating the creative content and cross collaboration of Kenyan and UK creatives.

Creative DNA: Africa was born following the success of Creative DNA Kenya, demonstrated by the desire to offer a much wider support to creative fashion businesses across the continent. The installation is first of its kind, bringing designers from Ethiopia, Ghana, Kenya, Senegal, South Africa, Uganda and Zimbabwe with their opportunity to showcase their work on international fashion scene, during London Fashion Week, promoting the bustling creativity that is coming out from the continent.

References and resources:

<https://www.britishcouncil.org/east-africa-arts/creativeDNA>

CREATIVE DNA: AFRICA CREDITS

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FASHION SCOUT

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TALENT

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Baax Studio, Senegal

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Haus of Stone, Zimbabwe

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