



Designer

Safiya Mugengana

Rwanda, London & New York

Safiya Mugengana is a sustainable fashion designer based in Rwanda, NYC and England. Her work is a commentary on black identity and global systems of control. She seeks to examine constructions of black identity then reclaim and redefine these narratives. Her work is rooted in community and natural processes of the earth.

My work for this show will explore our evolving identities surrounding the collective trauma of the Rwandan people in the aftermath of the 1994 genocide against the Tutsi. The blood of over a million people is still present in the soil, rivers and memories. Despite our progress in reconciliation and in building a developed society rooted in tradition, I want to imagine further a Rwandan identity free of inherited colonial and social rules. Where our peace is not rooted in fear but in community and expression.

Through distressing, I represent our wounds, which then become embellished through beading. Beading is a community process of collective care and understanding. Its placement within the wounds

urges us to express, not only through joy but also through our pain.

I want to highlight Rwandan women, bring back our freedom within our bodies, and envision a Rwanda where we don't hide and look down because of our pain, but create from it together.



Designer

NATASHA RUBADIRI

Brand: NATWE Bespoke | Bold Uganda

Natasha is a seasoned designer with over 20 years of experience, based in Kampala, Uganda. With a rich, continent-spanning background that shapes her unique perspective, she brings a distinctive approach to her work.

Raised in a nomadic family and exposed to diverse cultures across many countries, Natasha's perspective is deeply influenced by a global tapestry of styles and ways of living. Her creative journey was further ignited by her father, the celebrated poet, writer, and former Malawi Ambassador to the UN, Professor David Rubadiri.

This unique heritage fosters Natasha's openness to diverse design expressions, evident in her work.

With her venture, NATWE (Kinyarwanda for "Would you like to join us?"), Natasha extends her design philosophy to fashion, exploring the intersection of interiors and bespoke garments.

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Designer

Rabi Kudomor

Brand: Morhands Couture Ghana

Morhands is a Ghanaian streetwear brand that celebrates the hands behind fashion: the makers, artisans, and upcyclers who bring each piece to life. Founded by Rabi Kudomor, the brand transforms secondhand materials using patchwork, embroidery, and upcycled leather to create distinctive pieces. With a growing presence in Ghana, including retailers in Tamale and the Volta Region, the brand honors the skill, resilience, and culture of the people who make fashion possible. By celebrating the artisans and makers who bring each piece to life, Morhands champions a holistic approach to fashion

that values human well-being, mental health, and ecological balance equally.



Designer
Samuel Gyasi

Brand :Master Hanga -Ghana

Master Hanga is a contemporary Ghanaian fashion house redefining the intersection of West African cultural heritage, circular sustainability, and emotional well-being. Founded and directed by designer Samuel Gyasi, the brand operates as a creative sanctuary—using fashion as a medium to promote mental wellness, self-expression, and personal healing. Rooted in a commitment to radical upcycling, Master Hanga breathes new life into discarded textiles, transforming reclaimed leather, vintage denims, and salvaged fabrics into high-concept statement garments. Every piece is an exploration of intentional creation, blending artisanal techniques such as fluid hand-painted motifs, custom batik, visible stitching, and leather patchwork.



Designer

Name :Diana Merlusca (Moldova)

Brand :IA HUB UK CIC

Diana Merlusca's story begins with something that was missing.

Growing up with roots in Bessarabia, she belonged to a culture rich in embroidery, traditional dress, and symbols passed from one generation to another. Yet, like many families from Bessarabia, she did not inherit a chest filled with the embroidered blouses of her grandmothers.

Much of that heritage had disappeared.

But its memory had not. Years later, Diana began searching for that missing thread. She looked through old photographs, museum collections, and documented patterns, trying to understand the garments that women before her had once made and worn. And slowly, with a needle in her hand, she began to recreate what history had taken away.

What began as a search for heritage gradually became something much more personal. Diana discovered in hand embroidery a rare kind of stillness. Around a sewing table, women who might otherwise never have met begin to talk. Stories are exchanged. Friendships grow

This became an important part of the vision behind IA HUB UK CIC: not only to preserve Romanian and Bessarabian textile heritage, but to use it to bring people together.

She sees sewing as a gentle space for wellbeing, connection, and community, a place where the hands are busy, the mind can become quieter, and people can feel less alone.



Designer

Eutalia Leonte

Brand: RO KENT CIC

Eutalia Leonte is the Founder and Director of RO KENT CIC, an organisation dedicated to celebrating Romanian culture, heritage and traditions while strengthening community connection and wellbeing.

She has a particular passion for Romanian traditional clothing and folk art, promoting exhibitions and creative activities where people can discover, view and learn about authentic Romanian costumes, embroidery, patterns and their cultural meanings.

Through RO KENT CIC, Eutalia also explores the important connection between cultural heritage and mental wellbeing. Making, embroidering, displaying and appreciating traditional clothing can provide opportunities for creativity, mindfulness and social connection, while helping people reconnect with their roots, identity and sense of belonging. Her vision is to use Romanian traditions not only to preserve our cultural heritage for future generations, but also to bring people together, reduce isolation and create meaningful spaces for

conversation, creativity ,emotional and mental wellbeing.



