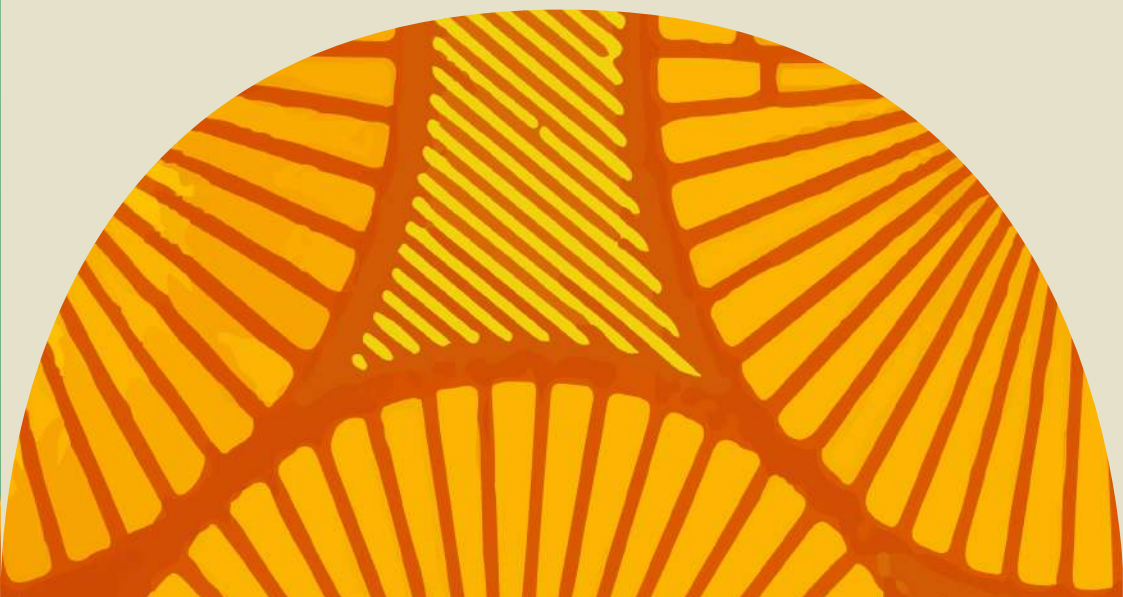


FASHIONOMICS AFRICA

Investing in Africa's Creative Industries





**A platform for the most exclusive
Made-in-Africa creations that
connects African designers with
consumers, mentors and
investors around the world.**

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What is Fashionomics Africa?

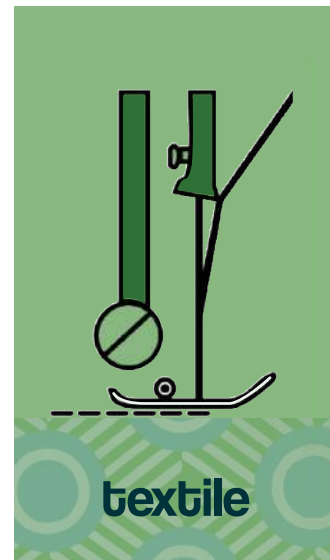
Fashionomics Africa is an initiative of the African Development Bank that aims to increase Africa's participation in the global textile and fashion industry value chain. The initiative intends to support the development of micro, small and medium-sized businesses operating in the textile, apparel and accessories industry in Africa, with a focus on women and youth empowerment. The industry presents a unique opportunity to promote African culture and local know-how, in addition to supporting countries seeking to pursue industrialisation and to boost intra-regional trade.



African Development Bank's Fashionomics Africa initiative:

Leveraging Africa's diverse culture and creativity to move the continent up the textile, apparel and accessories value chain

With Fashionomics Africa, the African Development Bank is promoting investments in the fashion industry whilst taking a value chain approach to build a Made-in-Africa brand. The programme aims to target key market failures in the African fashion industry, by increasing access to finance and to markets, market intelligence and capacity building for entrepreneurs while promoting incubation and acceleration for start-ups.



apparel



Values

African heritage



Contemporary



Sustainability

Why the textile, apparel and accessories industry?



THE GLOBAL FASHION INDUSTRY IS ESTIMATED TO BE WORTH \$1.3 TRILLION.



THE COMBINED APPAREL AND FOOTWEAR MARKET IN SUB-SAHARAN AFRICA IS ESTIMATED TO BE WORTH \$31 BILLION.



ONLINE REVENUES FOR THE AFRICAN FASHION SECTOR ARE PREDICTED TO GROW BY OVER 14% ANNUALLY OVER THE NEXT 4 YEARS.



