



Press Release – Change of Dates
“The Hub of Africa Fashion Week 2012” - Addis Ababa, Ethiopia

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Clairvoyant and In the Bag would like to announce that the Hub of Africa Fashion Week scheduled to take place from December 13th to 17th 2011 at Jupiter International Hotel (Workshops) & Tropical Gardens (Fashion Show), Addis Ababa, Ethiopia has been moved to APRIL 25th to 27th 2012. New venues will be announced at a later date. The change in dates is due to a new collaboration with Origin Africa and ACTIF.

To introduce the new platform as it will appear:

Origin Africa 2012 Ethiopia
Presents

Origin Africa Trade Expo	The Hub of Africa Fashion Week	International Business & Innovation Symposiums
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As stated above, the new platform that has been formed will include a Trade Expo with exhibitors from around the world, symposiums that will be knowledge transfer with leaders in the industry and the Hub of Africa Fashion Week that will allow designers to showcase their lines based on all the above.

For the Fashion Week, we will be giving away three awards to the designers, which are going to be judged by a panel: These awards include participation in a Fashion Week in the US, one in Europe and a Retailers award.

We are looking forward to great collaboration with both Origin Africa and ACTIF and all the designers in building and growing the African Fashion Industry. See you next year April.

Happy Holidays!

Clairvoyant Marketing Agency