

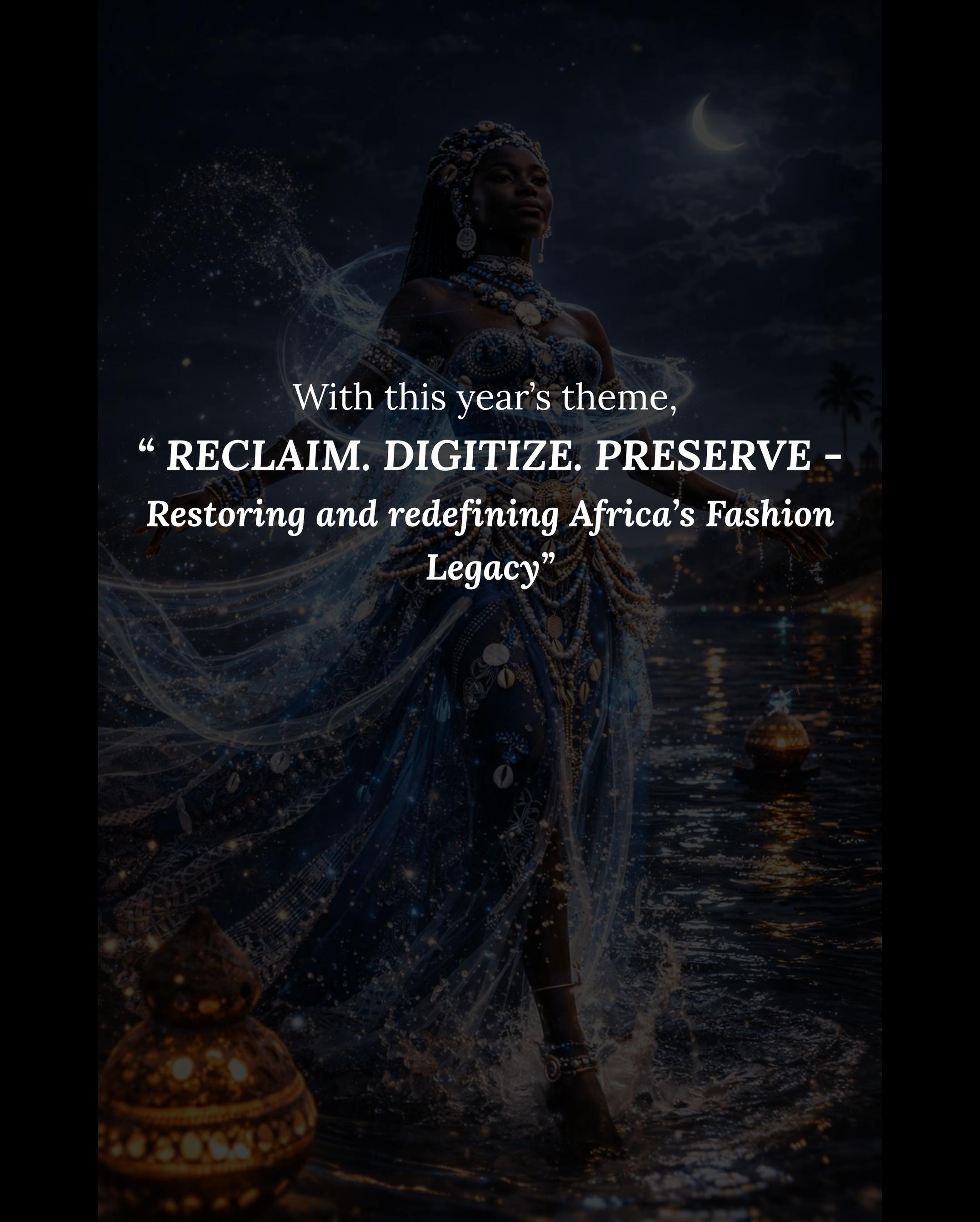


**ANNOUNCE**  
**DIGITAL FASHION**  
**WEEK**

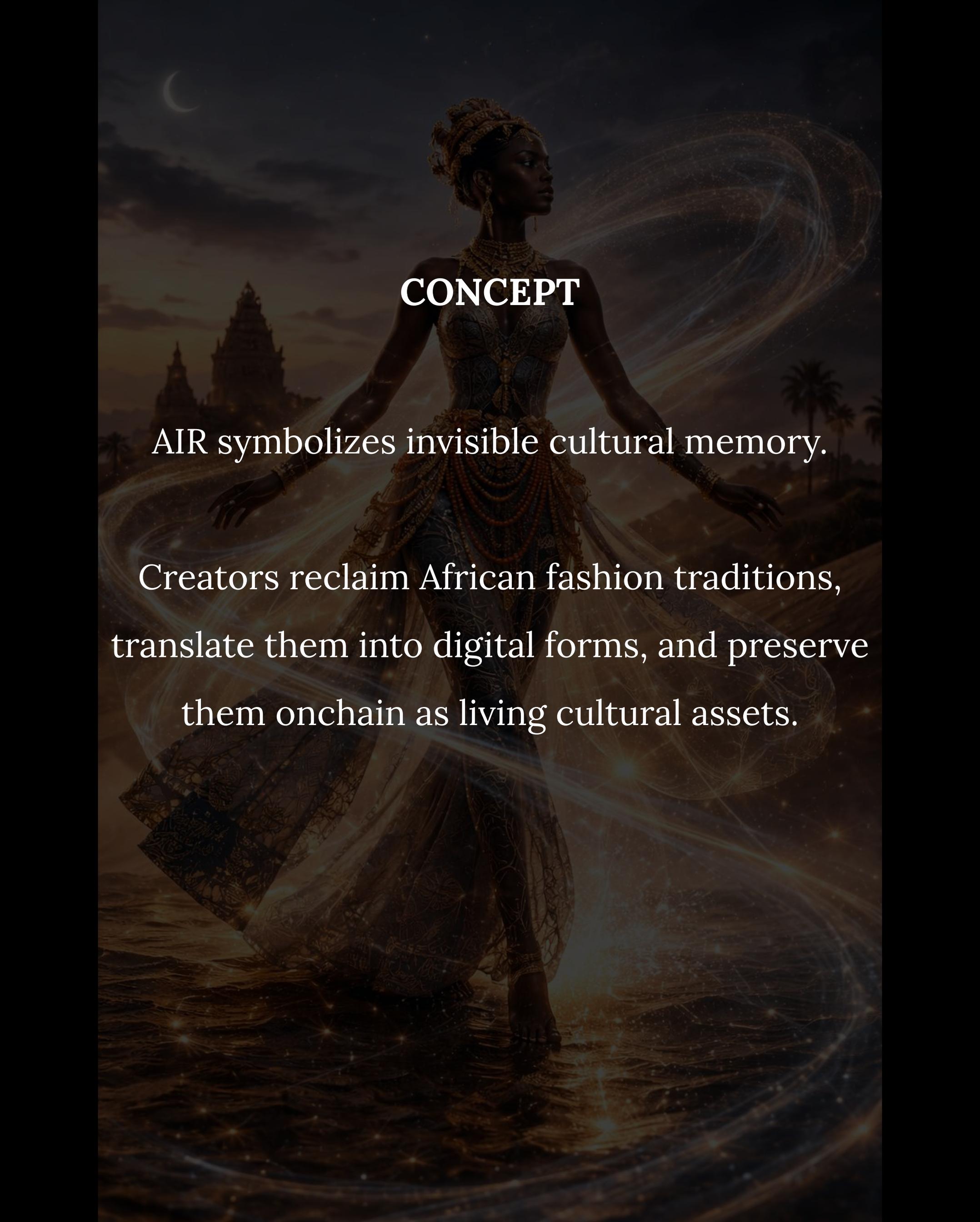
**ALANA AIR**

**×**

**ADF WEEK**  
**EDITORIAL**

A woman in traditional African attire, including a blue and gold beaded dress and a headpiece, stands in shallow water at night. She is surrounded by a misty, ethereal atmosphere. In the background, a crescent moon is visible in the dark sky, and several ornate lanterns are lit, casting a warm glow on the water. The overall scene is serene and evokes a sense of cultural heritage and tradition.

