

B2B EXPORT PRESENTATION



BY KIKI OKEWALE FOR 22ND ANNUAL US-AFRICA TRADE & INVESTMENT CONFERENCE/TRADE SHOW MIAMI THE GATEWAY TO AFRICA

THE IMPACT OF COVID-19 ON US-AFRICA TRADE & ECONOMIC COOPERATION:

THE WAY FORWARD.

NIGERIA & FASHION

A BRIEF HISTORY...

Nigeria is a nation of different indigenous fashion identities, trends and style. Being a nation of over 200 Million people, fashion encapsulates different tribes, identities, origins, cultures and stories.

Nigeria is not only known for her rich fashion textiles and garment pieces relating to our culture but also produced many fashion designers who are recognized globally.

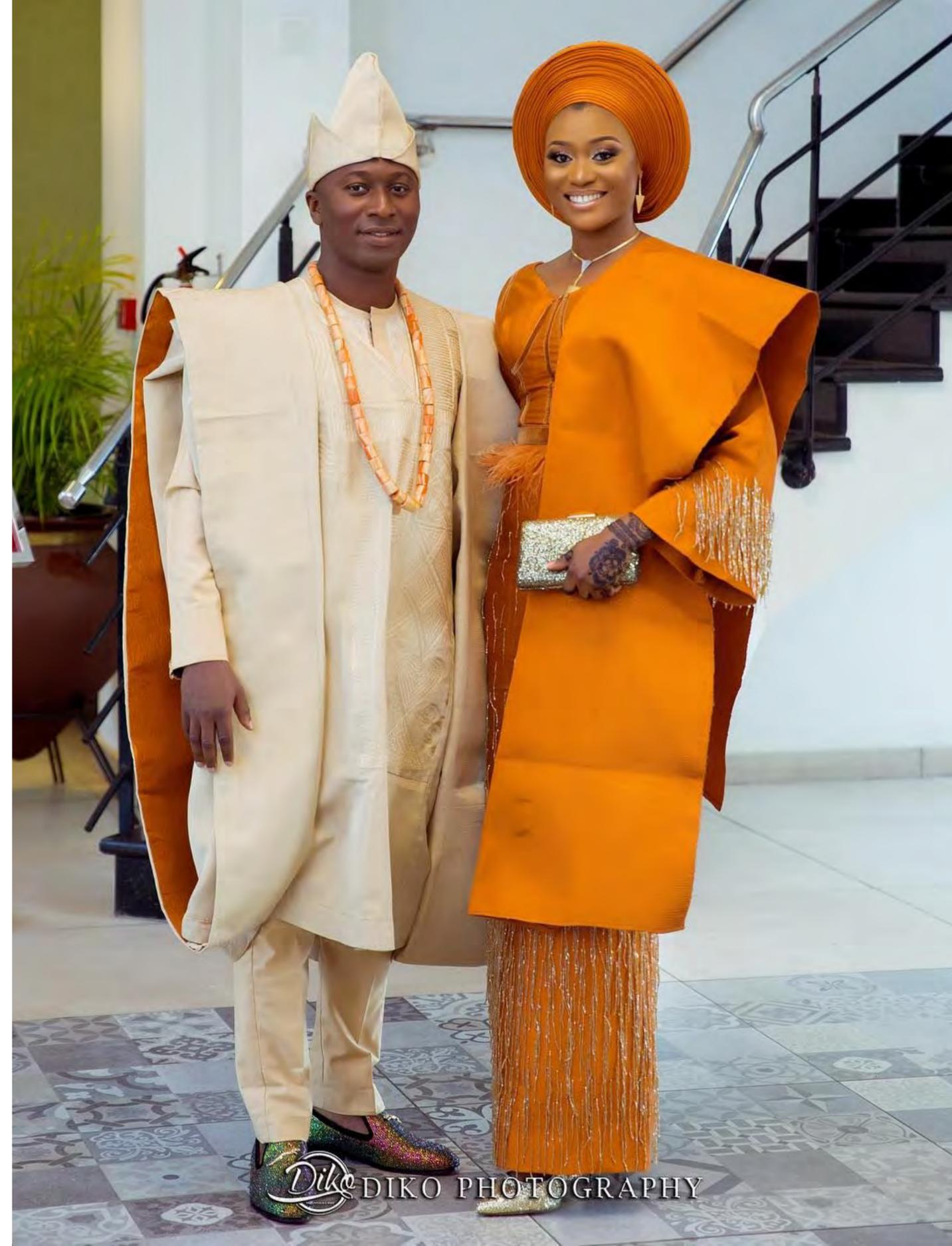
For instance, the three major leading tribes have certain fashion identities that have separated them but also unified them for centuries and fashion has become a language across each tribe.