IT IS ESTIMATED THAT MICRO, SMALL AND MEDIUM-SIZED BUSINESSES MAKE UP OVER 90% OF BUSINESSES GLOBALLY.



THE INDUSTRY IS LABOUR-INTENSIVE – AND IF GEARED TOWARDS EXPORTS, IS A SOURCE FOR FOREIGN EXCHANGE.

How do we work?

The Fashionomics Africa platform has 3 main pillars:

- a **Learning component** to find knowledge and strengthen capacities.

M

Market intelligence reports

D

Data

B

Blog articles

W

Webinars

- a **Network component** to facilitate connections between the various players of the fashion supply chain from entrepreneurs, buyers, investors, sellers to manufacturers, distributors and customers.

Stakeholders database:
designers, wholesalers,
producers, tailors,
suppliers, etc.



- and an **E-commerce component** where designers from the pilot countries (Côte d'Ivoire, Nigeria, Ethiopia, Kenya and South Africa, but also Rwanda) can sell their products within Africa and to the rest of the world thanks to our partnership with DHL, our logistics partner.



Our platform

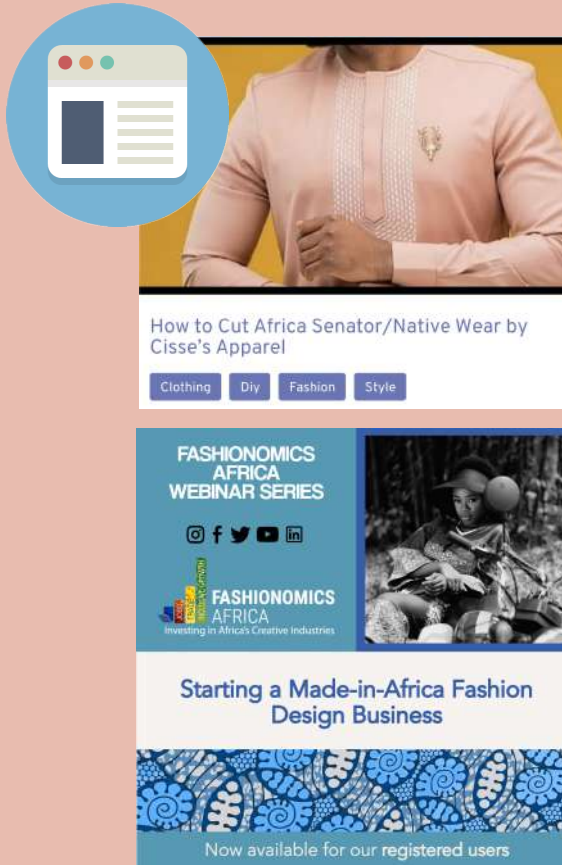
1 CONNECT

Jobs, Forum, Events

- Manufacturers
- Custom clothing
- Retailers
- Designers and brands
- Suppliers
- Service providers
- Educational institutions
- Associations
- Financers
- Chambers of commerce

