Press release

MTINDO.
STYLE MOVERS REBRANDING AFRICA
Photography Daniele Tamagni
Preface Waridi Schrobsdorff

A compelling look at the progress of fashion in Kenya

Africa is rising. In **Mtindo. Style Movers Rebranding Africa**, award-winning photographer Daniele Tamagni captures the new generation of young minds who are defining the creative landscape of the continent — the so-called "style movers".

The word *Mtindo* has a dual meaning in Swahili, signifying both "style" and "movement". With this photographic project, Daniele Tamagni gives expression to the style movement known as "Rebranding Africa", introducing the world to the musicians, artists, filmmakers, and other creators who are making his native Kenya—and the entire continent—a powerhouse in the arts and fashion.

A vast array of young talent is currently constructing the future of Africa —which in fact is already present in local scenes that pulse with a remarkable vibe. African bloggers, designers and photographers are re-defining the image of their own trend.

This African trend is an inspiration to the world, influencing international fashion designers and attracting the interest of new markets. The arts, music and fashion have assumed a leading role in African cities, many of which have become regional hubs for local and international artists.

Thanks to his unique talents in fashion and documentary photography, Daniele Tamagni tells this story with an extraordinarily powerful touch.

Author

Daniele Tamagni is a freelance fashion and documentary photographer.

Born in Kenya, **Waridi Schrobsdorff** has built a thriving career in international fashion.

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