NIGERIA & FASHION...

THE YORUBA TRIBE

The Yorubas tribe is known for Adire which is a local textile that has been accepted globally as fashion fabric. In same vein, styles like Iro & Buba, Agbada have been accepted as the cultural style especially for marriage ceremonies and parties.

The Yorubas are also known for Aso-Oke, Ofi , Kampala etc.



NIGERIA & FASHION...

THE IGBO TRIBE

The Igbo tribe is one of the largest ethnic groups in Nigeria. The traditional attire of the Igbo is known as Isiagu- a velvet fabric patterned with lion heads. This is often accompanied with a red cap or headwarmer. This identity has become acceptable globally as well.

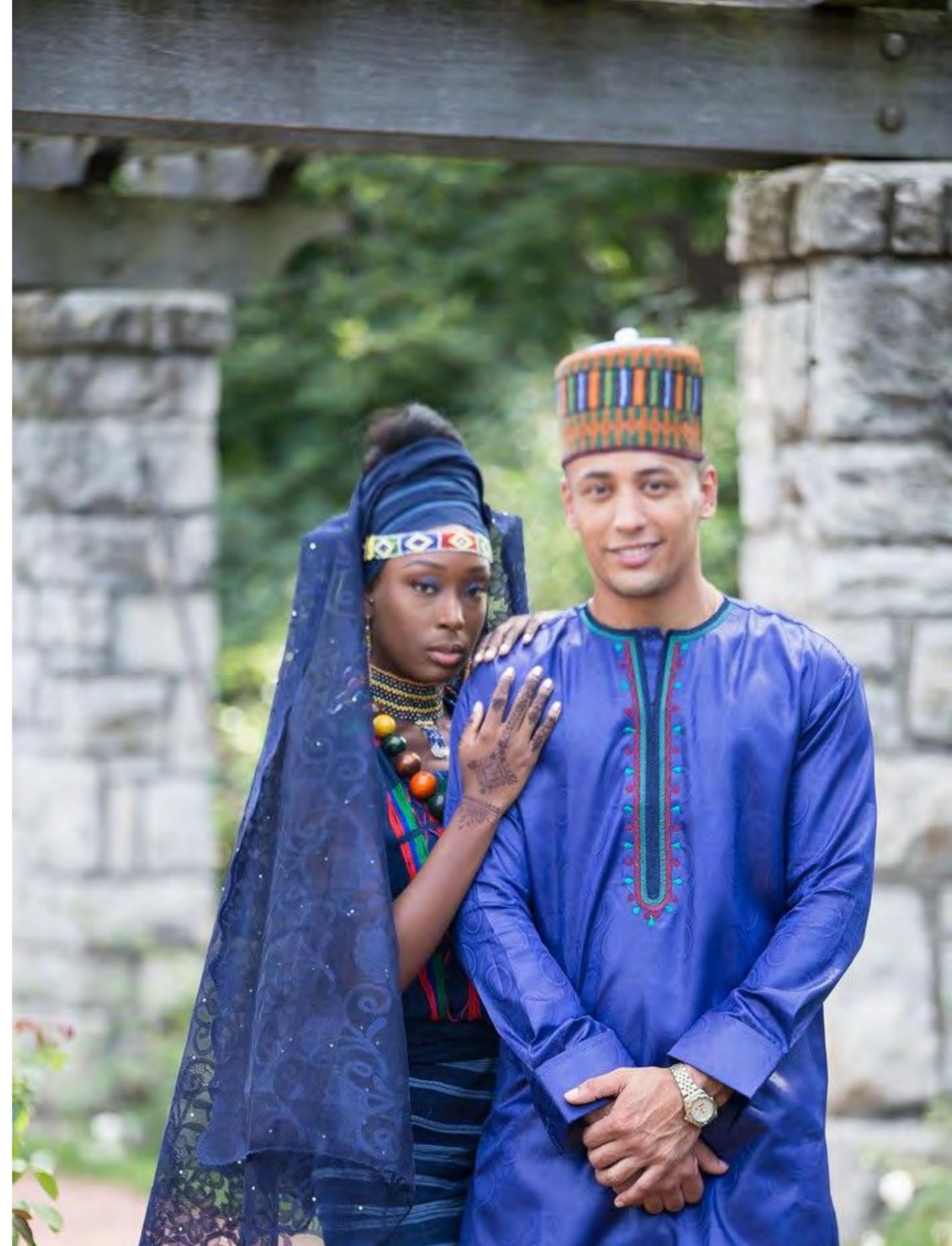
The walking stick or ofo is also a known fashion identity of the Igbo tribe

