





you're beautiful...

"fashion for all shapes  
and sizes"









...and fabrics"





"Produced locally"





by Mehmuna



## afrofashion

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# Passion for fashion is 'exotic'

Our reporter

Afrofashion designer Munnia Schumann who moved to Mali two years ago is back in the country preparing to participate in Fashion Malawi Edition (FAME) on August 19. In May she held a successful fashion show in Bamako and is being funded by West African country aid.

"Valoriser la fabrication locale pour encourager la création locale du pays et son identité culturelle..."  
Femme Africaine, March 2012

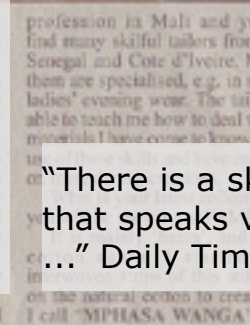
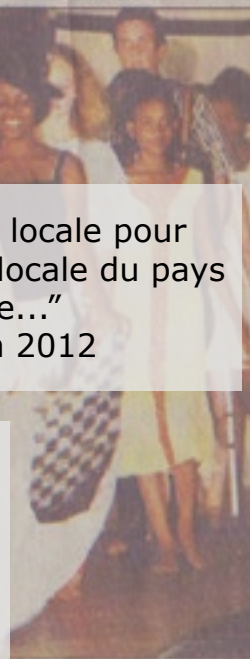
... "Fashion in West-Africa is colourful, versatile and generally loud"...

... "People like to be noticed, whatever their figure or background, and most of us do not hide in shades of grey"...

... "Our love for life is reflected in our clothing"...

Mehmuna in The Guardian Malawi, 27.07.2011

Tailoring is a highly regarded



richly dressed and love to show off their finest pieces, especially on special occasions. They spend a fair amount of money on clothes. Men like to wear suits and this with the... percentile of the market is not to many countries. You like to wear jeans and not jeans that the Mali's is one of the always find it a preference persuade West... body looks to the fashion, where yet a porter is models. Fashion is useful, versatile

## Designing the Malawian way

2 FRIDAYTEST

It is not made in the country. It has to be at least made in Africa and I got for that fabric that is locally produced. In short I can say that I get all my fabric within the country.

AFROFASHION AU MALI

ESPACE BOUNA ACH 2000

21.05.2011 à 17.30h

DEFILE DE MODE ET MUSIQUE LATINO

ENTREE 2000 CFA - STANDARD

AFROFASHION AU MALI

There is a skill in Schumann's work that speaks volumes of a serious artist..."

Daily Times Malawi 14.08.2009

On the natural cotton to create what consumers' costume in Bamako? In general, Malians like to be... hope people will enjoy it.





® In March 2008, **afrofashion** was established in Malawi's capital Lilongwe by **Mehmuna Ibrahim Schumann** and her mother **Laila Ibrahim**.

As a countermeasure to the high influx of second hand western clothes even on rural markets, which ruin the Malawian tailoring businesses, **afrofashion** sought to promote a revival of local fashion production by engaging tailors in manufacturing modern African clothes using the colourful natural fabrics found at traditional "chitenje" stalls and weavers. The first fashion shows generated an overwhelming interest in the region, culminating in the invitation of Mehmuna by the Goethe Institute and German Embassy of Malawi to be a visiting representative at the Berlin Fashion week in February 2009.

Since, **afrofashion** won an international award at the Blantyre "Fashion Bonanza 2009" and opened a branch in Bamako / Mali. Amongst others, **afrofashion** presented its creations at the FAME Fashion Week 2010 and 2011 in Malawi, at **afrofashion's** own show at Espace Bou-na in Bamako and at the Chris Seydou Fashion Award 2011 in Bamako. 2012, **afrofashion** is participating in the African Fashion Week London.

**afrofashion's** designers are always inspired by the immediate surroundings and the cultures and traditions of the places they work in. **afrofashion** buys locally and continues to promote African tailors and small textile production businesses.

Against the mainstream of commercialised mass production, **afrofashion** remains true to its original idea of tailoring each piece of clothing as an individual work of creativity. Even standard patterns receive modifications of fabric, colour and arrangement to make each item as unique as its future owner. Hence, it is not surprising that most of the **afrofashion** designs are actually tailor made to suite the figure and preferences of the client... never to be repeated, again.