

The Essence of Creations: a special designer archive sale celebrating the creativity, identity and vision of the new generations of Made in Italy

Milan, 9 December 2025 - Afro Fashion Association, in collaboration with Fondazione Sozzani, presents “The Essence of Creations” from 19 to 21 December, an event for those who love contemporary craftsmanship, authentic and responsible creatives.

For three days, the spaces of Fondazione Sozzani, *in Via Enrico Tazzoli 3*, will host a **curated selection of archival garments and accessories**, special pieces and limited editions from the collections of ten new generation talents, all available for purchase. Visitors will have the opportunity to **meet the designers, listen to their stories and experience up close the processes behind their creations**. From 22 December, the initiative will **continue online** with an international digital showcase that, *throughout the month of December*, will amplify designers' visibility and encourage dialogue between fashion, the market and new creative economies.

Among the talents involved, **Paul Roger Tanonkou**, from Cameroon, with *ZENAM* reinvents African symbols with a contemporary key; **Victor Hart**, Ghanaian-born and Italian-raised, blends African craftsmanship and sartorial minimalism with a refined and cosmopolitan aesthetic; **Akilah Stewart**, a designer and environmental activist originally from Haiti, transform textile and plastic waste into luxury garments through her *FATRA project*. **Tokyo James**, raised in the United Kingdom by Nigerian parents, combines sartorial precision, Afro-global codes and a modern vision of masculinity in his namesake brand; **Papa Oyeyemi**, founder of *Maxivive*, mixes craftsmanship, queer culture and freedom in creations designed for self-expression. **Joy Meribe**, a Nigerian designer based in Italy, brings a determined elegance to the runway, embodying a new idea of “*Italian chic*”; **Shivin Singh**, an Indian who grew up in Dubai, is now based in Florence where, with *Absent Findings*, gives new life to old saris and forgotten fabrics. **Eileen Akbaraly**, from Malagasy, with *Made For A Woman* combines local craftsmanship and sustainable production models, while **Romy Calzado**, a Cuban who grew up in Italy, blends Latin energy and sartorial rigor, bringing her intercultural vision to the runway. Completing the group are the students of **LABA Douala**, the only Academy of Fine Arts in Central Africa, committed to training the new generation of designers and artists. Together, they tell the story of a **rich and multifaceted creative landscape**, where **heritage, experimentation, and sustainability come together** to build a **plural and contemporary Italian scene**.

The initiative promotes a new concept of "experiential shopping", encouraging conscious choices: choosing a gift means supporting more sustainable production models, fueling new creative economies and investing in visions capable of shaping the future of Made in Italy. The collaboration with Fondazione Sozzani reinforces this approach, creating a concrete connection between creativity and responsibility and generating a real impact on the present and future of the fashion industry.



«*The Essence of Creations was created to give space to what truly drives fashion: ideas that anticipate the future and hands capable of turning it into reality. At a time when the market demands authenticity, quality and vision, this moment invites the public to invest in talents who are redefining Italian creative excellence, with intelligence, sustainability and courage.*» — **Michelle Francine Ngonmo, Founder & CEO, Afro Fashion Association.**

«*The Essence of Creations was created to give space to talent: the one that imagines, builds, takes risks and steps forward. It is an invitation to look to the new generation, to recognize the strength of know-how and to reaffirm the value of an ethical and social responsibility in shaping the sector's future. This event becomes an opportunity to get closer to those who, with creativity, sustainability and courage, are redefining the boundaries of Italian excellence.*» — **Sara Sozzani Maino, Fondazione Sozzani Creative Director.**

On Saturday, **December 20, from 3:00 PM to 5:00 PM**, you can take part in “**Drape the Traditional Indian Sari**,” a workshop curated by **Shivin Singh** dedicated to the art of the sari, the traditional Indian drape that is shaped around the body without seams or fastenings. The designer will demonstrate the main draping techniques and their regional variations, exploring the cultural significance of this practice and the role it plays in his creative work. This is a unique opportunity to engage with **Absent Findings**’ method, observe the fabric manipulation process up close, and understand how tradition and contemporary practice can authentically interact. Registration for the workshop is available via **Eventbrite** at the following link: [Sari Draping Workshop](#)

"The Essence of Creations" invites us to rethink creativity as a force capable of intertwining culture and responsibility. It is a unique opportunity to discover innovative perspectives, support emerging talents and take home a piece that reflects a more authentic, responsible and future-oriented idea of luxury, while enhancing Made in Italy and the new visions of contemporary design.

THE ESSENCE OF CREATIONS

From 19 to 21 December, 11.00 am – 7.00 pm
At Fondazione Sozzani, via Enrico Tazzoli 3

About AFRO FASHION ASSOCIATION

Afro Fashion Association is a non-profit organization founded in 2015, active between Italy and sub-Saharan Africa. Led by volunteers, it promotes fashion, art and culture as tools for intercultural exchange, empowerment and sustainable economic development. Its mission is to nurture emerging African and BIPOC creatives through an international platform, create market opportunities for Black and ethnic minority entrepreneurs, and promote an African identity based on creativity, innovation and cultural richness. The association works to strengthen local capacities in the arts and culture sector, supporting women's empowerment and offering training and professional opportunities to students and emerging talents. In addition, it engages in advocacy for diversity, equity, and inclusion in the workplace, using art as a driver of social and economic growth.

About FONDAZIONE SOZZANI

Fondazione Sozzani was established in 2016 by Carla Sozzani and is dedicated to the promotion of culture through photography, fashion, the fine arts, and applied arts. The Foundation has assumed the patronage of Galleria Carla Sozzani and continues all relevant public functions that the Gallery has supported since 1990. Sara Sozzani Maino curates and coordinates projects dedicated to education, responsibility and the next generation of creatives.



afrofashionassociation@negrifirman.com

Federica Burzio
Communications Director
f.burzio@negrifirman.com

Agnese Battolla
Communications Specialist
a.battolla@negrifirman.com