

## **FASHION SHOW: 40th anniversary of CERDOTOLA on October 10, 2017**

### **I- CONTEXT**

Africa, a continent of any diversity: human, cultural, ethnic... has experienced many important transformations that boosted its economy. However, Africa has kept its originality that is expressed in all the fields particularly in art and languages through its culture and arts.

The Centre for research on traditions and languages in Africa, CERDOTOLA is one of the institutions that work for the preservation of this originality through various actions undertaken for 40 years.

For its 40<sup>th</sup> anniversary, CERDOTOLA organises a Roundup of all the key sectors that help African to play its role in the meeting of giving and receiving. It is in this framework that visual arts are presented as the perfect means of expression for a cultural identity will be put forward. In one of the exhibitions of the gala evening that will be the highlight of this celebration, great names of African Arts will present their masterpieces, the expression of their savoir-faire.

This fashion show will have many goals:

### **II- GOALS**

- Present the main transformations in African fashion in the 40 years of existence of CERDOTOLA
- Present the savoir-faire of the fashion designers and other great African couturiers
- Assert fashion as means of African cultural expression
- Present the particularities of African fashion

### **III- PLANNED ACTIVITIES**

The fashion parade that will take place on October 10<sup>th</sup> will in fact be the climax of a many activities that will be conducted previously such as:

#### **Activity 1: Casting and training of the models**

A casing will be organized and at the end 36 models will selected according to well-defined criteria that meet the expectations of the organization. The models will be then

prepared by a beautician, a hair stylist and a makeup artist in order to highlight the clothes that will present. Fitting and rehearsal sessions the different passages will also be organized with the support of dressers to make sure that the clothes will be well presented and the timing respected.

Target: Young black models

Resource persons: makeup artist, hair stylist, beautician, dressers, fashion designers, organization.

### **Activity 2:** Implementation of the setting and logistics

This activity will be focused on the making of the big “T”, the setting of the room, the backstage, the lights, and the screen with the names of the designers, the complete sound system and the installation of the background and the accessories of the photographer.

Target: professional photographers, guests

Resource persons: photographers, prop men, audio and lighting technician, set designers, organization

### **Activity 3:** Plans for the evening

It is the gala itself with all its stages. A presenter will introduce each stage and the highlight will be of course the fashion show of the fashion designers who will present their collections. This evening will be brightened up by artists, animations, raffles and other attractions. Then, there will be the opening of the dance floor.

Target: guests

Resource persons: fashion designers, artists, presenter, disc jockey, photographers, organization

## IV- PARTICIPANTS

A dozen of fashion designers will take part in this fashion, we can mention:

PEPITA of Benin

Beninese fashion designer with an atypical career path, Pepita Djoffon is a product of the prestigious school of fashion of Paris, ESMOD. This Ambassador of the United Nation

Population Fund (UNPF of Benin) is also member of African Federation of fashion designers. Regular guest of great fashion events, Pepita was present at the last Afrik Fashion show that took place in Cote d'Ivoire.

### **Gilles TOURE from Cote d'Ivoire**

The little prince of Ivorian haute couture deepened his knowledge at Paco Rabanne as a trainee works mostly the feminine which constitutes about 80% of his tailor-made production. This fashion designer specialist of women's outfit with sarong, wedding dresses, formal and gala wears ... and men's shirts celebrated the 20<sup>th</sup> anniversary of his career in 2014 during the 3<sup>rd</sup> edition of Féerie, which was sponsored by first lady of Cote d'Ivoire Dominique Ouattara. His collection for Air France presented at the Morono'S fashion in June t remains in the memory of the public as well as all his creations always marked with a particular touch.

### **ANGGY HAIF from Paris**

Cameroonian fashion designer, Anggy Haif is a self-taught man who mixes classic materials with natural material: raffia fibres, three barks, creepers, coco fibres, Palmyra palm... are some of the materials that Anggy transforms for his creations. His urban, ethnic and trendy collections always have the agreement of the public who rediscover at each time with great pleasure his outfits which are out of the ordinary. Anggy Haif appears as universal designer.

### **Martial TAPOLO from Paris**

Winner of the 2006 contest of the young designers of the fashion festival Afric Collection, the talented Cameroonian designer who after a brief passage in modeling has returned to drawing, his first love is now a sure value of fashion at Cameroon and even in Africa. "Creating the dream in people who see her clothes in a procession" is his objective that it reaches without doubt through models quite special that present the different facets of the woman, from the wise to the naughty via the angelica and intellectual all with the common denominator of class and elegance.

### **Maimour from Mali**

Maïmouna Diallo is one of the most talented Malian designers of her generation. This accustomed of the great fashion events has a favorite for the bazin she transforms into gold by a few scissors. Based in Bamako, Maimour combines elegance and originality in his creations, which always appeal to the public.

### **ALPHADI from Niger**

The most pan-African of all pan-Africans, the prince of the desert is no longer to present. Seidnaly Sidhamed Oscar of the best African stylist was born in Timbuktu in Mali. Creator of fashion for about thirty years, Alphadi has not only succeeded in Africa and even beyond by the quality of his work, but also high African creation. The creator of the FIMA African fashion festival received a plethora of awards, decorated by President Jacques Chirac, Bill Clinton ... Alphadi was also appointed in January 2016 as UNESCO Artist for Peace. This great traveler continues to travel the world preaching the gospel of a positive Africa with much to offer.

### **ELIE KUAME from Cote d'Ivoire**

Elie KUAME works in this state of mind which demonstrates the finesse and the originality of this man who is at the origin of the house Elie KUAME Group. Born in Belgium but of Ivorian and Lebanese origin, Elie grew up in Cote d'Ivoire where he was very early confronted with femininity and his desires and the delicacy of the refined toilets that the women of his family loved. Elie KUAME Paris know-how is characterized by this cultural mosaic that Elie has been able to enjoy throughout his life, all in a powdered setting of refinement.

### **KARIM ISSAKA from Ghana**

Previously employ in Rim Artex Ltd located in Accra Company who is working in clothing and accessories, fashion accessories and business activities.

### **EJIRO AMOS**

Ejiro is an [indigene](#) of state; she was born in the city of [Lagos](#). Her love for fashion started at tender age of 3 years through the influence of her grand mum who was then her tailor. She was expected by her parents to study medicine but she opted for clothing and design at [Yaba College of Technology](#). Ejiro is the proud owner of one of Nigeria's hottest fashion brands but she's not stopping there. She's determined to take her unique vision of Lagos style to the global stage. There's no doubt, Ejiro Amos-Tafiri is a go-getter. With daring and determination, the 33-year-old fashion designer runs a fast-growing ready-to-wear women's brand in Nigeria. Even as she guides the success of her local business, she is already setting her sights on becoming a global fashion brand. For Ejiro, fashion is a way of life, an expression of what is inside oneself. It makes her happy to see the confident smiles when women wear her designs. Her main source of inspiration is the women she sees walking through the streets of Lagos. "The African woman is my muse," says Ejiro, "Her proud appearance and confidence, always staying true to herself. She is strong, selfless, passionate, industrious

and loving.”Ejiro started her brand in the year 2010. In the year 2015, E.A.T brand called “The Madame”, a collection of her master piece was showcased at Native & Vogue Port Harcourt Fashion Week and Dakar Fashion Week and Kenya Fashion Week respectively.