2 LEARN

Tutorials, Blog, Webinars, Reports



3 BUY AND SELL

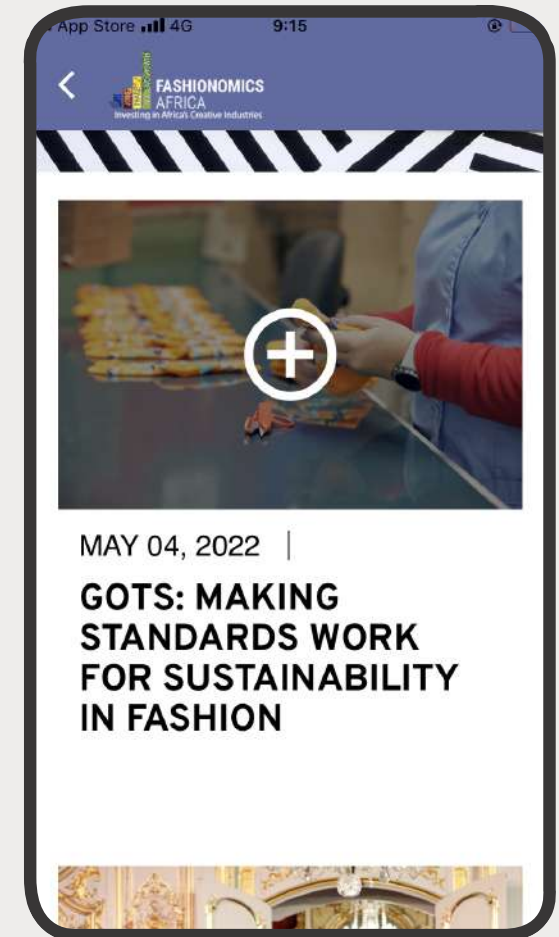
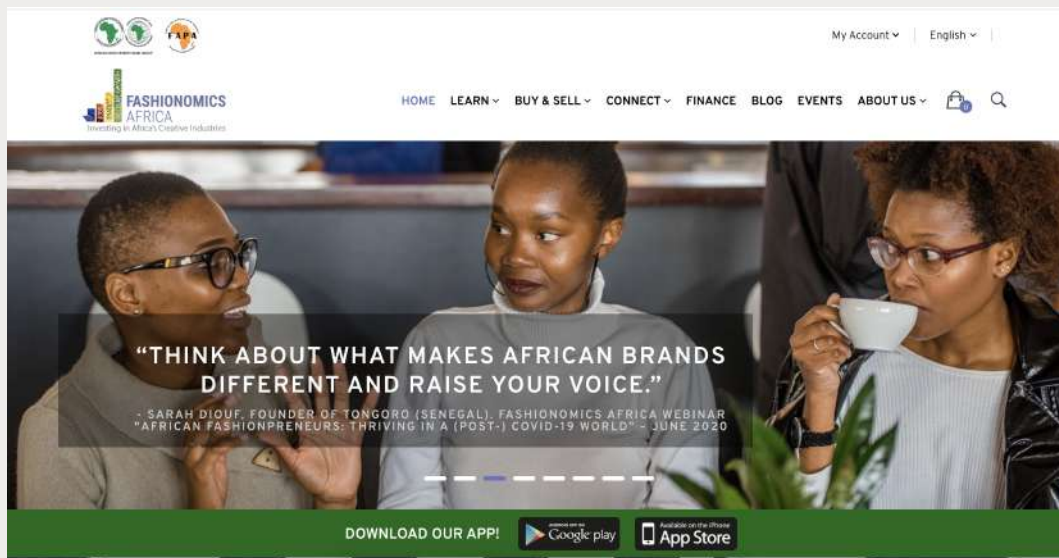
Clothing, Textiles, Accessories



The Fashionomics Africa digital marketplace and mobile application

Supported by the Fund for African Private Sector Assistance, these platforms are the first pan-African business-to-business (B2B) and business-to-consumer (B2C) digital tools dedicated to micro, small and medium-sized enterprises in the textile, apparel and accessories industry.

The goal of the Fashionomics Africa platform is to enable African entrepreneurs operating in the textile, apparel and accessories industry to grow their businesses.



Fashionomics Africa combines services spanning from distribution to marketing, communications and logistics



*Disclaimer: Through Fashionomics Africa we put sellers and buyers in contact although we are not responsible for any problems that may arise after a purchase order is placed.

Sellers target

**African
fashion
entrepreneurs**



**African diasporas
Quality seekers
Forward thinkers**



**15,000+ FOLLOWERS
ON SOCIAL MEDIA**



**13,700+
NEWSLETTER
SUBSCRIBERS**



**2,300+
APP DOWNLOADS**



**1,200+
BLOG ARTICLES
UPLOADED**



**8,500+
REGISTERED
USERS**



**10,000+
MONTHLY VISITS
TO THE
PLATFORM**



Fashionomics Africa sellers

THE WUMANBRAND



MÉ - WÉ



PIPIRO GL



VALOYI



MILLE COLLINES



IAMISIGO



STYLETECH BY TESHIE



Fashionomics Africa journal

Stay updated on the latest African creative industries news and enjoy our interviews with the most exclusive designers and game changers of the textile, apparel and accessories industry.