Designer

Ana Istodoresco

Brand: NITA SAO

Milliner and fashion designer for the past 12 years, Ana Istodorescu is the creative engine behind the brand NITA SAO.

Her work spans fashion, headwear design and sculptural objects, with a focus on expressive, statement-driven pieces.

Ana is a strong advocate for the importance of mental health and believes in creating space for open conversations around mental well-being.

Drawing inspiration from her personal journey with mental health, she created a capsule collection of hats entitled Busy Minds, exploring the thoughts, emotions, and experiences that shape our inner worlds. The collection will be showcased for the first time at the Unmasking Mental Wellness event, where it will contribute to a broader conversation about mental health and the importance of removing the stigma surrounding it.



Designer

Tetteh Plahar

Brand: Tetteh Plahar Designs London/ Ghana

Tetteh Plahar is an elite fashion designer with a repertoire of different talents when it comes to designing and tailoring the perfect outfit for the right occasion. With an open minded perspective about diverse personalities and clothing, Tetteh Plahar has a unique approach to designing outfits for all sexes befitting their respective personalities and occasion.

Tetteh Plahar's designs combine a range of fabrics from different parts of the fashion world with an African twist for effect. Wax prints with elements of luxury gold and splashes of metallic colours to infuse regal glamour.

He takes great pride in his heritage and background and thus creates outfits that mostly reflect his heritage. Most of his collections are embellished with hand-made embroidery crafted in shapes of the traditional Ghanaian Adinkra symbols.



Designer

Aina - Nigeria -Olori Art Foundation Brand: Adire Patterns

Adire Patterns is a Nigerian fashion brand that blends traditional textiles with contemporary

design. Rooted in the rich heritage of Adire, each collection transforms hand-dyed, one-of-a-kind fabrics into modern, expressive pieces that celebrate individuality, culture and craftsmanship.

How we support mental health...

Every Adire Patterns piece is individually hand-produced, meaning no two pieces are ever exactly alike. The garments celebrate individuality while honouring the traditional Nigerian art of Adire.

For us, the process is just as important as the finished piece. Adire is a slow, tactile and immersive practice that encourages focus, creativity and self-expression. The process can be therapeutic, helping to build confidence, resilience and a sense of wellbeing.

This philosophy extends beyond our fashion.

Through the Olori Art Foundation, we support young girls and women, particularly those from underserved communities, to learn textile design and creative skills. We believe access to creativity can provide a powerful pathway to self-expression, empowerment and mental wellbeing.



Chief Designer

Adebayo Jones FRSA

CREATIVE DIRECTOR @ ADEBAYOJONES
&TV SHOW HOST/ COLUMNIST

Adebayo Jones the chief designer studied fashion at the Central School of fashion in London and spent several years working with high profile British designers such as Katherine Hamnett, in London, before branching out to establish the brand of expertly made, functional and versatile collection line.

His fascination with couture soon heralded his rise to prominence as a leading couturier in the UK and beyond where his stunningly handcrafted garments have never failed to impress fashion watchers, the fashion industry and the public. Adebayo Jones has built a brand name that is synonymous with exquisite fashion and has a reputation of being a respected and recognizable designer at the forefront of women and men's fashion.

Adebayo Jones is also an accomplished style consultant and Style fashion TV Host who has

continued to attract an international following for his fashion label over the last two decades.

Specialties: The designer is highly skilled in garment design, pattern cutting, garment manufacturing, in couture and commercial methods, and has undertaken adequate training in fashion design, personal coaching, marketing and brand development courses.



Designer

Tatiana Teixeira
Brand: AfroWema

AfroWema is a Kenyan sustainable fashion house founded in 2023 by Portuguese biologist and creative director Tatiana Teixeira. Rooted in African heritage and craftsmanship, AfroWema creates distinctive, high-end pieces through upcycling, dead-stock fabrics and reclaimed materials, working closely with local artisans.

Beyond fashion, AfroWema promotes a more conscious relationship with what we wear—celebrating creativity, self-expression, cultural identity and wellbeing while challenging waste and overconsumption. Its motto, Fashion Reclaimed, reflects a vision of fashion as a force for beauty, purpose and positive change.



Designer

Elizabeth (Lizz) Nsarkoh
Brand: L&D Panache

L&D Panache is a modern fashion concern focused on creating designs that combine style, functionality, and ethical responsibility. The company is committed to developing apparel that aligns with the principles of innovation, inclusivity, and sustainability.

Our designs are crafted to highlight emotional states, recovery journeys, and self-expression as we recognise that fashion has a psychological impact on one's body and can be a tool for healing and empowerment.

We strive to produce pieces that enhance your body image, to reclaim confidence and build self-worth.



Designer

Moira Louise Owusu

Brand: Moira Owusu Atelier Fashion



Designer

Larissa Kotsiuba

Brand: Kolo Magic Jewellery