



MTC Windhoek Fashion Week

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REGIONAL HUB:	Southern Africa
CULTURAL SECTOR(S):	Fashion, design, audiovisual
BENEFICIARY (IES):	Windhoek Fashion Week CC
COUNTRIES COVERED BY THE ACTION:	Namibia
PROJECT DURATION:	08/2022- 08/2023 (12 months)
BUDGET:	EUR 100 000 – EU FUNDING: EUR 100 000 (100 %)
WEBSITE:	www.whkfashionweek.com

The aim of the ‘**MTC Windhoek Fashion Week**’ project is to encourage and improve the skills of local designers and to promote products made in Namibia in a sustainable way, with the emphasis on fashion.

To this end, 8 skills transfer workshops, pop-up shops, and 16 quality master classes were organized throughout the country. Experienced sound engineers, music producers and musicians were invited to share their expertise with other Namibians. The music and sounds created were played at the pop-up shops as well as on the main stage at MTC Windhoek’s annual Fashion Week.

In this way, the information and skills acquired were shared by the participants within their ecosystems.

In addition, 8 designers from Botswana, Angola, and South Africa created the music and sound for the fashion show in partnership with the musicians and producers. At the same time, 14 teenagers aged 18, accompanied by musicians and sound engineers, produced the soundtrack to cover the 2D animated short film.

Finally, this content attracted audiences through widespread distribution on social networks and digital media, helping to increase visibility, exchanges, and access to key markets.

