



Unlocking The Potential of the Creative Industry in Africa: The Future of African Fashion

UNWTO Global Conference on linking tourism, culture
and creative industries: pathways to recovery and inclusive
development. Lagos, Nigeria.

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TEMITOPE TANIMOWO



Temitope Tanimowo is a Nigerian Afrocentric Lifestyle fashion designer who creatively fuses traditional West African fabrics with modern tailoring techniques. She is known for her label, Teda Designs, which she launched in 2010, and is growing into a well established fashion brand showcasing new and unique designs consistently to her satisfied clientele.

Teda Designs was one of the beneficiary of Youwin grant given by the Federal government and has also won a scholarship from British council to study at Lagos Business School.

Temitope came out with 1st Class studying Business Administration at Covenant University, Ota Nigeria. She worked with Zenith Bank and later moved on to KPMG professional Services. After a few years she resigned to pursue her love of fashion.

Contributing to the Sustainable Development Goals 1 (No Poverty) and 8 (Decent work and Economic Growth) by providing internships, trainings and community development projects through the personally owned Teda Designs brand.

A Facilitator for physical trainings in the United States, and Nigeria A Facilitator for virtual trainings in the United States, Canada, UK and Nigeria born out of being held up in another country during the COVID 19 pandemic lockdown and thriving to offer timely solutions

To understand and better improve her craft, she studied Fashion Design with London College of Fashion and learnt the art of Pattern drafting and sewing construction from Nobel Afriq. She also improved herself in Fashion Illustration with Celfafriq.

Today She has her own factory with a growing workforce. She runs classes teaching fashion enthusiasts on how to start and run a successful fashion business, and also teaches how to design their own authentic fashion collection.

Temitope is married with 3 beautiful children.

WELCOME



I am delighted to be chosen to speak at this conference. As the business of fashion is something I hold very dear to heart and I truly believe it has the potential to make a positive change in the economy and lives of individuals as I have seen play out in my life and those around me.

This is one of the reasons I am passionate about sharing my experiences and stories to help ease the path of others in making their own dreams a reality.

My hope is that by the time we are through with this session, we will all emerge with an increased level of awareness, a greater sense of clarity, more focused direction in making the fashion industry in Africa live up to its true potential.

OUTLINE



- Introduction

- Fashion and the Fashion industry

- Fashion industry index and the importance of the industry

- Capacity-building, training and financing mechanisms needed

- International platforms generating business opportunities

- How can African fashion and design be leveraged as key components for branding and promoting tourism destinations of the continent?

- Types of support needed to access to the international markets?

FASHION AND THE FASHION INDUSTRY



Fashion is the avenue for showing one's personality and values to the world

Fashion is best defined simply as the style or styles of clothing and accessories worn at any given time by groups of people. There may appear to be differences between the expensive designer fashions shown on the runways of Paris or New York and the mass-produced sportswear and street styles sold in malls and markets around the world.

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Fashion industry, a multibillion-dollar global enterprise devoted to the business of making and selling clothes and accessories.

However, the fashion industry encompasses the textile, design, manufacturing, distribution, marketing, retailing, advertising, and promotion of all types of apparel (men's, women's, and children's) from the most rarefied and expensive haute couture (literally, "high sewing") and designer fashions to ordinary everyday clothing

FASHION INDUSTRY INDEX AND THE IMPORTANCE OF THE INDUSTRY



The global fashion industry is valued at **\$1.7 trillion** as of 2022.

The fashion industry accounts for **2% of the global Gross Domestic Product (GDP)**.

Out of the global workforce of **3.4 billion** people, approximately **430 million** work in fashion, clothing, and textile production.

This means that about **12.6%** of people working around the globe are contributing to making the world's clothes, shoes and accessories

The fashion market had a growth rate of **5.46% in 2017** and was projected to hit **6.2% by 2020**.

The United States fashion industry is valued at approximately **\$369.39 billion**.

The fashion market in the United States is forecasted to grow by **12.4%** through **2022**.

The job opportunities in this industry are very vast. They range from the people who idealize the pieces, to those who make the production, take care of the distribution, communication and advertising of the brands. There are also fashion journalists and other important agents who contribute to the constitution of the fashion sector as we know it.