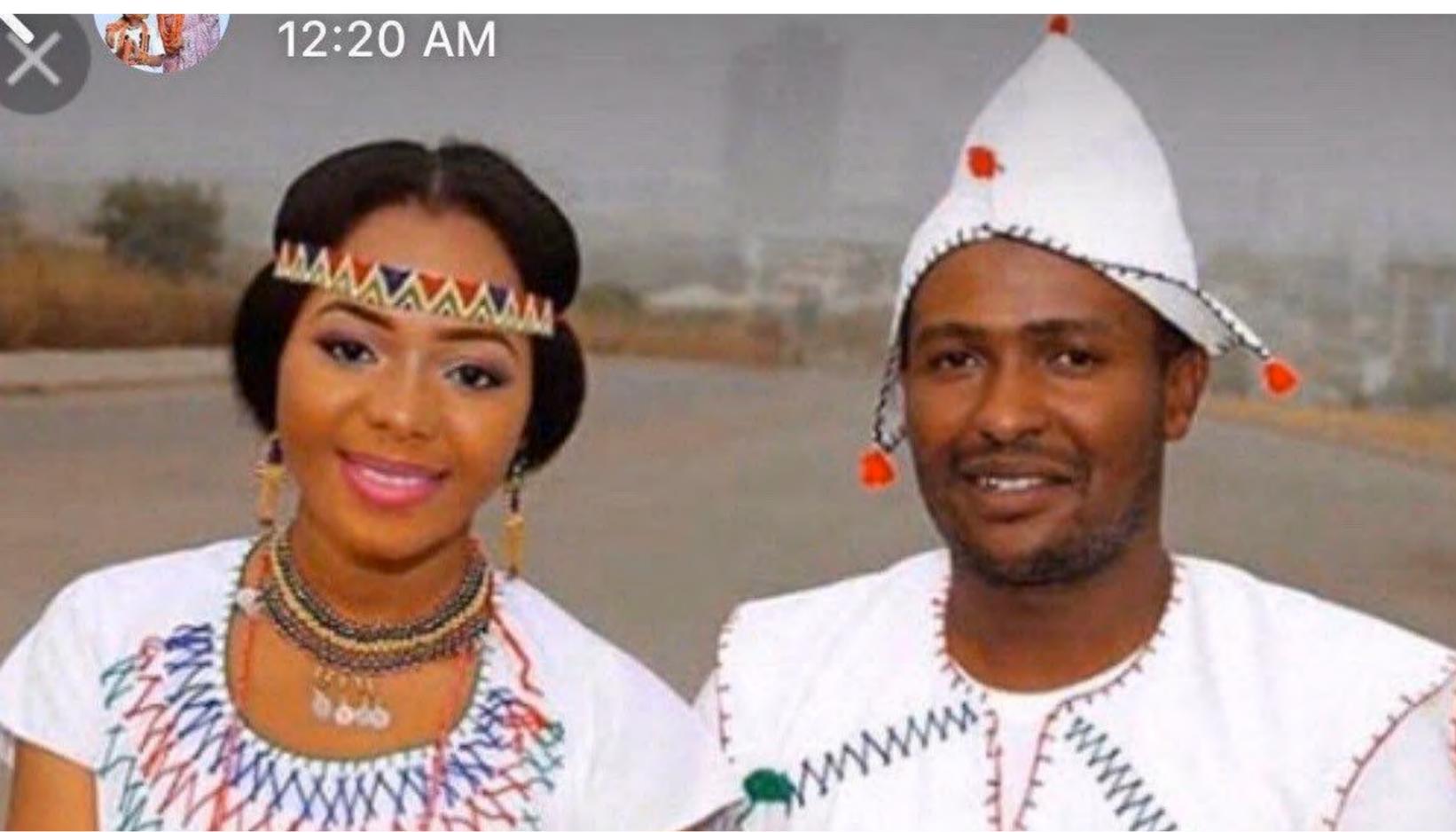


NIGERIA & FASHION...

THE HAUSA TRIBE

The Hausas are originally known for both Agbada, Kaftan and Dashiki with the round hat designed to be bent on one side or the triangle shaped hat that compliments their outfits.





THE THE IMPACT OF COVID-19 ON THE FASHION INDUSTRY

Today, the Nigerian fashion industry has not only put African on the map but has been a great competitive force to reckon globally . However, Covid happened and just like most industries, the fashion industry has had her own fair share of the blow.

Literally, the first thing people tell designers when you ask them to check out an outfit is “Where am I wearing it to?”. This became the new normal for the fashion industry. On so many levels, the pandemic has reshaped the purchasing mentality and decisions of the market.

On the other hand, it has brought out the creativity in most designers too. Many people became designers by learning during the pandemic. But on a broader scale, surviving as a business has been tough especially knowing that the purchasing power of the consumers have reduced drastically.

With the blow of the pandemic, the industry is halfway between a pause and a pivot but I can still say creativity prevailed. Fashion designers spearheaded the creative invention of Ankara nose masks, local overalls and many more using our Made In Nigeria textiles and local materials.

Contributing to the challenge in the industry is the fact that importation and trade were also affected and it was at this realization it dawned on me that we have abandoned our indigenous textiles up to the point where a huge percentage of the designers rely on imported materials to make clothes. This reshaped our Made In Nigeria garment production factory.

