

UNIQUE **S**TYLE **P**LATFOM
ESSENTIAL INSPIRATION FOR CREATIVE MINDS



USP INSPIRE:
NEW AFRICANA



A new generation of **African creatives** are revolutionising the continent's **fashion and design industries**, leading a major cultural movement across an international stage.

Africa Fashion at the **V&A** explores the vitality and global impact of a contemporary African fashion scene, as dynamic and varied as the continent itself, while *The New Black Vanguard* exhibition features 15 international Black photographers from around the world, be it in Johannesburg, Lagos or London, celebrating Black creativity.

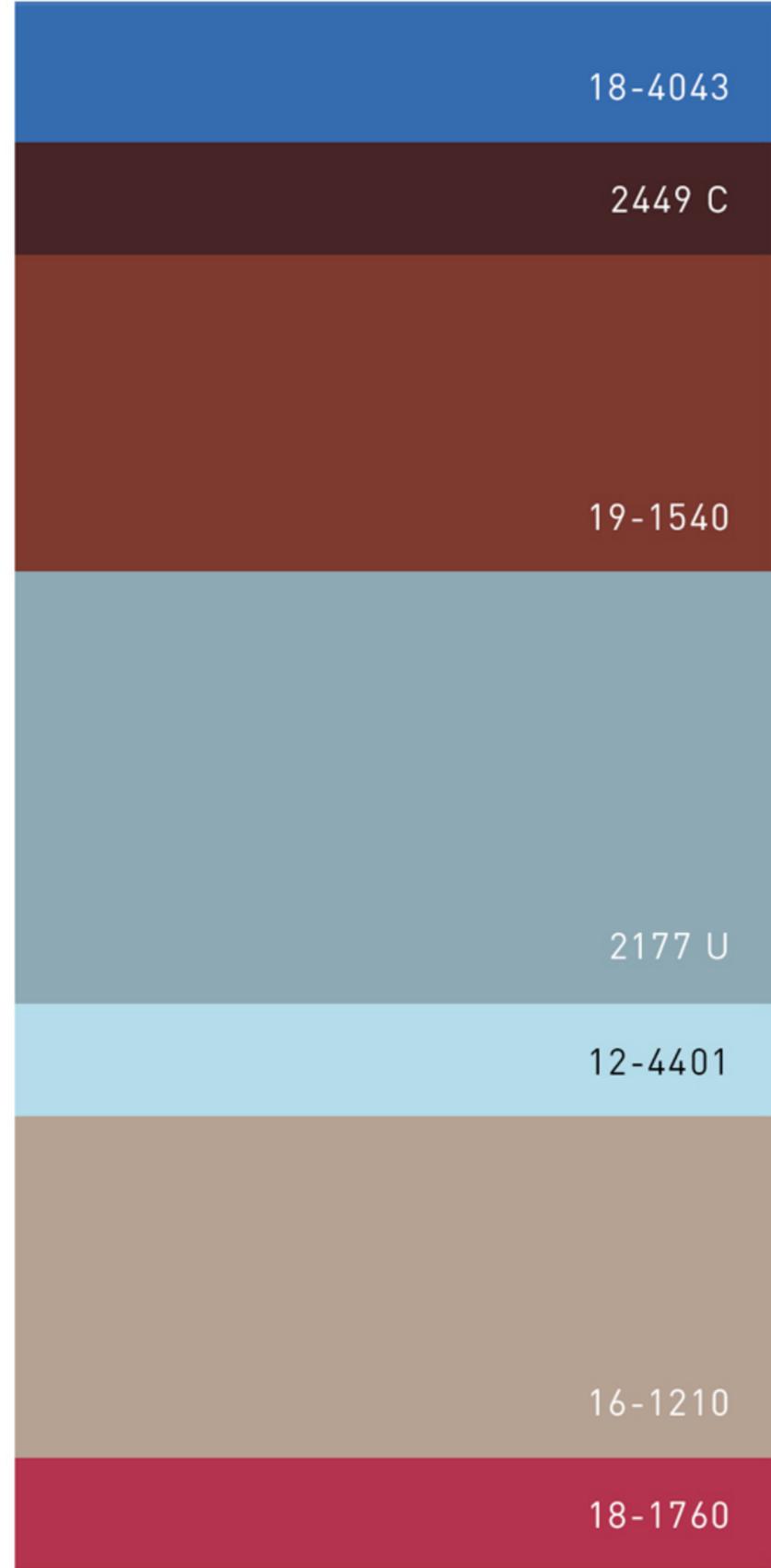
Chanel hosted their Pre-Fall 23 catwalk show in Dakar, making them the first European fashion house to show in Sub-Saharan Africa, while African fashion brands, such as **Lagos Space Programme**, are challenging the aesthetic expectations of African design. In interiors, furniture designers such as **Bofred**, who are based in South Africa, regularly collaborate with local designers, ceramicists and artists.



Be inspired by a contemporary take on African aesthetics, mixing understated silhouettes with crafted textures and geometric patterns

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COLOUR



Be inspired by a palette that combines fresh blue and aqua tones with vibrant rose and earthy neutrals, such as rich soil and sand