

INDIVIDUAL MEDIA
PROPOSAL



WB

x Nairobi

YUU PARADORNPONGPHAN
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TABLE OF CONTENTS

Introtuction	1
Collaborative Product Design	2
Launch Concept	3
Collaborators & Influencers	4
Event Overview	7
Venue	
Food and Drinks	
Music	
Photographer	
Event Enhancements	
Event timeline	
Press Releases	14
Media Publications and Rationale	15
Journalists	
Visualized Media Mock-Ups	
References	21

WB x ikwetta

INTRODUCTION

This report presents the launch of a collaboration between Wales Bonner, a London-based luxury brand blending English and Afro-Atlantic heritage, and Ikwetta, a Kenyan brand renowned for handcrafted, sustainable leather footwear.



The partnership highlights cultural storytelling and eco-conscious craftsmanship through designs inspired by Kenya's national animals, using repurposed leather.



Targeting Gen-Z audiences with cultural curiosity and environmental awareness, the launch celebrates Afro-Atlantic aesthetics and Kenyan heritage, blending cultural pride with sustainable luxury while engaging key media and influencers.



Additionally, 30% of the profits will be donated to organization supporting poverty in Kenya, further the collaboration's social impact.

COLLABORATIVE PRODUCT DESIGN



LAUNCH CONCEPT

The Wales Bonner x Ikwetta collaboration launch will be a captivating, immersive event held at the V&A Museum's John Madejski Garden, blending Kenyan heritage with luxury fashion.

In this vibrant space, the cocktail bar-style event will offer a dynamic, interactive atmosphere, with guests standing, mingling, and enjoying a buffet-style feast curated by Caro Diario Paris. The menu will feature Kenyan-inspired dishes alongside a selection of drinks inspired by Kenya's cultural landscape and flavors.

The event will feature live entertainment, including R&B and Soul performances by Zowie Kengocha, a Nairobi-raised artist, and Xenia Manasseh, who is originally from Kenya and is known for her unique sound that blends African roots with soulful vibes. End this magical night with Blinky Bill, a Nairobi-born DJ, will close the night with his electrifying set. These artists were chosen for their deep connection to Nairobi, Kenya, and their ability to bring the vibrant, authentic energy of the city to life.

In the heart of the space, this event also collaborate with Michael Armitage, the Kenyan-born artist, which will be creating a live art painting to capture the spirit of the event, showcasing his cultural perspective.

There will be a disposable cameras given to guests to capture candid moments, while live painting by Michael Armitage will add an artistic, immersive layer, bringing the event's cultural essence to life.

Photographers such as Ronan Gallagher, Ben Toms, and Angelo Pennetta will document the evening, ensuring every moment of the cultural celebration is captured in vivid details.

This launch is not just a celebration of fashion—it's a fusion of culture, sustainability, and community empowerment.

COLLABORATORS

Caro Diario Paris



The studio specializes in tailor-made culinary experiences, artistic culinary installations, and original food concepts.

As the collaborator Caro Diario Paris will curate an immersive culinary experience by designing an African-inspired tablescape that blends luxury aesthetics with Kenyan cultural elements.

Michael Armitage



Michael Armitage is a Kenyan-born artist who is internationally renowned for his distinctive painting style that blends African cultural heritage with contemporary themes.

As a collaborator, Michael Armitage will create live art during the event, capturing the energy, spirit, and cultural essence of the launch.

INFLUENCERS

This collaboration will bring together a carefully selected group of 40-50 influential guests, including fashion influencers, media professionals, celebrities, industry leaders, and artists, all chosen to resonate with the target audience. The guest list is designed to highlight the African cultural essence of the collaboration while engaging a global audience in the UK who value social responsibility, community empowerment, and sustainable luxury.

