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CREATIVE DNA 2.0

FASHION AND ACCESSORY BUSINESS ACCELERATOR PROGRAMME

Creative DNA is a British Council programme funded by the Foreign Commonwealth Office designed to support fashion businesses in Kenya develop skills, knowledge and networks in Kenya and the UK.



Photo : Maganga Mwagogo ; Designs by : Sevaria

1. ABOUT

The Creative DNA 2.0 programme will offer business incubation support to 20 Kenya-based early-stage fashion and accessory enterprises. The programme was created to provide business skill development, strengthen networks in Kenya and in the UK and offer action-based learning through digital coaching sessions, co-created online campaigns, and market opportunities.

This programme builds on the success of 2020's Creative DNA 1.0 programme where 11 fashion designers successfully completed the business incubator, participated in the digital campaign 'Wauzine' and a month-long pop-up shop at the Village Market.

After a thorough judging process, the Creative DNA 2.0 Cohort has been selected based on the strength of their business models; design, creativity and quality; opportunity for growth and business potential. The cohort comprises early-stage fashion and accessory enterprises and will participate in a 6 – week long Business incubator; photoshoot and a pop-up shop.

They are: [1V1 Garments](#); [BOGUK](#); [Tiger Tail Twister](#); [Iliki Resort Wear](#); [Mariam Couture](#); [Luxaltra](#); [Nairobi Apparel District](#); [Vazi Maridadi](#); [Muni Designs](#) ; [Peni Mbili](#); [TUG](#); [Wangari Mathenge](#) ; [At Odds](#) ; [Olisa Kenya](#) ; [SIANNA](#) ; [DIRO](#) ; [Nikech Amor](#) ; [Kolakisa](#) ; [Oqkra and Bour](#) ; [Metamorphisized](#)

British Council Kenya Arts programme supports the creation of new art and fosters partnerships between the creative sectors of the UK and East Africa. This project is committed to working with creatives and their communities to promote innovation and creativity, whilst promoting equality, diversity, and inclusion. The participants of these programmes become integral parts of the creative economies and networks in Kenya.

ABOUT CREATIVE DNA

Creative DNA programme supported by the British Council is focused on promoting alternative and innovative approaches to the global fashion system with the ambition of demonstrating that the fashion sector in Kenya is a professional choice for young people and a valuable contributor to the creative economy. The programme conducted work in six major areas: Research and Insight, Policy and Advocacy, Business Support, Fashion Incubator as well as #FashionFridays, an ongoing series of online discussions on the Kenyan Fashion industry in a global Fashion industry context.

As part of the Fashion Incubator programme, The British Council Kenya will work with 20 local fashion designers in Kenya to boost the growth of a sustainable creative industry in the face of the Covid-19 pandemic through a programme aimed at developing their skills, knowledge and

global networks. Creative DNA project will be delivered by the Kenyan partners Silvia Tonui & Ann McCreath and the UK based partner Fashion Scout. The 20 fashion businesses will be immersed in a 6-week incubator programme between February and March 2022 - including a business bootcamp, photoshoot. They will be showcasing their designs through a pop up shop in Nairobi in March 2022 and through a digital showcase on Fashion Scout London's website targeted at an international audience.

References and resources:

<https://www.britishcouncil.org/east-africa-arts/creativeDNA>

<http://creativedna-kenya.com/>

Business Support

Fashion Scout (UK): Fashion Scout, the international showcase for fashion pioneers, is the UK's largest independent showcase for emerging and established design talent during London Fashion Week. Fashion Scout is renowned for championing, nurturing and showcasing creative design talent from around the globe.

Silvia Tonui (Kenya) : Silvia Tonui is a Project Manager and successfully delivered Creative DNA's first programme in 2020. She has over 10 years' experience in the Sub-Saharan fashion space, having worked in Marketing & Project management for ELLE Magazine South Africa & Festival for African Fashion & Arts (FAFA).

Christine - Ann McCreath : Ann McCreath is a well-known voice on fashion in Africa. A multi-faceted fashion designer and entrepreneur, she founded her main brand KikoRomeo in Kenya. An inspiring mentor, who is passionate about sharing her knowledge with the creators of tomorrow. McCreath is currently the lead consultant on MODA Connects with the Goethe Institut Sudan, the SheTrades Gambia EAP Fashion Program and Mitreeki Fashion Incubator Program (Mfip) Kenya, under the International Trade Centre (ITC).

SOCIAL MEDIA TAGS: Partners: @eastafricaarts @british_design @fashionscout Hashtags: #creativeDNA #fashionscouttalents

2. CONTACT

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