



**LAGOS
FASHION
& DESIGN
WEEK 2011**

PRESS RELEASE 2011





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Style House Files (SHF) is an essential industry online resource that aims to bring fashion, style and beauty from an African perspective to a global outreach. Based in the heart and soul of Africa's booming fashion industry, and with contributors situated internationally- SHF remains at the pulse of global fashion, whilst staying in tune with all that pertains to African fashion.

SHF primarily targets the cosmopolitan reader and offers signature interviews with creative's, relevant trend reports and a platform where the audience can learn about projects that focus on the growth and development of fashion in Africa, as well as the diaspora. SHF also provides a forum where people can voice true opinions on fashion's hottest debates. SHF prides itself on discovering and promoting emerging creative's, as well as supporting and establishing initiatives in support of projects that focus on the growth and development of fashion in Africa such as the 'Buy Nigerian' campaign.

To continue to bring African fashion to a global audience, whilst promoting itself as a credible fashion vehicle, SHF has collaborated with reputable international fashion brands such as Arise magazine, for the first ever Arise Magazine Fashion Week which took place in March 2011 in Lagos, Nigeria. The landmark event brought together 50 designers from Africa and the diaspora and featured shows and seminars as well as concerts by Estelle, Tinie Tempah and D'Banj.

SHF has also managed to have the following reputable fashion insiders contribute to articles on the site like Duro Olowu (international fashion designer), Marian Kihogo (British beauty and fashion blogger, recently featured on Vogue.it) and Michael Salac (founder of Blow PR)

Founded in March 2010 by Omoyemi Akerele, Fashion Consultant and a pioneer who has contributed significantly to the growth of the Nigerian fashion industry, SHF has gained a significant global readership that includes the United Kingdom, United States, France, Germany, Canada, South Africa and Nigeria. It also averages 140,000 page views a month and has 25,000 absolute unique visitors. It also attracts a 70:30 female/male audience.

SHF correspondents – London based fashion writer and PR correspondent Biki John, Zara Okpara - Lagos based PR consultant and fashion stylist; and stylists Bolaji Animashaun and Oyinkan Momoh with Isabella Akinseye, our Features Correspondent, all lend different voices to the website, thus making it an essential fashion resource for all.

For daily updates and to continue to build a global community, SHF readers can follow us on our Facebook and Twitter group.

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