Below are the key guests from each category

/Fashion Influencers & Digital Creators



Trish Maina
Kenya Fashion
influencers

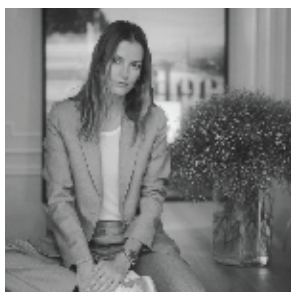


Camille Charrière
French-British
fashion influencer

/High-End Fashion Press & Journalists



Julia Hobbs
British Vogue
Fashion Editor



Claire
Thomson-Jonville
Head of Editorial
Content at Vogue France



Sinead Burke
Writer, advocate, and
editor for fashion
inclusivity

/Fashion Industry Professionals



Olivia Sang
Kenya-born Top model



Laura Dooley
Managing Director
at Agency Eleven

/Celebrity Guests



Tyla

African-born singer



Jennie Kim

A global icon, has prior connection with WB



Eliud Kipchoge

Kenyan Fastest Kenyan long-distance runner (marathon)



Regé-Jean Page

British-African actor, mirrors the multicultural essence of the UK

/Arts and Culture Influencers



Alpha Odh

Kenyan artist



Wangechi Mutu

Kenyan visual artist



Lydia Gatundu Galavu

Art curator at the National Museums of Kenya in Nairobi



Dr. Tristram Hunt

Director of the V&A



Dr. Susan Chomba

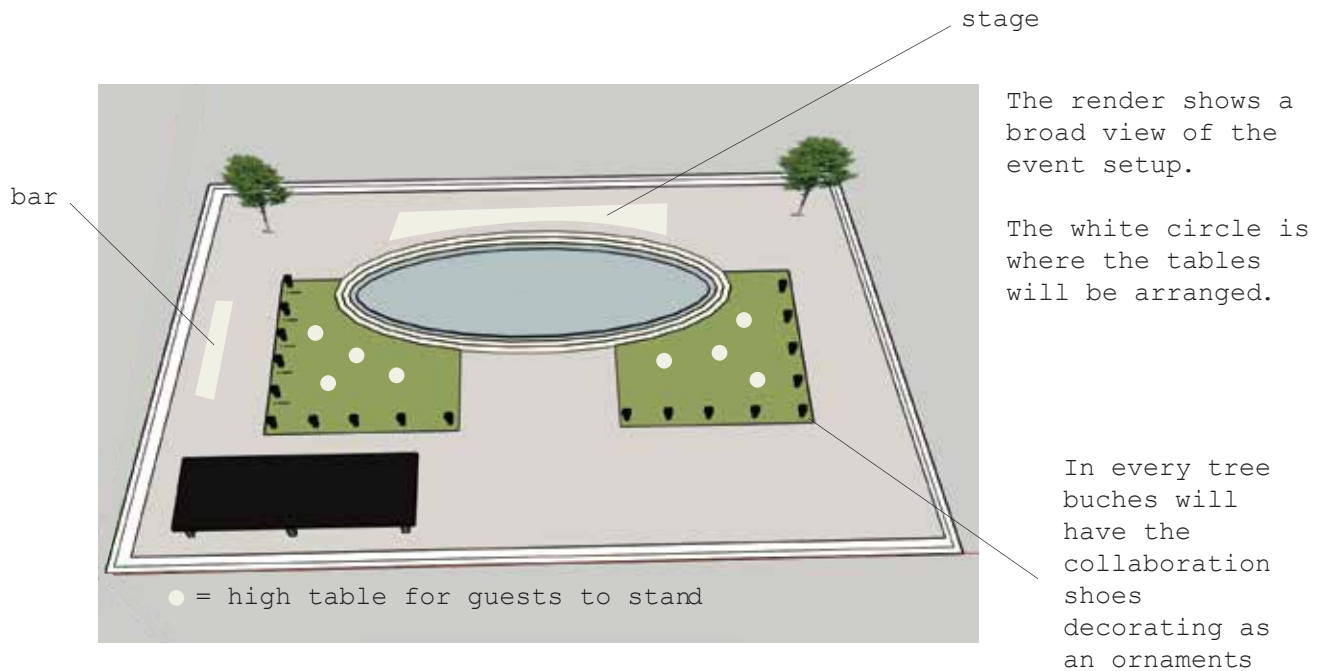
leads the institution's work on sustainable agriculture and rural livelihoods in Africa.