WHAT TYPE OF CAPACITY-BUILDING AND TRAINING WOULD BE THE MOST USEFUL FOR UNSKILLED WORKERS IN ORDER TO FACILITATE THEIR EMPLOYMENT IN THE SECTOR WITH POSITIVE IMPACTS ON TOURISM?



- Development of continuous vocational training at grassroots levels by state and local governments as quotas to be met to train the women and youths and also giving tax relief to private organizations that employ them, thereby growing the pool of skilled workers and ensuring growth of the industry
- Training to teach international standard or best practice, it is still underdeveloped and exports are lagging behind, which should be a major source of income for the country, Training offered in machine operation, cutting, quality control
- The LSETF Employability Support Project, is an example of a project that is designed to help tackle the unemployment scourge among the youths by helping them gain requisite knowledge and skill through vocational trainings and subsequently helping them get job placements. It aims to train 10,000 young people to gain skills in 6 sectors namely – Manufacturing, Hospitality, Entertainment, Construction, Health and Garment Making that will help place them in line for immediate employment

WHICH FINANCING MECHANISMS COULD BE ACTIVATED TO EASE ACCESS TO FUNDING BY YOUNG AND WOMEN ENTREPRENEURS IN ORDER TO SUPPORT MSMES CREATION AND GROWTH



- Funding the projects by the government should be taken as an emergency because funds will come out if an emergency does occur, we should not wait till it does.
- Youwin program set up by president Johnathan administration, an innovative business plan competition aimed at job creation by encouraging and supporting aspiring entrepreneurial youth in nigeria to develop and execute business ideas was a great project but was discontinued
- A competition set up by Kenya's Equity Bank – Design Your Destiny – underwent financial training. Upon graduation, they will get access to financing in a KES 100 million seed fund Equity Bank has put in place to strengthen the country's fashion chain
- Designers and small-scale manufactures benefit from loans in Kenya The Meridadi Business credit facility from Equity Bank Kenya offers loans ranging from KES 5,000 to KES 1 million to help designers and smallscale manufacturers tap into opportunities offered by global apparel value chains



- Establishing a 1% deduction from profit after tax of organized private sector to help intentionally fund the growth of the fashion industry, managed by the board and the government will have little or no contribution to allow for continuity and proper management.
- Government should set up special funds to assist the fashion industry. A National fashion trust fund, a special fund set aside for the fashion industry can be adopted by other African countries, a special fund set aside for the fashion industry. Part of functions of National fashion trust fund will include creating avenues for networking with other designers, providing access to soft loans at lower interest rates, training to help scale their businesses, scholarships to learn the business of fashion and other skills needed to enable the industry thrive. inclusion of retired citizens with active wealth of knowledge lying idle to assist young sme with advise
- Setting up local hubs at no cost as against present hubs that are costly and end up being abandoned projects. The purpose of the hub will be setting up the fashion industry on how they scale their businesses, from going to customization to mass production and also training business owners on the export market and how to properly package their product for the U.S and global market, meeting international best practices.
- Increase in tax holiday, Reduction in tax or no tax directly traceable to the absorption of trained unskilled labor pool

HOW CAN THESE INTERNATIONAL PLATFORMS CONTRIBUTE TO GENERATE BUSINESS OPPORTUNITIES FOR THE CONTINENT FOSTERING THE DEVELOPMENT OF AFRICA'S TOURISM INDUSTRY?



- International platforms like the Lagos Fashion and Design Week, and adding an international trade fair like the Canton Trade Fair in China can help further in catalyzing international attention on African fashion industry as well as of creating business opportunities which also involve the tourism sector.
- It enables the global view of what we have to offer in Africa and hopefully brings in foreign investors and retailers to set up in Africa
- By promoting inter-African fashion collaboration, establishing business relationships further building the foundation of a stronger fashion industry. In concrete terms Nigerian fashion designers, for example will be encouraged to meet other African fashion designers at different locations annually maybe with the assistance of the African Development Bank (AfDB) or/and the new African Free Trade Agreement Secretariat in Accra, Ghana (AfCFTA) which was set up to promote inter-African trade.
- By inviting fashion designers from all over Africa at little or no cost to attend such platforms to display their products
- By sponsoring fashion designers to attend international exhibitions outside Africa, to provide them opportunities to display their products and in turn attract interest from international cooperatives
- By encouraging/sponsoring representatives of large co-operations or business associations from outside Africa to attend these international platforms in Africa, these international platforms can also provide relevant information to African designers on profitable markets outside Africa for designers to exploit.

