



15 June 2021

African Fashion International (AFI) to launch Xperience AFI in Durban

Johannesburg, 15 June 2021, Xperience AFI, a youth focused empowerment and development platform will be launched by African Fashion International in Durban on **30 June 2021**.

The trendy new Backyard rooftop bar at Umhlanga ARCH will be the venue for this hybrid event hosted by AFI to propel young people in the Fashion, Arts and music sectors.

“AFI will mark Youth month through Xperience AFI which seeks to empower the youth and to contribute to curbing the high unemployment rate amongst our youth. Young people need to be given skills and opportunities to succeed in life.” Said Thulile Gama, the PR and Masterclass coordinator and one of the young people leading the event from AFI.

To secure a ticket to the limited in-person experience register [www.africanfashioninternational.com](https://africanfashioninternational.com)

Xperience AFI is a blend of fashion, music and creative lifestyles. Based on the creative direction of AFI’s youth network, six young South African fashion designers have been selected for a runway showcase, and their high-fashion street wear will be shown alongside the sustainable and repurposed collections of AFI’s 2020 Fastrack emerging designers.

For the first time since its launch in 2017, Xperience AFI is coming to Durban #XAFISiyeDBN. To celebrate the creativity that has been nurtured on the Durban coastline, the line-up of musicians includes Nasty C, DJ Tira and Durban Based Female DJ, Happygal with Nomalanga Shozi as the host of this travelling marketplace.

The creative and cultural industry in Africa contributes approximately US\$5.8 billion to continental GDP every year. Surveys that aim to assess the aspirations of the youth have found Africa’s young people to be driven by purpose-driven socioeconomic contributions, and their interest in the creative and cultural industry provides a platform to express themselves and contribute to Africa’s growth.

To enhance the contributions of Africa’s creatives, a Masterclass is part of the programme which will share insights into developing a career in media, entertainment and creative industries in this digital era.

“AFI promotes the creative efforts of African youth, while developing a supportive ecosystem for all African creatives to thrive. Through Fastrack, we invest in the learning and development stages of emerging designers, and Xperience AFI is an interlinked platform that recognises Africa’s creative youth in a more direct way.

Through our additional e-commerce www.houseofnala.africa and pop-up channels, we have facilitated sales platforms to support our network of creatives with the overall growth of their businesses. AFI is guided by the African Union Agenda 2063, which aims to develop an Africa with a strong cultural identity. The exceptional work of African creatives is what will inspire togetherness and enable originality in the transformation of Africa going forward,” said Ms Roshnee Pillay, Marketing manager at AFI.

Ten new faces will also be elevated to grace the runway, offering a pathway into the modelling industry for those who are currently not signed to a particular agency. Interested models are encouraged to keep up to date with model castings on AFI’s [Twitter](#) and [Facebook](#) social media accounts.

AFI has opened requests to young creatives who are working with repurposing and recycling materials to create original products to be promoted at several installations around the venue. Interested creatives are encouraged to visit <https://africanfashioninternational.com/> for further information about how to join the installations.

The event will also be streamed LIVE on Facebook with all COVID-19 protocols being strictly adhered to for the limited in person experience.

About AFI

African Fashion International embodies the promise of Africa, hosting talented African designers who work with exceptionally skilled artisans to produce high-quality luxury garments. Each AFI offering tells Africa’s story by showcasing the latest trends, spreading knowledge around Africa’s diverse heritage and history, and sharing Africa’s imagination with the world.

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