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British Council launches skills and networking programme to boost fashion industry

NAIROBI FEBRUARY, 2023: The British Council is working with local fashion designers to boost the growth of a sustainable creative industry through a programme aimed at developing their skills, knowledge and global networks.

The programme dubbed Creative DNA is supporting designers through the development of business and creative skills focusing primarily on promoting alternative and innovative approaches to the global fashion system.

The Creative DNA 3.0 programme will offer business incubation support to 20 Kenyan based early-stage fashion and accessory enterprises. Created to provide business skill development, strengthen networks in Kenya and in the UK and offer action-based learning through digital coaching sessions, co-created online campaigns, and market opportunities.

This programme builds on the success of 2020 and 2022's Creative DNA 1.0 and 2.0 programmes. The participants of these programmes become integral parts of the creative economies and networks in Kenya. It encourages designers to consider their cultural heritage, local traditions and crafts skills, personal identity and how these are represented in their design and communicated globally.

The British Council's Head of Arts, Kenya and East Africa, Sandra Chege says, "Fashion is one of the pillars of the British Council's mission to create a friendly knowledge and understanding between the people of the UK and the wider world. The British Council, working with their international network of international offices makes a positive contribution to the countries they work with through changing lives by creating opportunities, building connections and engendering trust."

Through strategic partnerships in Kenya and the UK, the programme has been exploring three areas of work namely; research & insight, policy and advocacy and business support.

The business support area of work is a six-week Bootcamp for 20 fashion businesses run in partnership with Project manager Silvia Tonui; veteran fashion designer and teacher Ann McCreath and Fashion Scout UK. The Bootcamp will support all 20 entrepreneurs' ambitions to grow their businesses by tackling growth-stage challenges such as attracting the right customers, scaling to new markets, finding partners, and securing investment.

The CDNA program will make available 10 seed grants valued at Ksh 3,000,000 to increase the ability of all participants to innovate and chart a new path for their businesses.

British Council Kenya Arts programme supports the creation of new art and fosters partnerships between the creative sectors of the UK and East Africa. This project is committed to working with creatives and their communities to promote innovation and creativity, whilst promoting equality, diversity, and inclusion.

The designers are: [Akiba Studios](#); [Molivian](#); [Matia Kenya](#); [Aert Fashion](#); [Vaa Ke](#); [Oye](#); [Amagove Mugere](#); [Mago Got You](#); [Uncommon Rebel](#); [Tribal Trends](#); [The Label Saba](#); [Tausi Conde](#); [Bonkerz Nrb](#); [Mrembo Africa](#); [Theresia Kyallo](#); [Alegohono](#); [True Denim Collection](#); [African Yuva Solutions](#); [Hisi Studio](#); [The Bold Latte](#)

Notes to Editors:

About the British Council

The British Council is the UK's international organisation for cultural relations and educational opportunities. We support peace and prosperity by building connections, understanding, and trust between people in the UK and countries worldwide. We work directly with individuals to help them gain the skills, confidence, and connections to transform their lives and shape a better world in partnership with the UK. We support them to build networks and explore creative ideas, to learn English, to get a high-quality education and to gain internationally recognized qualifications.

We work with people in over 200 countries and territories and are on the ground in more than 100 countries. In 2021–22 we reached 650 million people.

Founded in 1934, we are a UK charity governed by the Royal Charter and a UK public body.

www.britishcouncil.org

For more information on the British Council's Arts Culture Exchange Programme, please visit their [website](#).

Have a look through the resources below

<https://www.britishcouncil.org/east-africa-arts/research-landing>

References and resources:

<https://www.britishcouncil.org/east-africa-arts/creativeDNA>

<http://creativdna-kenya.com/>

https://www.instagram.com/akiba_studios/?hl=en
<https://molivian.com/>
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<https://www.instagram.com/mremboafrika/?hl=en>

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