

9TH EDITION



24th to 29th
November

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2026



Forward Patron of SFWK

Mrs. Veronique Solange Herminie
First Lady
of the Republic of Seychelles

Fashion for me is so much more than just an outfit or a pair of shoes. It is an outlet for creativity. It is passion with a purpose. It is a medium for designers to express their uniqueness and personality through each piece of fabric, each style and each accessory.

I accepted with grace to be the Patron of Seychelles Fashion Week not because I personally enjoy chasing the fashion trends but because I see it as an opportunity for entrepreneurship for those blessed with artistic and creative talents. I also see it as an opportunity to promote Seychelles to a much wider audience.

Coco Chanel once said and I quote, "everyday is a fashion show and the world is your runway."

Seychelles Fashion Week is an ideal platform for our local designers to pitch themselves against their international counterparts, and be part of a network of passionate individuals learning from each other's successes and mistakes to find their niche in an industry that is continuously evolving. It is more than a show, more than just a runway!

For those confident enough to promote themselves as aspiring models, it should empower and inspire further talent. Beauty is not always about the face and body, but rather the personality and confidence shining through whatever one has been blessed with. This is what guarantees success.

The Seychelles Fashion Week has the potential to grow into a major event for Seychelles, creating opportunities for all industries connected to fashion - clothes, bags, shoes, jewelry, hair, make-up, undergarments, beach wear and all other related accessories or services.

As Seychelles Fashion Week approaches its 10th anniversary (in 2027), I therefore encourage more people involved or interested in the industry or even the promotion of Seychelles to come forward.

Together we can make this national event a huge success.



**Forward CEO
SFWK**

Mr. Tery Carola

It is with immense pride and great anticipation that I present the 2026 edition of Seychelles Fashion Week, a platform that continues to celebrate creativity, innovation, and cultural expression within our beautiful island nation of Seychelles.

Since its inception, Seychelles Fashion Week has evolved into more than just a fashion event—it has become a catalyst for opportunity, empowering our youth, strengthening our creative industries, and positioning Seychelles as an emerging hub for fashion, art, and culture within the region and beyond. Our mission remains steadfast: to nurture local talent, create international exposure for our designers and models, and foster meaningful collaborations that contribute to the sustainable development of our creative economy.

The 2026 project reflects our continued commitment to excellence, inclusivity, and innovation. Through strategic partnerships with government institutions, private sector stakeholders, international collaborators, and the unwavering support of our community, we aim to deliver an experience that not only showcases fashion but also inspires entrepreneurship, education, and cultural pride.

Fashion is a universal language. It tells the story of who we are—our heritage, our aspirations, and our identity. Seychelles Fashion Week serves as a bridge between tradition and modernity, connecting our local creative talents to the global stage while preserving the essence of our unique island culture.

I extend my sincere gratitude to all our partners, sponsors, designers, models, and supporters who share our vision. Your continued belief in this platform makes it possible for us to empower the next generation and contribute meaningfully to the creative and economic future of Seychelles.

Together, we are not only shaping fashion—we are shaping futures

CONCEPT

The 9th edition of Seychelles Fashion Week®, (SFW®) will be held from the 24th to 29th November 2026.

SFW® is an exclusive 'reveal' event; a unique fashion programme which brings together the Islands' principal designers and major fashion brands. Together they will showcase a 'sassy new recipe' at the core of a truly unconventional Fashion Week in Seychelles – a perfect way to celebrate our 8th Anniversary.

SFW® celebrates the Seychelles Fashion industry, a professional environment where local and international designers, professional, semi-pro and amateur, come together. This synergy sees new generation aspiring designers converge on the runway with their celebrated international peers in order to present collections which are as diverse as those who conceptualised and created them.

SFW® simultaneously serves as a key platform for Seychellois models, and once again both aspiring and experienced presenters collaborate. Our fashion week encourages and supports the growth of the modelling fraternity in Seychelles, with the option for such talent to be recognised internationally. Our models have attended Accra Fashion Week, Mercedes Benz Fashion Week, Africa London Fashion week, and the Atlantic City Fashion week in addition to our domestic Seychelles event.