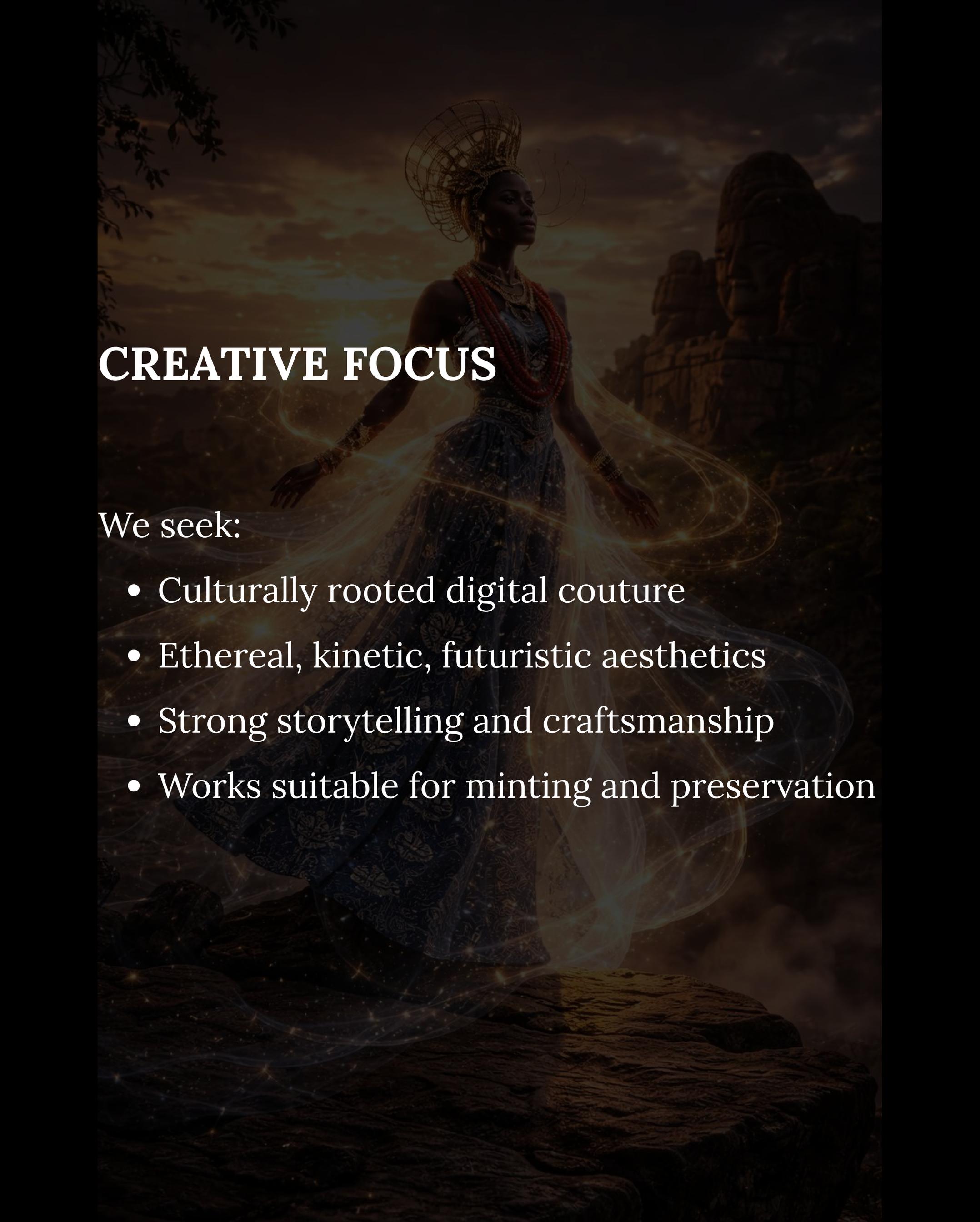
With this year's theme,  
**“ RECLAIM. DIGITIZE. PRESERVE –  
Restoring and redefining Africa's Fashion  
Legacy”**

