

IFFIZI

NA SHAKARA

28

OCTOBER



africa fashion week london

28 ON SATURDAY
OCTOBER
CATWALK SHOW | 7PM



IFFIZI is fashion for bold and fabulous people, made in Nigeria, designed by Sandra Alonge. IFFIZI uses African fabrics and tailoring infused with European style.

IFFIZI is a collection for people who embrace their own identity and want to dress with elegance and a big smile. There is no ideal shape as Big Fashion would have us believe. IFFIZI puts people first, delivering both ready-to-wear and custom-made clothes that fit you and not the other way round. IFFIZI is fashion fusion inspired by the positive impact of globalization, a sustainable and innovative brand with a vision for a just, creative and colorful future based on fair trade.

The name of the brand mixes Nigerian and European culture, referring to the UFFIZI gallery in Florence, Italy and EFIZI - a Yoruba slang, meaning cool, trendy, stylish. The tagline – Na shakara – signifies drop dead gorgeous and is also a reference to one of Fela's songs.



IFFIZI
NA SHAKARA



iffizifashion



iffizi_style

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