

ABRYANZ  
STYLE &  
FASHION  
AWARDS



13 DEC  
2019  
FRIDAY

KAMPALA SERENA HOTEL

For Immediate Release

18th September 2019 Kampala Uganda

**AFRICA'S BIGGEST RED-CARPET EVENT, THE ABRYANZ STYLE AND FASHION AWARDS(ASFAs) RETURN TO KAMPALA UGANDA FOR THE 7<sup>TH</sup> EDITION**

THE AWARDS SHOW CELEBRATES AND ACKNOWLEDGES AFRICAN FASHION INDUSTRY STAKE HOLDERS INCLUDING FASHION DESIGNERS, MODELS, ICONS, MEDIA INFLUNCERS AMONGEST OTHERS.

ON THE 13<sup>TH</sup> OF DECEMBER 2019, AT THE KAMPALA SERENA HOTEL, THE ASFAS ONCE AGAIN WILL BE BROADCASTED LIVE ON UGANDA'S LEADING BROADCASTER NTV UGANDA, DSTV CHANNEL 190, SPICE TV WILL SHINE A SPOTLIGHT ON AFRICAN FASHION ON THE 7<sup>TH</sup> EDITION OF THE ASFAs.

THE ANNUAL CELEBRATION OF AFRICAN FASHION CREATIVES, **THE ASFAs** ARE BACK UNDER THE THEME '**THE STARZ**' SET TO BE THE BIGGEST EDITION YET WITH A MISSION TO SHINE A GLOBAL SPOTLIGHT ON THE AFRICAN FASHION INDUSTRY WHILE HIGHLIGHTING CREATIVITY, ACHIEVEMENT AND EXCELLENCE. THE AWARDS SEEK TO HIGHLIGHT THE TRADITION OF SELFLESSNESS OF THE AFRICAN NATION TO UPLIFT ONE ANOTHER THROUGH ADVANCEMENTS OF ADAPTION, AND THE MODERN GENERATION THAT TIRELESSLY CHALLENGES THE SOCIO-POLITICAL GLOBAL STATUS QUO. WITH COMPELLING IDEAS BETWEEN SELF-IDENTITY AND RECOGNITION OF OWNERSHIP, THIS THEME SEEKS TO EMPHASIZE THAT THIS NEW OUTLOOK OF THE FUTURE AFRICAN GENERATION IS FOR "US BY US" HENCE IT'S NAME **THE STARZ**.

ASFA 2019 will celebrate African creatives across 14 categories. In line with the ASFA2019 THEME, this year's show will also feature special **HONORARY AWARDS** i.e. **ICON AWARD, POSITIVE CHANGE** and **SPECIAL RECOGNITION AWARD FOR INNOVATION**. The nominations start on 20<sup>th</sup> September 2019 and end on 8<sup>th</sup> October 2019.

Another new development this year will see the ASFAs partnering with Talent Africa, Uganda's leading events and entertainment company who will work together with the ASFAs to bring a new level of professionalism in event and business management. The ultimate goal of the new partnership is to make the ASFAs the biggest fashion event in Africa.

The ASFAs 2019 come with excitement of Partners, sponsors, fashion personalities, production and major stakeholders expressing their enthusiasm and eagerness. "The ASFAs have been an iconic instrumental change to the Business of Fashion and modelling not only in Uganda but Africa at large. The Awards are more than tribalizers to pushing the boundaries of African Fashion borders and celebrating the narrative of futuristic African Fashion." Says **Joram Muzira Job, Production manager, Fashion Show.**

**Veronic Rubanga , The Event Manager from Fenon** said "We are always very excited to be part of the biggest Fashion Awarding event for the 7<sup>th</sup> year running, as we have been a part of this journey from the very start. Fenon is known for the innovation and executing high end and classy events and the attendees should expect a bigger and better production at the event this year. We always aim to push the limits and deliver a new, never seen before experience. We have many surprises in store and can't wait to unveil them."

While **Angie Kemi-Omeke CEO Pink Coconut** is also overwhelmed at the announcement of the return of the ASFAs this year. "If you have been following the ASFAs, you will realize they are a celebration of fashion and style. They are also a representation of Ugandan and international culture, pomp and pizzazz. As Pink Coconut Decor, we strive to be part of anything that gives people a chance to comment with their true self while showcasing talent, hence once again this year we are pleased to be working with ASFA as the official decor partner." she added.

CELEBRATING the ASFA2019 STARZ, The AWARDS will encompass three events featuring star designers, stylists artistes, emerging fashionistas etc. including a nominees party, fashionpreneur summit / workshop for aspiring designers and fashion entrepreneurs, a model master class, WHERE THEY will DISPLAY THEIR WORKS OF ART, NETWORK AND WORK TOGETHER

First staged in 2013, the ABRYANZ STYLE AND FASHION AWARDS have recognised the talent of designers, achievers and personalities across the continent, rewarding icons and game changers such as DAVID TLALE, MAFIKIZOLO, MAI ATAFO, HER ROYAL HIGHNESS THE PRINCESS OF TOORO ELIZABETH BAGAYA, SUPER MODEL AAMITO STACY LAGUM, SANTA ANZO AMONGST OTHERS.

IN LINE WITH THE ASFA 2019 THEME THE STARZ, this year's show will be a STAR packed edition with STAR performances, STAR designer showcases, STAR models, STAR hosts, STAR appearances on the red-carpet and main stage.

Abryanz Style and Fashion Awards will continue it's blooming relationship with last year's main sponsor *Ciroc Ultra-Premium Vodka, Isuzu and media partners NTV Uganda and Capital FM* for this year's edition. **Other sponsors and Partners include; Serena Hotel Kampala, South African Airways, Schweppes, pink coconut, Fenon, Big Eye Uganda, MAC, and Imagine design and build.**

For more information on the ABRYANZ STYLE AND FASHION AWARDS 2019 PLEASE GO TO [WWW.ABRYANZSTYLEANDFASHIONAWARDS.COM](http://WWW.ABRYANZSTYLEANDFASHIONAWARDS.COM) LIKE US ON FACEBOOK & INSTAGRAM @ABRYANZSTYLEANDFASHIONAWARDS TWITTER @ASFAWARDS. TO JOIN THE CONVERSATION ABOUT THE AWARDS, USE THE HASGTAG #ASFA2019

ENDS

## **NOTE TO EDITORS: ASFA 2019 OFFICIAL AWARD CATEGORIES**

1. ICON AWARD
2. LIFETIME ACHIEVEMENT AWARD
3. POSITIVE CHANGE
4. SPECIAL RECOGNITION AWARD FOR INNOVATION
  
5. FASHION DESIGNER (UGANDA & AFRICA)
  
6. MODEL OF THE YEAR (UGANDA & AFRICA)
  
7. FASHION STYLIST (UGANDA & AFRICA)
  
8. HAIR STYLIST (UGANDA & AFRICA)
  
9. FASHION PHOTOGRAPHER (UGANDA & AFRICA)
  
10. MAKE UP ARTIST (UGANDA & AFRICA)
11. STYLISH MALE ARTISTE (UGANDA & AFRICA)
  
12. MUSIC VIDEO AWARD (UGANDA & AFRICA)
  
13. FASHION MEDIA EXCELLENCE AWARD (UGANDA & AFRICA)

#### 14. MALE FASHIONISTA OF THE YEAR (UGANDA & AFRICA)

##### 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.

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