



KATUTURA FASHION WEEK 2020 [KFW]

PROJECT DESCRIPTION

Katutura (Otjiherero for The place where people do not want to live) is a township of Windhoek, Khomas Region, Namibia. **Katutura** was created in 1961 following the forced removal of Windhoek's black population from the Old Location, which afterwards was developed into the suburb now known as Hochland Park.

The concept behind Katutura Fashion Week is to dedicate and celebrate all the people in this country that have fought tirelessly and sacrificed their lives for the independence of our country. For the Namibian people that have lost their lives in order for us to have one. It is a dedication to the people that lost their lives during the Genocide, those that lost their lives during Cassinga and those that lost their lives during Ongulumbashe.

It is a dedication to all the people that had to leave their homeland for freedom, the man, women, and children that had to spend their lives growing up in the Refugee camps in exile in other countries. The people that remained and fought for our independence. The men, women and children who experienced apartheid under the colonialist rule, the forceful removal of our people from what was their homes, the UN 435 mandate, and to those who eventually brought independence to this country.

As the independent generation, we are the generation that needs to bear the fruits and realize that dream of making Namibia a better place for everyone, we are the ones who need to keep making sure our voices are heard, YES we are doing good, but we need to do great, so that the blood that watered our freedom is never in vain.

This event is born out of the need to showcase the best of **Namibia's** designers and give Namibians a better appreciation of fashion.

Katutura Fashion Week Is a dedication in so many ways to bringing fashion to the people as well as uniting cultures through fashion and especially embracing our local talented designers from all walks of life in Namibia, to showcase just how much talent the country has, and at the same time identifying potential models across the country to give them a chance to be a part of this experience and thus diversifying fashion avenues.

PROJECT PLAN AND TIMING

As the pandemic of COVID -19 Katutura Fashion week has changed its approach in involving a large number of public in attendance of their event, with this we came up with

- **Runway Event**

Our venue will have a limited number of attendees not exceeding 12 participants this including models, production team, media team, Dj and sound technician. during our show we are to capture the event live on social media to allow the public to see our show from the comfort of their home.

Digital event, accredited fusing culture with fashion and videos as well complementary content that will go live on a presenting schedule the format of physical fashion week.

The venue will be cleaned at all times as per Covid -19 regulations.

- **Designers and Collections**

All designers are required to design eight to five garments incorporating a fashion that promotes mask as a promotion of safety to COVID-19. Every design is to be send to Katutura Fashion Week media platform, website and mobile app for evaluation where the winner is to be selected to be part of the fashion awards 2020 where they stand a chance to win cash value as well as participate in other countries for fashion week.

MODELS

All models to be selected through casting calls limited number 12 only due to covid 19.

On the runway a mix of child model, plus size model, male model and female model.

A meter in between runway walks with all the models required to do so due to covid 19.

Fashion awards to be included in between the 9th – 10th October 2020. All the models to have their mask on located by designers to showcase.

TIME LINE

TIME: 9 Oct at 19:00 – 10 Oct at 23:45 UTC+02

VENUE: Franco-Namibian Cultural Centre

The 2 - day event is scheduled to take place as follows:

- 9th–10th October 2020: Runway Fashion Showcasing at the Franco Namibian Cultural Centre. Local and International Designers
- 9th - 10th October 2020 – KFW Awards and (FNCC).

Hosted by [Katutura Fashion Week](#)

“FUSING CULTURE WITH FASHION”

|| Designers locally & International to showcase|| KFW - FASHION AWARDS || RUNAWAY ||

"LIVE - GLOBAL DIGITAL MEDIA COVERAGE KATUTURA FASHION WEEK 2020!! (KFW) is a local platform with international aspirations that was inspired by a past of segregation, hence the name “Katutura” Fashion Week. A platform that is aimed at uniting the diverse cultures, ethnicities and traditions of Namibia through the art of fashion and bringing global fashion to the people.

