

Creative DNA presents: The Nairobi x London sessions

Creative DNA presents: The Nairobi x London sessions a series of virtual panel discussions on Friday 18th September & Saturday 19th 2020.

Creative DNA is a British Council programme funded by the Foreign Commonwealth Development Office designed to support fashion businesses in Kenya develop skills, knowledge and networks in Kenya and the UK. It does this by supporting a contemporary exploration of Kenya's fashion value chain, through research, creative enterprise and storytelling. Learn more about the designers and their brands that are being incubated as part of this programme [here](#).

In response to COVID-19, the Creative DNA team developed an online series dubbed [Fashion Fridays](#) that explored different perspectives on shared global challenges in the fashion value chains in Kenya, Sub-Saharan Africa and the UK. The 'Fashion Fridays' title is also inspired by the recent Kenya government directive inviting all civil servants to wear "Made in Kenya" designs to work every Friday. The Nairobi x London sessions form a London Fashion Week edition of the series bringing varied perspectives to conversations on the future of Fashion Weeks, sustainability and pivoting in uncertain times.

Panel Discussion 1: How COVID-19 has affected Fashion Businesses - a comparison of the UK & Kenyan Fashion industries – Friday 18th September at 18:00 – 18:45 (BST) Moderated by Arietta Mujay, Creative Consultant for such as New Look, BOOHOO.com and River Island,

- **Navalayo Osembo- Founder [Enda Running](#), Nairobi, Kenya** - Enda Running is a footwear and apparel brand and production company that contributes to Kenya's reputation as the global leader in distance running.
- **Jaime Bryan Kimani - Founder, [Sevaria](#), Nairobi, Kenya** - Sevaria is a brand that fuses culturally inspired African silhouettes and techniques with a contemporary androgynous style that challenges conventional forms of dressing and encourages self-expression.
- **Sharon Wendo - Founder, [Epica Jewellery](#), Nairobi, Kenya** - Epica Jewellery is an African jewellery brand that brings out the African culture in a fashion-forward way with boldly coloured pieces.
- **Didi Akinyelure - Creative Director of April & Alex, UK & Nigeria** – April & Alex UK-based contemporary womenswear brand owned by British/Nigerian Award-Winning Journalist

Panel Discussion 2: Nairobi x London | Fashion Revolution on Sustainability & Alternative Fibres in Kenya – Saturday 19th September at 13:15 – 13:55(BST)

- **Wangari Nyanjui - Chair, Fashion Revolution Kenya** - Wangari is a creative consultant with over 15 years' experience. A design thinker and change maker driven by Pan-Africanist ideals, building sustainable economies and mindful living.
- **Sunny Dolat - Fashion Curator Sunny Dolat** is a fashion curator, cultural producer and creative director who works independently as well as in the [Nest Collective](#), which he co-founded in 2012.
- **Niamh Tuft**, Global Network Manager, Fashion Revolution UK

Panel Discussion 3: Nairobi x London | Leading Fashion Weeks in Africa

Saturday 19th September at 18:00 – 18:40 (BST) – Moderated by [Alexis Bennett](#) Editor at [Cosmopolitan](#)

- **[Adama Paris](#) - Dakar Fashion Week** - Adama created the brand ADAMA PARIS. She is also the founder and producer of many fashion events such as Dakar Fashion Week for 17 years
- **[Gloria Wavamunno](#) - Kampala Fashion Week** – Gloria is the art director and founder of Kampala Fashion Week, established in 2014. KFW was created as a platform to support the local and eastern region fashion industry in its inception, through motivating, inspiring and creating artist.
- **[Martyn Roberts](#), Creative Director, Fashion Scout**
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Explore more on the British Council [East Africa Arts](#) website.

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[Sevaria](#), Nairobi, Kenya



[Epica Jewellery](#), Nairobi, Kenya



[Enda Running](#), Nairobi, Kenya