SFW® is also positioned as a trade show, promoting Seychellois textiles, apparels, handicrafts, accessories & SME's in collaboration with the SCCI, ESA, CSA, NAC and Trade & Investment KwaZulu-Natal from South Africa, which has facilitated the participation of designers from SA and local sponsors, in collaboration with the office of first Lady Mrs. Veronique Herminie as the patron of the Seychelles Fashion week.



OBJECTIVES

- **Be a catalyst** for the further consolidation and development of the Seychelles fashion industry.
- Act as a promotional and marketing campaign tool to **promote Seychelles as a top fashion tourism destination**
- **Network designers and key industry players globally**, embracing both private and public sectors.
- **Implement exchange programme and E-commerce platforms across the community of SFW® Designers.** Likewise, we assist in the development of services encouraging the expansion of Seychelles Fashion products, services, capital, and technology.
- **Facilitate a Seychelles Fashion Forum and Exhibition**, which encourages participation by Seychellois women specifically for their empowerment and the building of social/human developments which contribute to securing sustainable livelihoods for such communities in Seychelles and internationally.





VISION

- Promote the enhanced recognition and impact of our local outcomes on the International Fashion scene. In line with this we recently launched the Seychelles Fashion Week Dubai
- Encourage market growth, enabling our designers to produce high quality lines of garments specifically for international markets/buyer
- Promote and develop Seychelles' 'Fashion Tourism' - capitalising on the strengths of our creative, cultural and hospitality sectors working in tandem.
- Making Seychelles a Fashion Hub in the Indian Ocean region, with visitors connecting their passion for fashion with their idyllic Seychelles holiday
- Facilitate the creation of employment within the fashion industry and encouraging diverse entrepreneurship within the sector and specifically promoting opportunities for multi-skilled creatives within the various tiers of the domestic fashion industry.

PROMOTE FASHION TOURISM

- We believe that through the diversification of the tourism industry and the incorporation of fashion elements we can increase the number of international guests and increase tourism yield, whilst establishing Seychelles as the fashion hub of the Indian Ocean. This will enhance our already robust tourism brand and encourage consumers to visit Seychelles and invest in our fashion products.

ESTABLISH BUYER-DESIGNER CULTURE

- We want to establish a professional creative culture that will encourage intentional fashion designers to attend and establish and build relationships with Seychellois designers within clothing trade agreements.

DEVELOP PRODUCTION & MANUFACTURING

- To provide a central hub that can help ignite mass production deals for designers as well as popularise fashion brands in order to create increased demand for products in collaboration with international partners.

CREATE EMPLOYMENT

- We believe that an increase in designer sales will create jobs in many fashion and non-fashion related sectors such as advertising, PR, modelling, distribution, illustration, fabric manufacturing, graphic design, tailoring, retailing and many more.



PROJECT 2026

THE SEYCHELLES FASHION WEEK ED. 9

OBJECTIVE

The Seychelles Fashion Week aims to showcase and celebrate the vibrant fashion industry in Seychelles, while also providing a platform for local and international designers to exhibit their creations. Through a series of events spanning one week, including exhibitions, fashion shows, and a grand gala dinner, the Seychelles Fashion Week will promote collaboration, innovation, and economic opportunities within the fashion industry.

OVERVIEW

The Seychelles Fashion Week will be a one-week event that brings together all stakeholders in the fashion industry in Seychelles, including designers, makeup artists, hair stylists, interior decorators, spa professionals, and more. The event will culminate with a grand gala dinner featuring professional and haute couture designers, providing an opportunity for networking, collaboration, and showcasing the best of Seychellois fashion talent.

OFFICIAL OPENING AND RESORT WEAR SHOW

TUESDAY 24 NOVEMBER

CHEVAL BLANC

The first day of the Seychelles Fashion Week will feature the official launch of the SFW 2026, whereby participants will have the opportunity to network, explore new collaborations, and engage with industry professionals. Government, Ministries of Education, Industry, Youth, and Tourism will be invited to participate and support the event, fostering partnerships between the fashion industry and government agencies, culminating with our 1st show of SFW 2026, the beach wear and resort collection from local and international designers



EXHIBITION & WORKSHOPS

TUESDAY 25 NOVEMBER - FRIDAY 28 NOVEMBER

ICCS or KODEVAR

The following days of SFW26 will feature exhibitions showcasing products and services from various fashion industry sectors, including makeup, hair, interior decor and spa services. Participants will be able to network, explore new collaborations, and engage with industry professionals.