JUL 18, 2022 |

**THE DAKAR DESIGN HUB:
NURTURING AFRICA'S
FASHION TALENT
THROUGH EDUCATION**



JUN 27, 2022 |

**DIAKWU CLOTH: THE
FINALISTS OF THE
FASHIONOMICS AFRICA
CONTEST TRANSFORMING
WASTE INTO BEAUTIFUL
FABRICS**

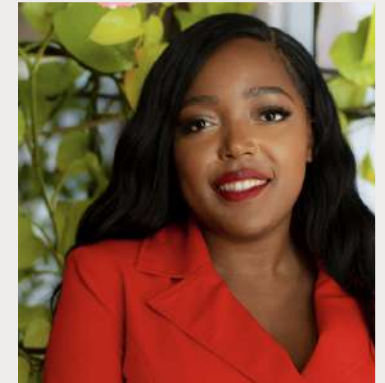


JUN 22, 2022|

**MEET LOHIJE, THE WINNER
OF THE 2022
FASHIONOMICS AFRICA
CONTEST**



Adele Dejak



Anifa Mvuemba



Ann McCreath



Moses Turahirwa

WWW.FASHIONOMICSAFRICA.ORG

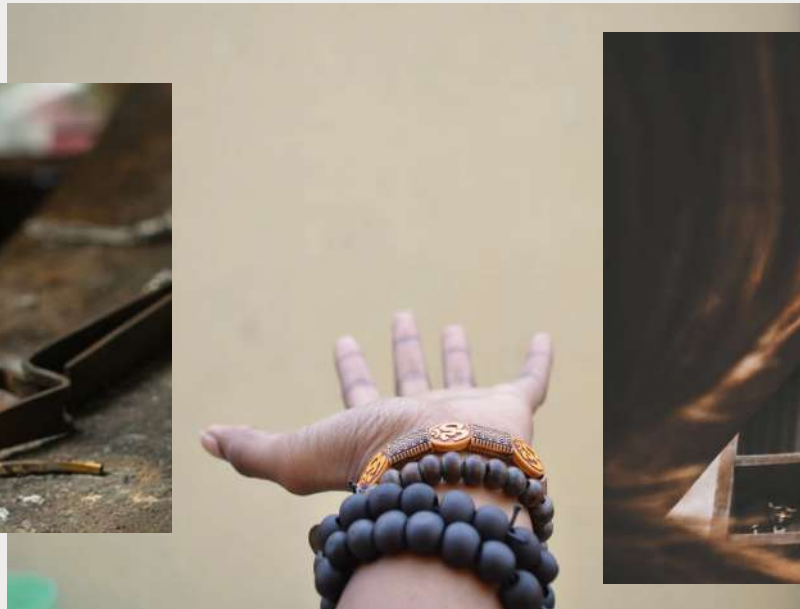
Fashiononomics Africa market studies

As part of our work to increase access to relevant information about the textile, apparel and accessories industry in Africa, Fashiononomics Africa conducts regular studies to collect information on the sector – especially on the needs of African fashionpreneurs.



The case for jewellery manufacturing and its contribution to value addition, job creation and capacity building activities linked to economic empowerment of women and youths

The African Development Bank has conducted a study to stimulate investment in the jewellery manufacturing value chain on the African continent. The study intended to gain a better grasp of the contribution of the jewellery manufacturing industry and its potential for job creation for women and youth in Sierra Leone, Zimbabwe and the Republic of Guinea.



Fashionomics Africa masterclasses

The Fashionomics Africa masterclasses intend to give a better grasp of establishing and building a fashion brand – from idea to execution. The sessions focus on: financial and business acumen; capacity building on business plan development; access to finance; branding, marketing, networking; and fostering market linkages.

- Trained more than 2,500 textile, apparel and accessories entrepreneurs – out of whom 65% were women – in Côte d'Ivoire, Nigeria, South Africa, Ethiopia, Kenya and Rwanda in partnership with public and private stakeholders.

- Partnering with:



Fashionomics Africa webinar series

In June 2020, the African Development Bank launched the Fashionomics Africa webinar series with the aim of bringing together and staying engaged with our growing community despite the coronavirus pandemic. The virtual series tackles a diversity of African fashion industry topics to spark discussion, share ideas amongst fashion entrepreneurs, industry experts, investors, financiers, business insiders and civil society representatives. The Fashionomics Africa webinar series has welcomed more than 1,200 participants from more than 40 countries – and counting.

The objective is to share best practices, identify innovative alternative channels, provide information on the business of fashion whilst equipping African fashion entrepreneurs with the necessary tools to thrive in a (post-) COVID-19 world.

Meet some of our speakers:



Samuel Mensah
KISUA



Wakiuru Njuguna
HEVA Fund



Nimco Adam
Qaal Designs



Adama N'diaye
Adama Paris

Fashionomics Africa trade shows

Join our trade show community

- Honour the continent's creativity and artistic expression with all its diversity.
- Highlight Africa's growing international fashion influence.
- Penetrate international markets.
- Promote African entrepreneurship and innovative concepts.
- Networking opportunities for consumers, retailers, designers, manufacturers and more.



Our partners



THE TONY ELUMELU
FOUNDATION



They talk about us



VOGUEBUSINESS

africanews.

The
Guardian



**If you want to become
a seller, promote your
business or write an
article, e-mail us at**
info@fashionomicsafrica.org