WHICH ROLE CAN THE AFRICAN FASHION INDUSTRY PLAY IN DIVERSIFYING TOURISM PRODUCTS AND CREATING NEW AND INNOVATIVE TOURISM EXPERIENCES?



FASHION TOURISM AND SHOPPING

- Creating a glamourized fashion district for wholesalers from within and outside the country properly marketed as a destination must be there spot, like LA fashion district,
- Establishing an international fashion fair inviting fashion retailers from all over the world to pick and chose from the best of the best fashion designer offerings, example MAGIC Trade fair in USA and in china, China International Fashion Fair
- Fashion tourism has been adopted and promoted in cities such as Antwerp,[2] London,[3] and Tokyo.[4] Fashion is a global industry and many capital cities have press-grabbing trade activity at least twice a year, e.g. London through its London Fashion Week, and this is often the starting point for many DMOs to take fashion seriously as a new anchor for their tourism industry and visitor economy. They are consciously pushing fashion week trade events into the public eye to raise their city's fashionable credentials and encourage visitors to consider travel to their city
- Shopping has become a motive to travel and is now a major tourist activity. Visitors are increasingly choosing shopping as a way to experience local culture through an engagement with local products and local craftspeople, and some destinations provide special tourist shopping activities for tourists to shop for goods.[8] As a niche market segment within shopping tourism, the economic importance of fashion tourism cannot be under-estimated. The recently launched Bicester designer shopping village, an hours train journey out of London is now the third largest shopping destination in the UK after Harrods and Selfridges, and the Bicester train station has signage in Mandarin and Arabic.[5] Individual fashion brands also play a major part in fashion tourism marketing. VisitBritain, the UK's tourism board, recently stated that the luxury clothing brand Burberry has almost played a lone hand in attracting lucrative high-spending Chinese tourists to the UK.

WHAT TYPE OF SUPPORT COULD BE PROVIDED WITH DURABLE ACCESS TO THE INTERNATIONAL MARKETS?

- Government Intervention; REVITALIZATION OF THE TEXTILE AND COTTON INDUSTRY, access to FUNDING, conducive business environment with security, POWER, strong forex good roads and other basic amenities
- Enabling environment for ESTABLISHMENT OF major RETAIL OUTLETS Investor ready by building a network of ancillary hubs to feed the fashion industry
- TRAINING AND RE-TRAINING OF DESIGNERS through the local fashion hubs on ways to go about exports and ensuring global standards in their products
- INSTITUTIONALISING THE ADOPTION OF international standard or best practice, by training unskilled labour at the grassroots with vocational skills
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- The future of African fashion will push for a more robust digital presence as well as education for designers setting up business online, using all tools available at their disposal to create a strong online presence, build confidence in the target audience and learn new skills in digital marketing and sales
- Increasing trade relationships within Africa in sourcing of raw materials, before going overseas to purchase resources, establishing e-retailing options and proving faster, cheaper logistics options for movement of raw materials

FINAL NOTES

To Stakeholders

To unlock the potential of the African fashion industry we need to leverage on the existing and new technologies to match our global competitors
Take conscious action to educate and train the people on the potentials the industry has.

Fashion industry has the potential to employ in mass as it requires different sets skills to produce the garments and fashion accessories we enjoy today.
We have a global playing field, but only we have to go the extra mile to combat the environmental forces we play in

Terms for success for players in the industry:

Redefine the Vision, know the facts of your trade with continuous learning and development, Discipline to enforce and do all that it requires and Consistency , Monitor what you allow into your thoughts- you can't think failure and arrive at success. Guard your thoughts seriously , your words, Your action

**THANK
YOU**

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