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ASFW

former EATLW

AFRICA SOURCING AND FASHION WEEK

NAIROBI

**Unleashing
the Power of
Sustainable
Innovation
in the Textile
and Leather
Value Chains**

24 - 26 April 2025

Sarit Expo Centre
Nairobi, Kenya



ASFW: A PROMISING JOURNEY OF EXCELLENCE

Formerly known as East Africa Textile & Leather Week (EATLW), this event has now transitioned into Africa Sourcing and Fashion Week (ASFW), a well-established event originally held in Addis Ababa. For the past decade, ASFW has grown and established its dominance as the biggest event in sub-Saharan Africa.

With thousands of trade visitors, the event has made a strong impression on both regional and international stakeholders. Its resounding success has set the stage for an exciting and highly anticipated annual gathering of like-minded enthusiasts and stakeholders. ASFW is swiftly becoming synonymous with excellence, creativity, and the very best of African textile and leather industries. Now, ASFW is welcoming ASFW Nairobi into the family, expanding its reach and continuing to promote the immense potential of African textiles and leather.

NAIROBI: A NEW CHAPTER FOR ASFW

ASFW Nairobi is set to continue this legacy of excellence. As the bustling capital of Kenya, Nairobi offers a unique blend of cultural richness, economic vitality, and strategic importance in the East African region. The city's dynamic fashion scene, combined with its position as a major economic hub, makes it an ideal location for expanding the reach of Africa Sourcing and Fashion Week. By hosting ASFW Nairobi, we aim to leverage the city's vibrant atmosphere and robust infrastructure to further promote the immense potential of African textiles and leather on the global stage.

This expansion not only reinforces the event's prominence but also underscores Nairobi's growing significance as a center for fashion and textile innovation in Africa.

SPECIAL FOCUS ON AFRICAN FABRICS AND LEATHER

Africa boasts a rich tapestry of traditional fabrics and leather craftsmanship, deeply rooted in its diverse cultural heritage. From Kitenge and Kente to Kikoy and Khanga, the region's unique fabrics showcase a harmonious blend of vibrant colors, intricate patterns, and symbolic motifs. According to industry reports, the African textile market is projected to reach a value of \$271 billion by 2025, and East Africa plays a significant role in contributing to this growth.

Similarly, Africa's leather industry is also recognized for high-quality leather goods, from shoes and bags to accessories and garments. Skilled artisans use locally sourced leather and time-honored techniques, contributing to substantial growth in countries like Kenya and Ethiopia.

With a rapidly growing middle class and a youthful population, the demand for fashion and luxury goods in Africa is on the rise. According to the African Development Bank (AfDB), the African middle

class is estimated to reach 1.1 billion by 2060, providing a vast consumer market for fashion products. Africa, with its unique fabrics and leather offerings, is well-positioned to cater to this growing demand.

In addition to its cultural richness, the African textile and leather industries hold immense economic potential. The value chain from cotton production to fabric weaving, dyeing, and garment manufacturing presents an opportunity for value addition and job creation.

In conclusion, Africa's textile and leather industries stand as a testament to the region's creative prowess and economic potential. As the world looks to embrace sustainable and locally-made products, African textiles and leather goods have a unique opportunity to shine on the global stage. The region's vibrant fabrics and artisanal leather products have the power to captivate the world, and with growing interest from international buyers.



RUNWAY KENYA – AFRICAN DESIGNERS TAKING CENTER STAGE

ASFW proudly hosts a renowned „Runway Kenya“ segment, exclusively dedicated to African designers ready to make their mark on the global fashion stage. This mesmerizing showcase puts the spotlight on the region's finest talents, presenting their unique creations to a diverse and global audience. Runway Nairobi symbolizes the passion, creativity, and vibrancy that define African fashion.

A BRIGHT FUTURE AWAITS

As Africa continues to redefine the textile, leather, and fashion landscape, ASFW proudly stands at the forefront of this transformative journey. We bring together the best of African textile and leather products, paving the way for a brighter and more prosperous future. Through innovation, creativity, and collaboration, the event is committed to shaping the fashion narrative and propelling Africa's textile and leather industries to new heights.

Together, let's celebrate the essence of African fashion and embrace a world where our unique designs, craftsmanship, and stories shine bright on the global stage!

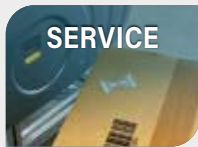
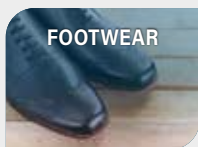


Unleashing the Power of Fashion, Sustainability, Innovation

23 - 24
Sarit



PRODUCT GROUPS:

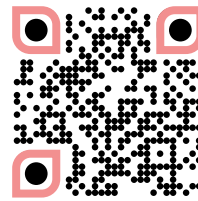


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