EVENT OVERVIEW

Venue



Guests will enter through the Cromwell Road Entrance, move through the Dome Room, where they will be greeted by cultural elements, proceed to the Main Shop featuring African culture and history, explore the Sculpture Room, and finally arrive at the John Madejski Garden



The venue will be beautifully decorated with elements that reflect of Kenya, using traditional patterns garments draped throughout the space, adding a colourful touch.



Food & Drinks

Cocktail Bar Styled Event

Guests will be standing, creating an atmosphere of socializing and interaction, with buffet food stations offering a variety of Kenyan-inspired dishes for guests to grab at their leisure.

Carodiarioparis, the food collaborator, will curate a tablescape reflecting Kenya's authentic cuisine while ensuring that the dishes are aesthetically pleasing. This will elevate the experience with artistic food presentation inspired by Kenyan flavors.

TABLESCAPE FOOD MENU

Sukuma and Ugali (bite-sized)

Description: Small portions of Ugali (maize porridge) paired with Sukuma (collard greens) with ginger, tomatoes, and garlic

Inspiration: A popular Kenyan dish, served at family gatherings

Nyama Choma Skewers (Kenyan BBQ Meat)

Description: Grilled meat skewers (beef, goat, or chicken) served with kachumbari (tomato and onion salad)

Inspiration: A Kenyan BBQ tradition

Samosa Trio (Vegetable, Beef, and Chicken)

Description: A trio of crispy samosas filled with vegetables, beef, and chicken, served with mint chutney and spicy tamarind sauce

Inspiration: A popular snack in Kenya

Kenyan Chai Infused Chocolate Mousse

Description: Chocolate mousse infused with Kenyan Chai spices (cardamom, ginger, cinnamon), topped with whipped cream

Inspiration: Kenyan Chai, a comforting drinks blend with chocolate





COCKTAIL MENU

DAWA

National drink of Kenya, the term "Dawa" also means "medicine", symbolizing its refreshing and healing properties

vodka | honey syrup | lime | fresh ginger



NAIROBI NIGHTS

Inspired from Kenya's beloved drinks in every household, Chai. A drink for a deep conversation among friends, family, and love ones

gin | Kenya black tea | milk | honey syrup | ground cinnamon



MOCKTAIL MENU

TROPICAL SPLASH

Inspired by the vibrant streets of Nairobi, gives an energizing and tropical vibe

passion fruit | mango | quava | lime

 x @kwetta

The cocktail and mocktail menu will be at the bar. The menu takes its inspiration from Kenya's rich cultural heritage and the vibrant, tropical atmosphere of Nairobi. Each drink reflects traditional Kenyan flavors, with some twist to resonate with the event's theme.

Music

The music for the Wales Bonner x Ikwetta launch has been carefully curated to reflect the event's cultural fusion and vibrancy. Zowie Kengocha, Xenia Manasseh, and Blinky Bill were selected for their ability to blend Kenyan musical influences with global sounds. These artists were chosen for their unique ability to connect Kenyan roots with a modern, global vibe.



Zowie Kengocha

Zowie Kengocha is a Kenyan-born R&B artist, whose music is rooted in a mix of soul and contemporary African influences.



Xenia Manasseh

Xenia Manasseh is an R&B singer and songwriter from Kenya, known for her soulful vocals and empowering lyrics.



Blinky Bill

Blinky Bill is a prominent Kenyan musician, DJ, and producer, widely regarded for his dynamic approach to blending Afrobeat, electronic music, and global sounds.

Photographers

For the Wales Bonner x Ikwetta collaboration launch, Ronan Gallagher and Angelo Pennetta will be the photographers capturing the event.



Ronan Gallagher

Ronan Gallagher is known for his ability to capture the overall energy, cultural essence, and human moments.



Angelo Pennetta

Angelo Pennetta brings a more elegant, high-fashion vibe, known for his stunning ability to showcase luxury fashion and artistic craftsmanship.

The event will also ask the photogeapher not to use flashes and prefer having the light holder to ensure the richness and the depth of each photograph, resulting a more natural and atmospheric outcome.

