



**For Immediate Release**

**06 – September – 2018**

**ASFA 2018 NOMINATIONS OPEN UNDER 14 CATERGORIES**

The Abryanz Style & Fashion Awards (ASFAs) is an African fashion award ceremony that acknowledges and celebrates African fashion industry stakeholders. The “**Nomination**” process has officially opened today **September 6, 2018**.

The sixth edition of the ASFAs will be held under the theme, “**Fashion is Power**”. Inspiring a number of sartorial innovations, the theme is poised to spark a new dialogue on the meaning of “**African fashion**”.

In line with the ASFA 2018 theme, ‘**Fashion is Power**’, this year’s show will feature a special category; **Fashion entrepreneur**. This category will honor an individual for their outstanding commercial success in their respectful fashion brand. Focus will be put on their efforts in using fashion as a tool to curb the current unemployment problem amongst the youth. Other honorary categories include the **Lifetime/Fashion Icon Achievement Award** and **The Humanitarian Award for Work in Fashion**.

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This year's nominees, and eventual winners are to be selected and vetted based on their representation of African Fashion through their works, with focus on the manifestation of “**Post-Modernism meets Africanism**”.

The 2018 Abryanz Style and Fashion Awards nominations are officially open to the public. You are free to nominate a fashion personality in the available categories.

**For eligibility, one should be; 18 years and above, African or of dual citizenship.** Foreigners are only eligible if they have been residing or working in Africa for at least two years. The potential nominee should have been active in the fashion industry from the period of August 2017 to August 2018.

### **SEE FULL LIST OF ASFA2018 CATEGORIES**

- Lifetime/Style Fashion Icon Achievement Award
- Humanitarian Award for Work in Fashion
- Fashion Entrepreneur of the Year
- Model of the Year (Uganda & Africa)
- Designer of the Year (Uganda & Africa)
- Fashion Stylist of the Year (Uganda & Africa)
- Hair Stylist of the Year (Uganda & Africa)
- Makeup Artist of the Year (Uganda & Africa)
- Fashion Photographer of the Year (Uganda & Africa)
- Fashion Writer of the year (Uganda & Africa)
- Most Stylish Celebrity (Uganda & Africa)
- Most Stylish Artiste (Uganda & Africa)
- Fashionable Music Video of the Year (Uganda & Africa)
- Fashionista of the Year (Uganda & Africa)

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## **HOW TO NOMINATE:**

### **Via email:**

STEP 1: Give a brief description of yourself or the person you would like to nominate under a specific category.

STEP 2: Attach a portfolio (work) of the nominee

STEP 3: Send email to **[nomination@abryanzstyleandfashionawards.com](mailto:nomination@abryanzstyleandfashionawards.com)**

A confirmation of receipt will be sent for received submissions.

### **Via website:**

STEP 1: Visit **<http://abryanzstyleandfashionawards.com/nominate>**

STEP 2: Fill in the nomination form on the website about yourself or the person you would like to nominate under a specific category.

STEP 3: Attach a portfolio with the nominee's work in the fashion industry.

STEP 4: Submit.

A confirmation of receipt will be sent for received submissions.

For inquires contact: [info@abryanzstyleandfashionawards.com](mailto:info@abryanzstyleandfashionawards.com)

Guidelines on participation can be found on the ASFAs website:

[www.abryanzstyleandfashionawards.com/asfas-2018](http://www.abryanzstyleandfashionawards.com/asfas-2018)

## **ABOUT ASFAs**

The Abryanz Style and Fashion Awards is an African fashion award ceremony that acknowledges and celebrates African fashion industry stakeholders including fashion designers, models, stylists, hair and makeup artists, media personalities, and influencers on the African Continent and beyond. This event is held annually in Uganda since its inaugural ceremony in 2013.

## **CONTACT**

### **Inquires**

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