DIGITAL TECHNOLOGY – KATUTURA FASHION WEEK, WINDHOEK NAMIBIA

Live stream media coverage gives the public to see what’s in the Namibia fashion, the trends, and latest news on current fashion in the land, cat walk photos and designers.

Digital Fashion is the visual representation of clothing built using computer technologies and models real life in a physical forms of fashion in today’s technology.

3D software - CLO is a 3D fashion design software that builds virtual, true-to life garment visualization with cutting-edge simulation technologies for the fashion industry.

Digital Fashion Week is the only 360 offline and online marketing platform focusing on digital strategies to globalize designers in a digital world of technology. In a landmark collaboration between big tech and modern fashion today — with some tech companies new to fashion entirely — the platform will give members of the public and the trade access to interviews, podcasts,

webinars and digital showrooms. Consumers can buy from existing collections and retailers can order for next season in supporting our local people.

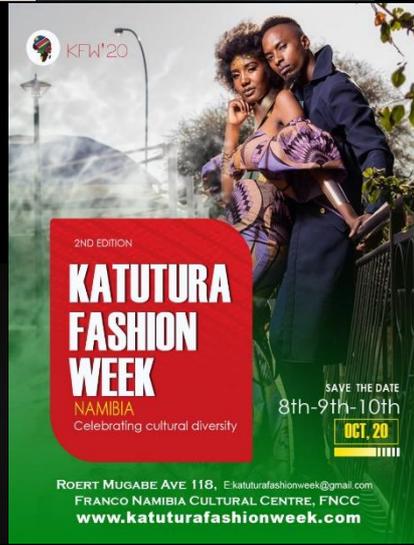
Fashion Digital Marketing; When done correctly, fashion digital marketing gets your brand in front of your ideal audience so they purchase your products & turn into brand ambassadors.

Digital Fashion Weeks and Virtual Shows a rundown of KFW - 2020 during the 2 -day

STEPS ON THE SAFETY AND HYGENE MEASURES PUT IN PLACE FOR COVID-19 for KFW 2020

1. All premises/venues to ensure social distancing of at least one (1) to two (2) meters during events to guarantee social distance directives are enforced; No entry allowed into premises/venues in the absence of persons wearing facemasks.
2. All persons attending or participating in public event to wear masks at the premises/venues during the public event
3. We will make provision for hand washing and sanitization mechanisms at all entries
4. Premises/venues will be clean and disinfected prior to the event, to ensure that the environment is ready and safe for the public, participants and attendees
5. Events will not exceed more than fifty (50) persons at a time, at premises/venues as KFW looks in to hosting at FNCC indoors.
6. Registration of all people gathering will be enforced
7. Venues will have wireless hand-held thermometers at all entry point
8. Venues will have ablution facilities with hand washing basins and soap dispenses
9. Use of gloves will be applied in physical handling of artwork
10. Online virtual or digital solo presentations are encouraged and prioritized when KFW on set on the two 2-day event.
11. Choreographer and establishment management need to ensure the stipulated spacing/distancing and hygiene controls are adhered to during activities when busy practice rehearsal and on the ramp etc.
12. All the designers participating from outside he or she get tested and show proof of covid test result from the doctor when coming to Namibia for KFW.
13. Physical contact should be responsibly applied between two or more dancers if unavoidable.
14. All the models to wear their mask at all times and respect the rules of the covid
15. All the designer international to have their test result when coming to Namibia to participate at KFW 2020.
16. Every attendee is required to wear a mask.
17. Strictly enforced 1-meter social distancing

18. Compulsory hand sanitizer, thermometer and will be at the arrival desk.
19. Registration will be available where by all attendees are required to fill in them information.
20. Should there be any attendees with high temperature we will call the toll free – 0800100100 to make sure the attendees receive medical checkup immediately.



Content that will go live on a present show schedule, emulating the format of a physical fashion.



**Global Digital Media Coverage - KATUTURA
FASHION WEEK - 9th - 10th OCTOBER 2020 |
VENUE: FNCC |**