A woman in traditional African attire, including a beaded necklace and a patterned dress, stands in a digital landscape. She is surrounded by glowing, ethereal energy trails that swirl around her. In the background, there are silhouettes of traditional African architecture and palm trees under a dark sky with a crescent moon. The overall scene is dark and atmospheric, with a focus on the woman and the digital elements.

## CONCEPT

AIR symbolizes invisible cultural memory.

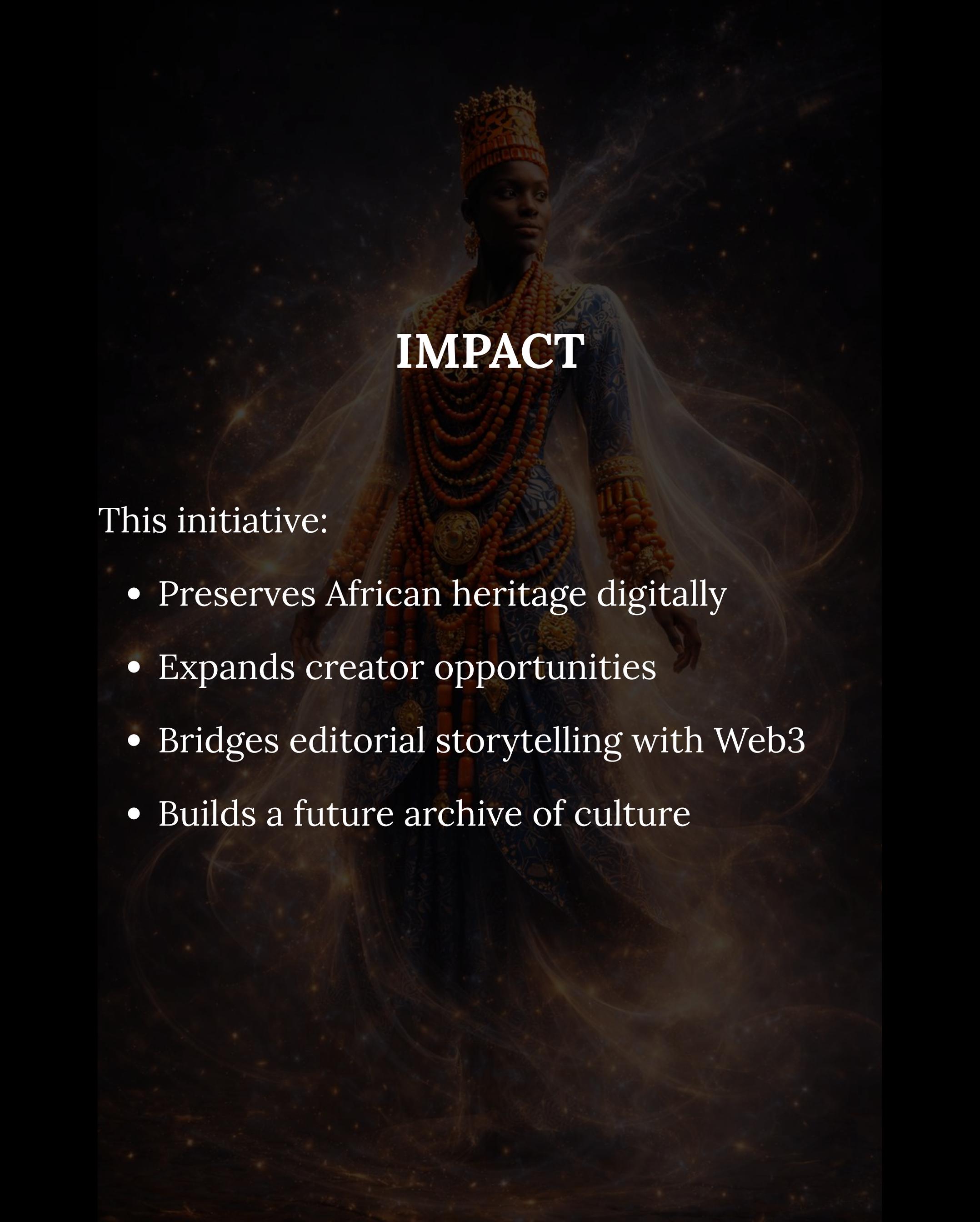
Creators reclaim African fashion traditions, translate them into digital forms, and preserve them onchain as living cultural assets.