Since her establishment, the mantra of our brand is **buy local to grow the Naira**



RULES OF ORIGIN

- 1. Our mandate as a brand is to source locally and export globally hence, we have a policy of sourcing our fabrics from Nigeria.**
- 2. Establishing strategic partnership with manufacturers of Made in Nigeria fabrics such as Ankara, Adire and Asooke etc.**
- 3. Liasing with indigenous textile designers up country who bring our unique designs out from sketch to design. These women are experts in African prints (tye&dye) and they often bring out our uniques designs beautifully.**
- 4. We have a partnership with indigenous weavers of Asooke who are known for their expertise in woven fabrics. Asooke is made from different colors of threads usually in the South Western Part of Nigeria for gele and fila.**
- 5. We source African wax prints from local manufacturers for our designs such as tracksuits, scrubs, uniforms etc.**
- 6. We source our embellishments from India & Dubai**







VALUE ADDITION

OUR MAGIC TOUCH...

Our core mission is to increase the value of indigenous fashion as we do not intend to export fabrics but add value to them by designing(sewing) into beautiful styles, intricately handcrafting embellishments on the designs for different levels of people in the society.

We turn these fabrics into masterpieces!





MEET THE CEO

FABRICS BY KIKI OKEWALE, KIKI OKEWALE READY-TO-WEAR, BLINGBYKO, BK3 GARMENT FACTORY, KIKI OKEWALE BESPOKE DESIGNS, KIKI OKEWALE FOUNDATION & STICHES OF HOPE FOUNDATION.

KIKI OKEWALE

A.K.A QUEEN OF BLINGS

Kiki Okewale is the CEO of Hope by Kiki Okewale fabrics, Kiki Okewale Ready-to-wear, Kiki Okewale Bespoke Designs, BlingByKo jewelries, BK3 Garment factory, St.Kiks superstores amongst other businesses.