Workshops will be held for local and international designers, models and professionals in the fashion industries.



GALA DINNER & AWARDS

GARDEN HILL OR CHEVAL BLANC

The year 2026 marks a historic milestone for Seychelles as the nation celebrates its 50th Anniversary of Independence — a golden jubilee honoring the country's cultural identity, creativity, unity, and achievements.

To commemorate this landmark occasion, Seychelles Fashion Week proposes the organization of the 1st Seychelles Fashion Week Met Gala Dinner, an exclusive cultural and fashion fundraising event designed to unite government institutions, private sector partners, creatives, international guests, diplomats, designers, media, and fashion enthusiasts in one prestigious celebration.

Inspired by the world-renowned Met Gala concept, the Seychelles edition will showcase the richness of Seychellois culture, fashion innovation, sustainability, and artistic excellence while creating a sustainable fundraising platform for the Fashion (Seychelles) Collective Association.

The proceeds raised from the Gala Dinner will directly support local fashion designers by assisting with annual participation costs in Seychelles Fashion Week, including production, training, mentorship, international exposure, and creative development opportunities.

THURSDAY 26 NOVEMBER



YOUNG AND SEMI-PROFESSIONAL DESIGNERS

FRIDAY 27th NOVEMBER

CAP Lazare

Showcasing the talents of young and semi-professional designers, both local and international.

The fashion show will highlight emerging trends, creativity, and innovation in fashion design. Designers will have the opportunity to present their collections to a diverse audience of fashion enthusiasts, industry professionals, and potential buyers.

