

Africa's Fashion Creatives; Duro Olowu, Omoyemi Akerele, Uche Okonkwo & Precious Moloji-Motsepe speak at IHTLuxury Conference '12: The Promise Of Africa... in Rome, Italy.

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For the 1st time in 12 Years of the annual International Herald Tribune Conference, the focus is Africa – Fashion, African Fashion and we are loving it.

The International Herald Tribune conferences provide a unique global outlook that inspires your thinking and helps drive your business forward, and for over 10 years, the world's leading fashion designers and luxury brand owners have come together to discuss creative directions and business strategies at the International Herald Tribune's Luxury conference. Convened by Suzy Menkes, our renowned Fashion Editor, the conference has toured the world, reflecting the changing influences and inspirations for the Luxury sector. From New Delhi, via Berlin and London to the 2011 Hot Luxury conference in São Paulo and the 2012 conference to be held in Rome, the event provides an opportunity to hear from the best design talent and focus on new business directions.



(Alber Elbaz of Lanvin & Suzy Menkes, Host of the IHT Luxury Conference)

"What is the **fashion connection between Africa and Italy**, Suzy Menkes, fashion editor of the International Herald Tribune, asks today in an IHT special report, as **the annual Luxury Conference is set to convene in Rome on Thursday**.

Her answer: the skill of human hands.

Italy's craftsmanship is legendary and by far the most powerful in Europe. **In Kenya** women work on traditional embroidery patterns inherited from Masai ancestors or intricate crochet work handed down from mother to daughter, **creating luxury products from designers such as Stella McCartney and Vivienne Westwood**. The gulf between rural, native craft and sophisticated high fashion is narrowing, as consumers look deeper into the meaning of luxury in the 21st century. An African/Italian collaboration — with European know-how harnessed to traditional handwork — could produce an intriguing new take on genuinely global luxury, Ms. Menkes proposes."



The quote above summarizes the essence of this years IHT Conference which will bring together over 500 delegates from 30+ countries to hear from the world's most inspirational fashion designers and luxury business leaders. Key topics to be discussed include the enduring influence of the Mediterranean countries on the luxury and fashion world, and the potential of Africa, both as a producer and, ultimately, consumer of luxury goods.

Notable speakers from Africa include: Founder & Creative Director of Lagos Fashion & Design Week, Omoyemi Akerele, Founder & Executive Director of Luxe CORP, Uche Okonkwo, International Fashion Designer Duro Olowo, Founder & Executive Chairperson of African Fashion International, DR. Precious Moloi-Motsepe:



...as well as notable International Fashion Stakeholders such as Manolo Blahnik himself, Bono; Co-Founder of Edun, Valentino Garavani, Guillaume de Seynes; Managing Director, Hermès International, Donatella Versace, Vivienne Westwood to name a few. See the whole list of Speakers [HERE](#).

The two day event starts tomorrow the 15th of November to the 16th in Rome, Italy. To view the comprehensive two day IHT Luxury agenda, click [here](#).