

Press release

November 8, 2011 – *for immediate release*

New African Fashion book launch brings out the London stars

- **New wave of African style, fashion and culture celebrated London style**
- **Stars from fashion and music show up to celebrate and support New African Fashion: *Shingai Shoniwa* from the Noisettes, Nigerian AfroBeat star; *2Face Ndibia*, father and son design duo; *Joe and Charlie Casely-Hayford*, renowned fashion blogger and stylist; *Marian Kihogo* and international models *Yasmin Warsame* and *Armando Cabral***
- **New African Fashion London launch donates money to African-based female empowerment organisations; the Flaviana Matata Foundation and Kinabuti**

Last night, Bresi-Ando consults co-hosted Helen Jennings' launch for her debut coffee table book; *New African Fashion* published by Prestel UK. Helen Jennings is one of Europe's pre-eminent fashion journalists as well as the editor of *ARISE*; a magazine that celebrates African fashion, music and culture. Celebrities from the worlds of fashion and music turned up to support Helen on her big night; Shingai Shoniwa from the Noisettes, Nigerian music superstar; 2Face Ndibia, Warner recording artist; Tawiah, stylist and fashion blogger Marian Kihogo, legendary designer and fashion father and son duo; Joe and Charlie Casely-Hayford as well as international models Armando Cabral and Yasmin Warsame.

Helen Jennings, author of *New African Fashion* commented: "I've been overwhelmed by the positive response to *New African Fashion*. This is the first coffee table book to celebrate the talented designers, models and image makers who are shaping fashion's new frontier and putting African style on the map. I'm grateful to everyone who has contributed to the book's success."

Shingai Shoniwa from the Noisettes commented: "It feels beautiful to be part of the African renaissance that's occurring in all areas especially in the arts, music and fashion. Helen's book is a definite sign that we have arrived."

Fresh off his sell-out show at the 2012; 2Face valued the book's arrival by saying: "...Seen a few things that you don't see on the streets or in the stores, you see them now and I say, yeah, it's about time. It's long overdue."

Drinks were provided by premium spirit brand Belvedere Vodka, cupcakes made by Shalizee and entertainment by the irrepressible Ghanaian Hip Life duo; The Fokn Bois.

The buzz around the book has been immense catching the eye of publications like British Vogue and [Vogue.com](#), [Grazia](#), [CNN](#), Dutch L'Officiel, South African Marie Claire, Time Out, US Essence and Dazed and Confused who said "Going beyond clichés; Jennings puts the continent's aesthetic in a new context. Represent".

Simone Bresi-Ando, co-host of the launch commented: "The turn-out to the event was astounding, a true road block of some very influential and well-known people from the worlds of fashion, media and music. It's a great testament to the positive interest in Africa and its multifaceted offerings to the world that do not always get a nurturing platform to be displayed. Well done Helen."

The book gives a brief history of African fashion, beauty and style as well as follows its influence on global trends. It also explores the myriad reasons why African fashion is having its moment in the sun and how designers are looking beyond the clichés of the African aesthetic by embracing both traditional and contemporary fabrics and garments.

New African Fashion is out [now](#) published by Prestel, £19.99.

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Notes to editor:

- www.newafricanfashion.com
- New African Fashion by Helen Jennings, publication date: October 2011, £19.99 flexicover, 240 pages with 335 colour illustrations, 19.5 x 27 cm, ISBN: 978-3-7913-4579-6

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