# CREATIVE FOCUS

We seek:

- Culturally rooted digital couture
- Ethereal, kinetic, futuristic aesthetics
- Strong storytelling and craftsmanship
- Works suitable for minting and preservation



# IMPACT

This initiative:

- Preserves African heritage digitally
- Expands creator opportunities
- Bridges editorial storytelling with Web3
- Builds a future archive of culture

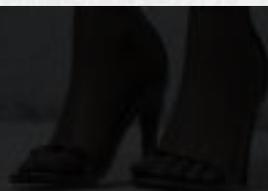
# POETIC VERSION (FOR MARKETING OR INTRO)

AIR cannot be seen, yet it carries  
everything,  
memory, spirit, movement, ancestry.  
Across Africa, cultural garments once filled  
with meaning are fading into silence.  
This editorial invites creators to breathe  
life back into them.

Through digital couture, immersive  
technology, and on chain preservation, AIR  
becomes a bridge between past and future  
where heritage is not lost, but transformed.

Reclaim. Digitize. Preserve.

# Visual Direction- AIR: Memory in motion



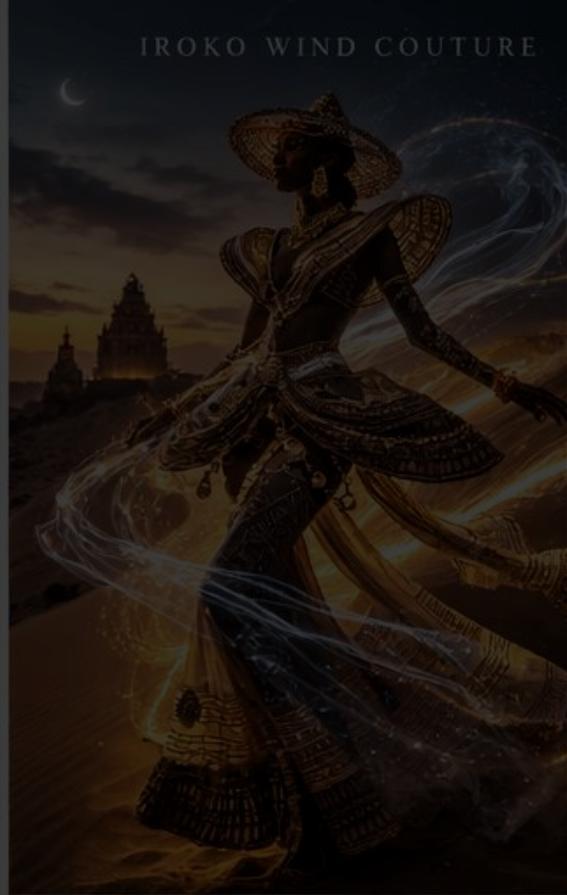
AIR SPIRIT GOWN



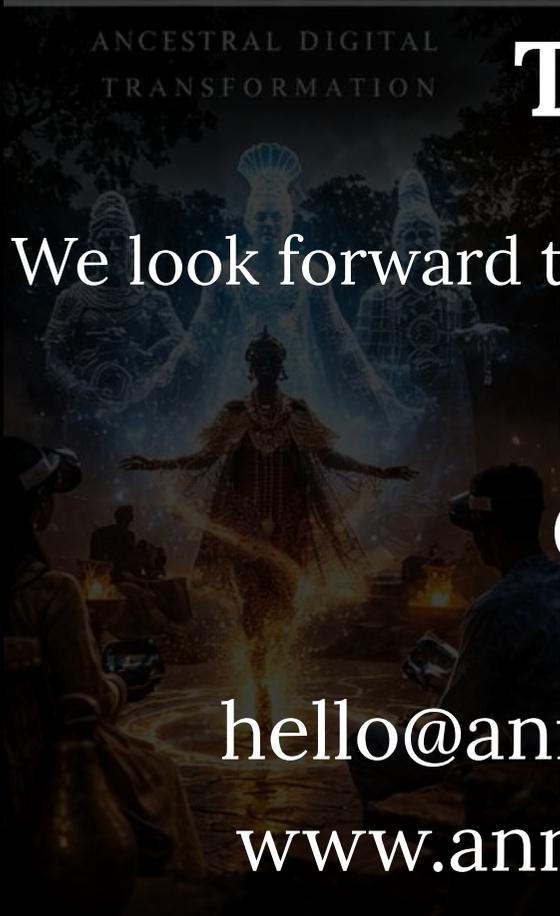
BENIN GOLDEN VEIL



IROKO WIND COUTURE



ANCESTRAL DIGITAL TRANSFORMATION



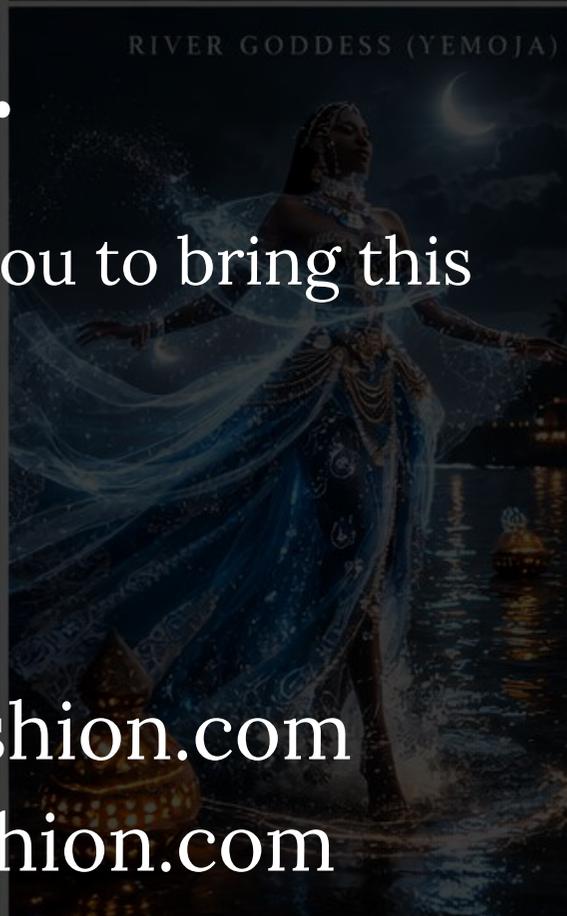
**THANK YOU.**

We look forward to partnering with you to bring this vision to life!

Get in touch

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[www.announcedigitalfashion.com](http://www.announcedigitalfashion.com)

RIVER GODDESS (YEMOJA)



AIR MASK & WARRIOR



ON-CHAIN ARCHIVE PORTAL



FINAL HERITAGE ASCENSIO

