

Senegalese



Fashioning a Stronger Future. The COVID-19 pandemic has served as a wake-up call for the Senegalese fashion industry. With limited access to international products during this time, local brands and products bearing the *Made in Senegal* and *Made in Africa* label have become increasingly popular.

style soars

EGSINA



The **EGSINA** collective consists of 13 talented Senegalese designers specialising in women's and men's fashion, leather goods, and jewellery.

West African designers currently have immense opportunities to expand their customer base on a regional level, for example through African trade fairs. However, one of the main hurdles that brands face in expanding regionally is the high cost of travel and exporting to neighbouring markets.

To tackle this issue, **EGSINA** has taken the lead and, with the support of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), is organising fashion trips for designers, enabling them to gain access to new markets.

One of the collective's main activities is fashion tours, where designers travel to neighbouring countries to showcase their collections in pop-up shops and attract new customers.

In 2021, the designers visited five countries, including the Democratic Republic of Congo, Côte d'Ivoire, the United Arab Emirates, Guinea, and Nigeria.

Think locally sell globally

With support of the project **Cultural and Creative Industries**, more fashion tours were organised in 2022, with 22 designers showcasing their products in Nigeria, Côte d'Ivoire, and Guinea.

These tours generated a turnover of over 77 million CFA francs (EUR 116.000) – an increase of 8.4 % compared to the previous year.

In addition to expanding the customer base and increasing sales, the fashion tours enabled designers to discover new African markets and make useful contacts for future participation in regional events.

Some designers had the opportunity to present their collection in high-profile fashion shows such as Lagos Fashion Week, collaborate with other African brands, and market their products in concept stores.

collective

Discovering

That's got style! 73 % Women Participation

EGSINA, which means **I have arrived**, is a **collective of designers** that have joined forces to organise tours promoting local **Senegalese fashion** across multiple countries. Their mission is a powerful one, shining a light on the value of Made in Senegal within Africa, and showcasing the incredible cultural and economic potential of the region.

EGSINA's innovative approach demonstrates how a collective of designers can help develop and promote the national fashion industry. With organisational development support from **GIZ**, to date, **EGSINA** generates enough revenue to self-finance its tours.



new markets

senegalese

fashion



Rosario Dawson purchased **EGSINA** products

Hollywood actress Rosario Dawson (known from The Mandalorian, Wonder Woman, Sin City and many others) attended the pop-up shop in Lagos and purchased **EGSINA** products. And she knows fashion: Besides her accomplished career as an actress, Rosario Dawson also co-founded a fashion label.

for
hollywood



Learnings

Communication: Secure good communication among collective members by defining roles, responsibilities, and communication channels for effective information flow.

Organisational development: Providing organisational development support to collectives can enable them to establish themselves as a robust advocacy body for the sector – and thereby also benefit individual designers.

about the project

The project Cultural and Creative Industries is jointly implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH and the Goethe-Institut on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ).

It improves employment and income opportunities for creative professionals in six partner countries; Lebanon, Jordan, Iraq, Kenya, Senegal, and South Africa and operates mainly in the music, fashion, design and animation sectors. In addition to promoting the development of entrepreneurial, digital, creative and technical skills through training programmes, the project aims to strengthen the framework conditions and the ecosystem of the cultural and creative industries.



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