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Growing Consumer Desire For Indigenous Luxury
Congolese Fashion Designer Sakia Lekoundzou 'Branches' Out to the New York Fashion Week Scene

ADIRÉE today announces the upcoming showcase of Sakia Lek. during its sixth annual [Africa Fashion Week](#) activation: *New York Fashion Week: Africa* on Friday, September 11, 2015. This one-day activation will take place at the Broad Street Ballroom, 41 Broad Street, New York, NY 10004 during New York Fashion Week (September 10-17).

SAKIA LEK was created by Brazaville, Congo born designer Sakia Lekoundzou. Her brand is inspired by her many travels and experiences. Lekoundzou started her journey in Paris before venturing to Casablanca, Morocco and Miami, FL.

Lekoundzou taps into her Congolese roots as she designs her pieces. And, in an effort to raise awareness to indigenous designs from the Congo, each year, she showcases pieces during Congo Fashion Week. This year, all designers who showcased under Congo Fashion Week utilized 100 percent natural fabric sourced from ficus tree bark.

Apart from nature and travel, inspirations for SAKIA LEK also come from Lekoundzou's passion for drapery and traditional embroidery. The company's upcoming 2016 collection will continue to draw from her roots, offering consumers a way to make ties with the Congo. She hopes to challenge the consumer's ideas and concepts of fashion from Congo.

ABOUT ADIREE

ADIRÉE is the company behind the brand New York Fashion Week Africa, an idea fostered by Adiat Disu after watching Arise Magazine's runway show during New York Fashion Week in 2009. Adirée is a luxury group & lifestyle branding firm conceived to develop solutions, media, marketing & retail installations. We provide globally-minded & eco-conscious consumers with modern, exciting & sustainable alternatives to connect to Africa and meaningful programs. We curate, bridge & develop partnerships between the world & Africa.

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ADIRÉE is the company behind the newly re-branded activation New York Fashion Week: Africa, an idea fostered by Adiat Disu and her team after reviewing the trend and proliferation of Africa Fashion Week (in fashion capitals) around the world. In their mission to integrate Foreign and Africa's brands globally, while maintaining a sustainable platform, the idea of creating one day activations during major fashion capital's retail driven weeks was born. Respecting the fashion calendar's structure (for example: in New York, London, Paris, Milan), Adirée and partners desire to place Africa on the global fashion map through meaningful programming, retail-focused activations and creative presentations.

ABOUT AFW

New York Fashion Week Africa is a social enterprise: a platform for trade, marketing and development of Africa through ethical practices and fashion. New York Fashion Week Africa was made for the need to bridge the gap, connect continents, and provide a platform for international retailers and designers worldwide. In 2009, Adirée founded the Africa Fashion Week (in fashion capitals) concept, a platform for placing structure around Africa's developing retail and fashion industry and promoting international economic partnerships. (Read more on [FORBES](#))

Our platforms aim to educate, empower, and connect inspirational brands and individuals interested in breaking down barriers and creating structure around industries for business. Our premier launch of Africa Fashion Week (AFW) in New York, attracted more than 1,500 industry insiders. The event also secured the support and an official proclamation from New York City Mayor Michael Bloomberg, who emphasized the event would promote tourism to New York with 70% of designers coming directly from Africa; thereby further fostering a relationship between the U.S. and Africa.

GENERAL INFORMATION

Designers will showcasing their SS'16 collections

Schedule:

1. [Luxury Africa Conference](#) | 5:30 P. M – 6:30 PM
2. [Showcase](#) | 8:30 PM – 9 :30 PM
3. Mixer | 10:30 PM – 11:30 PM

For more information visit www.AfricaFashionWeek.com/Schedule

To register as media and/or attend activations : <http://bit.ly/NYFWAfricaRegister>

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