



Press Statement

For Immediate Release

ANNOUNCING UYO FASHION WEEK 2024

Uyo, Nigeria is set to play host to the Nigerian Fashion and lifestyle community, as the biggest fashion converge in southern Nigeria – the Uyo Fashion Week returns for a third season this September. Having held two previous seasons in 2022 and 2023, our 3rd outing promises to be bigger and better!

Uyo Fashion Week 2024 will be a dynamic showcase of the best of fashion, lifestyle, innovation, talent and cultural heritage, perfectly aligning with our tagline – “Creativity, Commercialization, and Scale”. This year’s event is particularly significant, as it has the endorsement and support of the Akwa Ibom State Government, and has been scheduled to hold in the Season of the State’s 37th Anniversary celebrations.

The UFW24 will showcase all the paraphernalia of a pristine fashion festival, comprising masterclasses and workshops, designed to contribute to the knowledge economy of our host state and region, a mini-retail mart for fashion items and accessories as well as our premium runway shows, which will include two shows named “**Ayaya**” and “**Asiaan**”, and one runway show committed to discovering up and coming designers - “**ARISE Runway show**” named after the Akwa Ibom State’s development plan – **The Arise Agenda**.

A detailed breakdown of the timeline of activities at the UFW24 are as follow:

Friday, 20th September, 2024

9am – 1pm: Masterclasses/Workshops
4pm: Opening Ceremony, Keynote Address
5pm – 6.30pm: Arise Runway Show

Saturday, 21st September, 2024

9am – 1pm: Masterclasses/Workshop
4pm: Ayaya Runway Show
6pm: Asiaan Runway show



Suite F13 Tropicana Mall, Udo Udoma Street, Uyo, Akwa Ibom State

🌐 WWW.uyofashionweek.com ✉ info@uyofashionweek.com 📧 uyofashionweekhq@gmail.com

📍 [uyofashionweekhq](#) 🌐 [uyofashionweekhq](#)

☎ +234 805 254 5454 +234 913 254 5454



The UFW24 is expected to attract the fashion and lifestyle community from across the country, and will be hosted at the **Ibom Hall, Uyo** to accommodate the anticipated surge in attendance. Masterclasses and workshops will however be hosted at the **Nelson Mandela hall of Wattbridge hotel, Uyo**, just across the road from Ibom hall.

The UFW24 will play host to top-notch celebrities and icons of the entertainment industry, such as Nollywood actors – Nancy Isime, Richard Mofe-Damijo (RMD), Ini Edo, Eve Esin, Ebenezer Eno, as well as Emmanuel Umoh of the Big Brother Naija fame.

Speakers at the masterclasses and workshops will include Mr Udeme Ufot of SO&U, Farouk Khailan, Dare Lawal, Fal Funmi Ladipo, Joy Aggrey, Annie Essienette, Clemas Efanga, Enoabasi Emah, and Joseph Edgar.

All UFW24 events are free to attend, open to fashion aficionados, the creative community, budding designers and models, as well as members of the general public.

Courage Mbon

Head, Communications and Public Relations,

UFW24

27th August, 2024



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