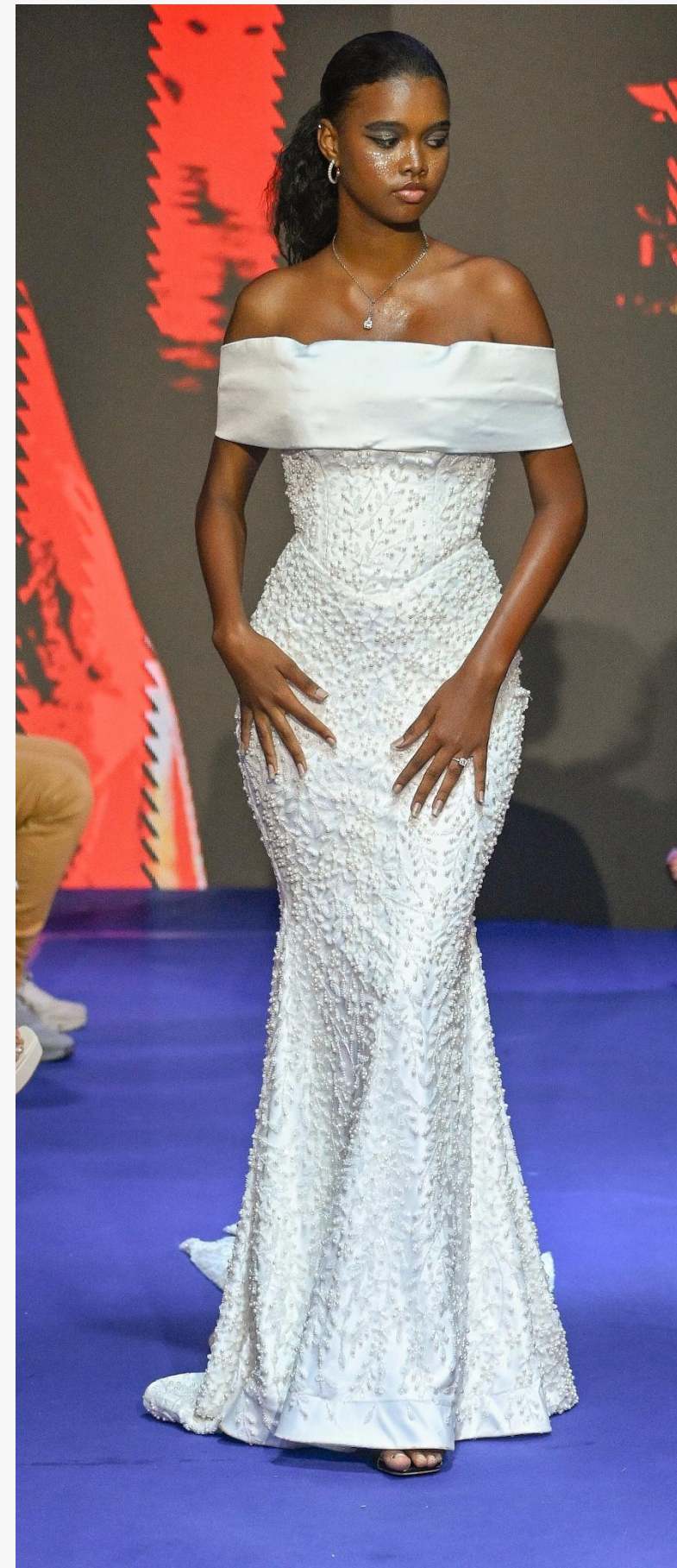


PROFESSIONAL AND HAUTE COUTURE

SATURDAY 28th NOVEMBER

Cap Lazare

The final day of the Seychelles Fashion Week will feature a Cocktail and Canapes, where professional and haute couture designers will present their latest collections. The gala dinner will be held at the Cap Lazare restaurant , providing a luxurious setting for guests to enjoy an evening of fashion, entertainment, and networking. The event will provide opportunities for designers to showcase their creations to potential buyers, investors, and international media.



PROGRAMME

OF EVENTS

Tue 24th NOV



OFFICIAL LAUNCH
Cheval Blanc

WED 25th NOV



WORKSHOPS
ICCS

25th to 28th NOV



Fashion Exhibition

Thurs 26th NOV



Gala Dinner
Awards

- COVERED BY **INTERNATIONAL MEDIA, BLOGGERS, AND ATTENDED BY BUYERS.**
- We expect a **significant local & international** audience
- Seychelles Fashion Week After Party (limited to invitees only)

PROGRAMME

OF EVENTS

27th to 28th NOV



Fashion Show
Local & International Designer

29th NOV



After Party

SUN 30th NOV



Experience Seychelles

- COVERED BY **INTERNATIONAL MEDIA, BLOGGERS, AND ATTENDED BY BUYERS.**
- We expect a **significant local & international** audience
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PROJECT 2026

THE SEYCHELLES FASHION WEEK ED. 9

SALE OPPORTUNITIES

The Seychelles Fashion Week will create opportunities for participants to generate sales for their products and services, contributing to the growth of the local fashion industry.

NETWORK & COLLABORATION

The event will facilitate networking and collaboration among industry professionals, fostering global partnerships and innovation within the Seychelles fashion industry.

PROMO OF LOCAL TALENT

Provide space for local designers to showcase their talent on a national and international stage, raising awareness of Seychellois fashion locally and globally, driving fashion tourism to Seychelles.

Our REACH

THE SEYCHELLES FASHION
WEEK ED. 9

+1000

Number Audience

+20

Local & International Designers

+ 60

Local & International Models

+1 Million

SOCIAL MEDIA COMBINED REACH
INTERNATIONALLY AND LOCALLY.



SPONSORSHIP PACKAGE

Sponsorship Package	Platinum SR 550,000.00 to 1mil	Dimond SR 350,000.00 to 550,000.00	Gold SR 150,000.00 to 350,000.00	Bronze SR 10,000.00 to 150,000.00
Full branding of the event	✓			
Logo on production team T-shirts 50% Branding of the Event	✓	✓		
Banner Advertising , TV, Radio and Print Media (25% branding)	✓	✓	✓	
Business Feature on official website (15% branding)	✓	✓	✓	✓
Acknowledge in short Video before show	✓	✓	✓	✓
Logo on social Media, Invitation for the event	✓	✓	✓	✓
Mention During the event	✓	✓	✓	✓
Logo on Main Event Backdrop	✓	✓	✓	✓

THANK YOU

The Seychelles Fashion Week is an exciting initiative that aims to celebrate and promote the vibrant fashion industry in Seychelles. By bringing together all stakeholders in the industry and showcasing the talents of local and international designers, the event will create economic opportunities, foster collaboration, and elevate Seychellois fashion to new heights.

We look forward to your support and participation in making the Seychelles Fashion Week a resounding success.

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SFW

SEYCHELLES FASHION WEEK

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