



FRIDAY. DEC 7TH
||| ||| 5 P M E A F ||| ||| |||
KAMPALA SERENA HOTEL



For Immediate Release

AFRICA'S BIGGEST RED CARPET EVENT, THE ABRYANZ STYLE AND FASHION AWARDS (ASFAS) RETURNS TO KAMPALA (UGANDA) AT THE SERENA HOTEL ON 7TH DECEMBER 2018.

THE SIXTH EDITION OF THE ASFAS UNDER THE THEME, 'FASHION IS POWER' SEEKS TO HIGHLIGHT THAT FASHION IS INTEGRAL TO IDENTITY BUT ALSO PROVIDES DIFFERENT AVENUES AND OPPORTUNITIES THAT ARE KEY TO THE GROWTH OF AFRICA'S ECONOMY BY TACKLING UNEMPLOYMENT.

Kampala, Uganda. The ASFAs will also highlight the transition of the fashion industry over the years with Celebrity red carpet appearances, showcases from Africa's top Designers and Models, blended with remarkable performances from both local and international Artistes.

The Awards show celebrates and acknowledges stakeholders in the African fashion industry. Creatives cut across 13 categories such as; Designers, Fashion Photographers, Makeup and Hair Stylists, Models, Fashionable Artistes, Music Video and celebrities among others.

The awards also aim to promote tourism by opening up Kampala city to Africa's very best in fashion, to create networks and a platform that propels the city in both the fashion sector and economically.

Garden City, Yusuf Lule Rd.
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Email: info@abryanzstyleandfashionawards.com
www.abryanzstyleandfashionawards.com



In line with the ASFA 2018 theme, **'Fashion is Power'**, this year's show will feature a special category; ***Fashion entrepreneur***. A category that will honor an entrepreneur for their outstanding commercial success in fashion or personal brand, especially regarding fashion as a solution to the current unemployment problem among the youth. Other honorary categories include the ***Lifetime/Fashion Icon Achievement Award*** and ***The Humanitarian Award for Work in Fashion***.

Nominations for the Awards officially start on Monday 27th August 2018 and close on 27th September 2018. (Visit www.abryanzstyleandfashionawards.com for nomination guidelines.)

As a build up to ***ASFA 2018***, the Awards will encompass events such as the ***FashionPrenuer Expo*** with the objective of empowering and inspiring people in the fashion business as well as equipping them with much needed business skills. We will also have ***the ASFAs Nominees release brunch, The Meet and Greet Pre-Show Party and The After Party***.

Since the inaugural ceremony in 2013, the Abryanz Style and Fashion Awards have recognised talented designers, models, personalities and brands across the globe such as ***Lupita Nyongo, Trevor Stuurman, David Tlale, Amito Stacey Lagum, Tiwa Savage, Millen Magese, Mai Atafo, Santa Anzo, Sylvia Owori, Anitah Beryl, Ali Kiba, Mafikizolo, Shanelle Nyasaise*** et al.

The event has been graced by notable guest appearances such as ***Her Royal Highnesses, The Queen of Buganda, Sylvia Nagginda*** and the ***Princess of Toro Elizabeth Bagaya, Executive Director of KCCA Jennifer Musisi, British-Ghanaian Designer Ozwald Boateng, Jose Chameleon*** to mention a few.

The Abryanz Style and Fashion Awards will be broadcasted on NTV Uganda, via DSTV Channel 283, and GoTV 372 on Friday 7th December, 2018 at 5pm EAT. The show will also be live streamed on the official Abryanz Style and Fashion Awards online platforms; Facebook, Instagram and YouTube.

NTV Uganda and Capital FM are the ASFA 2018 official Media partners. Commercial sponsors will be announced at a later date.

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Vox Pops

Jennifer Musisi – Executive Director KCCA.

“I am quite excited and in support of Brian and his team for the fantastic job they are doing marketing our city, country and profiling us in such a beautiful way through the eyes of fashion.”

Miss Vimbai – Former Big Brother House Mate (Zimbabwe).

“It is amazing what Brian created, this magnificent platform where we can converge in one room to celebrate African fashion and its progress over the years.”

Santa Anzo – **Fashion Designer.**

“We have now become agents of change, not only for national but continental development and transformation, Brian Ahumuza that’s what you have done with the ASFAs platform.”

David Tlale - **Fashion Designer.**

“Your hospitality has been amazing Brian, Africa is the future.”

BET_ALIST (while referencing the ASFAs).

“With the success of this event we can’t wait for what is in store for you in the future.”

For more information on the Abryanz Style and Fashion Awards visit our website: www.abryanzstyleandfashionawards.com

Follow us on;

Facebook: Abryanz Style & Fashion Awards

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Hashtags: #ASFA2018

Ticket Information:

Tickets will be available online from 1st September, 2018

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Award Categories:

- Lifetime/Style Fashion Icon Achievement Award
- Humanitarian Award for Work in Fashion
- Fashion Entrepreneur of the Year
- Model of the Year (Uganda & Africa)
- Designer of the Year (Uganda & Africa)
- Fashion Stylist of the Year (Uganda & Africa)
- Hair Stylist of the Year (Uganda & Africa)
- Makeup Artiste of the Year (Uganda & Africa)
- Fashion Photographer of the Year (Uganda & Africa)
- Most Stylish Celebrity (Uganda & Africa)
- Most Stylish Artiste (Uganda & Africa)
- Fashionable Music Video of the Year (Uganda & Africa)
- Fashionista of the Year (Uganda & Africa)

Guidelines on participation can be found on the ASFAs website:

www.abryanzstyleandfashionawards.com/asfas-2018

ABOUT ASFAs

The Abryanz Style and Fashion Awards is an African fashion award ceremony that acknowledges and celebrates African fashion industry stakeholders including fashion designers, models, stylists, hair and makeup artists, media personalities, and influencers on the African Continent and beyond. This event is held annually in Uganda since its inaugural ceremony in 2013.

CONTACT

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