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A Designer from Africa draws Inspiration from Traditional Fabrics

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Words by Lindsey Moore

Tradition and culture are taken to a whole new level by Bubu Ogisi. As a result of her visit to various traditional African villages, she learned artistry skills and new techniques for making clothes.



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As a designer, Bubu Ogisi is creating fashion history with her new approach to designing her collections. The designer gained a deeper understanding of African textiles and skills during her travels across her continent of origin. Based between Lagos, Nairobi, and Accra, Her close-knit team of artisans has helped her create a brand that breaks many stereotypes associated with African brands. It is their intention



@IAMISIGO

IAMISIGO aims to convey the colorful and complex past, present, and future of African civilization through fashion rather than appeal to western consumers. While growing up in Ghana Bubu Ogisi always had a love for fashion and clothes. Due to the differences in aesthetics, body shapes, fabrics, and styling between Ghana and her native country, Ogisi realized she could use her lifelong interest in clothing to showcase Africa's diversity. She is by no means the first designer to adopt a pro-Africa outlook, but she has been committed to applying it to every aspect of her label.



Every look produced in this line was specifically designed to represent the unique culture of Africa and for future fashion designers' inspiration. A designer and wearer alike consider each piece of this collection to be a work of art.

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