Kiki Okewale is not only a versatile business woman but also a personal & business growth coach and public speaker. She is one of the recognized inducted members of Women In Business known as WIMBIZ.

She is also a multiple award leading fashion designer and runway queen whose works are seen on the bodies of several women of class and elegance from A-list celebrities and Nollywood icons, to top women politicians and business leaders.

Kiki Okewale is the only Nigerian fashion designer recognized by the Dubai Royal Gala and Fashion Show as well as the only African fashion designer at the Thailand Silk Festival alongside the likes of Jimmy Choo.

Kiki Okewale is the founder of Kiki Okewale Foundation and Stitches Of Hope Foundation catering to widows, young girls and children by providing food, clothing and empowerment respectively.





HOPE

by Kiki Okewale

Donated by:
IKEJA DG BOLARINWA LIONS CLUB, D404B-2, NIGERIA



Welcome to HOPEBI ESTATE





**SOME OF OUR BRAND
AMBASSADORS**





OUR FASHION SCHOOL

KIKI OKEWALE FASHION SCHOOL @KIKIFASHIONSCHOOL

Our fashion school was established July 10, 2019.

Today, we have over 200 students who will later become fashion designers representing their own brands and we have empowered over 300 women and girls over the years and we hope to do more by doubling this number by the end of 2022.





KO

Kiki Okewale
FASHION SCHOOL





WHAT WE DO...

FASHION FOR SUSTAINABILITY & GROWTH

Our permanent garment production factory is situated at 7, Asenuga Street, in Ikeja the capital of Lagos state in Nigeria.

We produce T.shirts, hospital scrubs, tracksuits, casual wears, swimsuits, jackets, pants , sleep wears etc made from African prints and local textiles and exported globally.





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Yellow sign on the fence

Yellow sign on the fence

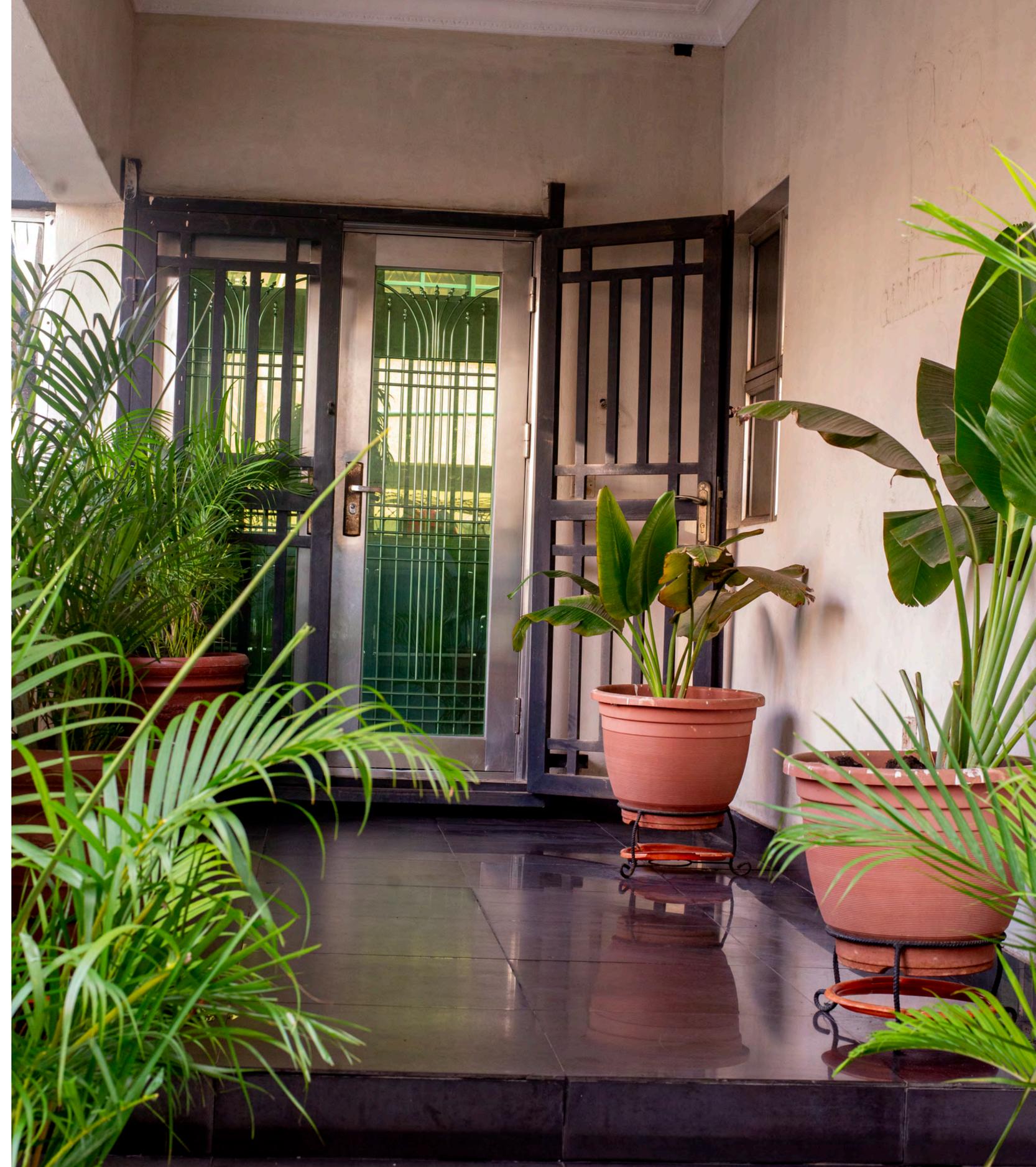
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KO

Kiki Okewal

MENT FACTORY

FASHION SCHOO







“As women, we have to start appreciating our own worth and each other’s worth. Seek out strong women to befriend, to align yourself with, to learn from, to collaborate with, to be inspired by, to support, and enlightened by.” – Madonna

WHAT WE HAVE DONE

KIKI OKEWALE FOUNDATION & STITCHES OF HOPE FOUNDATION

- 1. We have empowered young girls by teaching them how to make handcrafted fashion accessories with African prints.**
- 2. We have empowered widows by funding them to start little businesses of their own after teaching them how to make fashion accessories.**
- 3. We have empowered trained young girls by giving out tools to kickstart their fashion dreams.**









WE CAN DO MORE...

WHAT WE WANT TO ACHIEVE

BY Q2 OF 2022

1. Empower 500 girls with fashion skills by making our fashion school to be affordable or free because when you empower one woman then you are empowering generations
2. Empower 1000 widows with different fashion skills such as design, embellishment, handcrafting, stoning, beading, tye & dye etc, how to make Ankara shoes, Ankara or Adire bags, ankara fashion accessories
3. Activate our "Girls off the street" initiative by training 200 girls, employing them and fund them with startup capital in different fashion skills thereby becoming entrepreneurs and employers of labour
4. Export more indigenous fashion items thereby contributing to local and national economy.
5. Expand our design and fashion school to accommodate more women and girls in order to meet up with demands of the market.
6. Expand our factory to accommodate more sewing, embellishment machines etc to train more women and girls for our skill acquisition program to be able to meet demand of the market
7. Procurement of machines to meet our demand of the market
8. Set up our own tye & dye processing unit factory to empower more women and girls with the skill.



**As a brand, we have grown exponentially online and offline.
We have equally recorded about 200 Million Naira in gross since our establishment.
We currently serve between 200-250 clients per month.**

OUR SOCIAL FOOTPRINTS...

OVER 200K COMBINED SOCIAL MEDIA FOLLOWERS

Website: www.kikiokewale.com

Instagram:

@hopebykikiokewale

@kikiokewale_rtw

@kikiokewale

@BK3garmentfactory

@kikifashionschool

@blingbyko

@kikiokewalefoundation

@stitchesofhopefoundation

Youtube: Kiki Okewale

Facebook:

Hopefashion

BlingByKO



THANK YOU.