Event Enhancements

GIVE OUT DISPOSABLE CAMERA



The idea of giving disposable cameras to each guest, at the event is designed to capture candid. By using disposable cameras, guests will have the opportunity to snap personalized photos that feel more genuine and unfiltered. As they post these pictures later, it will generate organic buzz and recognition for the Wales Bonner x Ikwetta collaboration from their followers, helping to expand the reach of the event to the audience.

LIVE PAINTING



Michael Armitage will be live-painting to capture the experience and emotions of the Wales Bonner x Ikwetta collaboration. Armitage's unique style intertwines historical narratives, current media influences, and his personal reflections on Kenya's vibrant culture. His paintings often evoke a sense of place while exploring social and cultural issues, making him the ideal artist to translate the spirit of this collaboration into visual form.

EVENT TIMELINE

Duration: ~3 hours

19.00 Welcome & Guest Arrival (30 mins)

Each guests are greeted by one drinks (could be cocktail or mocktail)

19.30 Opening Performance & Live painting (45 mins)

Welcome speech by Grace Wales Bonner and Varsheeni Raghupathy, the founder of Ikwetta talking about the making process of this collaboration

Michael Armitage begins live painting, inspired by the event's atmosphere and collaboration story

20.15 Food and Mingling (60 mins)

Guests explore the buffet-style food curated by

This could be the time where guests could take candid photos using the given disposable camera

Zowie Kengocha will be live singing (giving a chill and sophisticated tone)

21.00 Concert revealing the African music Culture (60-90 mins)

Xenia Manasseh on stage(30 mins)

Blinky Bill (DJ) transitions the vibe into a more upbeat, celebratory tone

Wales Bonner

x ikwetta

PRESS RELEASE

For Immediate Release

Wales Bonner x Ikwetta: A Celebration of Cultural Fusion, Sustainability, and Social Impact

The Wales Bonner x Ikwetta collaboration fuses Afro-Atlantic influences with European design, creating a collection that celebrates both heritage and modernity. Wales Bonner's signature style merges luxury craftsmanship with African heritage, bringing forth bold prints inspired by iconic Kenyan wildlife, such as zebras, giraffes, and antelopes. This partnership represents a vibrant blend of cultures and design philosophies.

Ikwetta's dedication to sustainable practices is evident through its ethical craftsmanship and sustainable leather sourcing. The brand's Zero Waste Initiative showcases a commitment to environmentally conscious production, ensuring that every piece reflects Ikwetta's values of responsibility and authenticity.

The collaboration also emphasizes social impact. With 30% of the profits donated to GiveDirectly, a nonprofit supporting poverty alleviation in Kenya, this initiative highlights the importance of giving back to the community.

At the heart of this partnership lies a celebration of artisanal craftsmanship, with locally sourced materials and handcrafted designs by Ikwetta's artisans, ensuring that each piece is a testament to the power of authenticity and community-driven production.

This collaboration is a powerful blend of culture, sustainability, and social responsibility.

RSVP or for additional information, please contact service@walesbonner.com

MEDIA PUBLICATIONS
-
JOURNALISTS

AnOther

JOURNALIST: Sarah Mower

AnOther Magazine is a refined platform that bridges the worlds of high fashion, art, and intellectual storytelling. Its readers value in-depth explorations of design, craft, and the cultural narratives behind collections.

Topics to Cover:

- **Artisanal Craftsmanship:** The dedication to handcrafted, locally sourced materials and the innovative techniques used by Ikwetta's artisans.
- **Sustainability:** Ikwetta's commitment to ethical practices, including sustainable leather sourcing and the Zero Waste Initiative.



Sarah Mower, an expert in exploring the artistry and craftsmanship behind fashion, will bring this story depth and sophistication. Her writing often highlights the meticulous design process and the intersection of fashion with cultural and ethical concerns, aligning perfectly with the collaboration.

Sarah Mower will explore the collaboration's deep respect for craftsmanship and sustainability, highlighting how each product is a testament to the artisans' skill and the brands' shared values. The tone will be elegant and intellectual, appealing to AnOther's sophisticated readership while drawing connections between culture, craft, and ethics.



JOURNALIST:
Alexander Fury

i-D Magazine is
renowned for its
bold, experimental,
and conceptual
approach to fashion,
art, and culture.



Alexander Fury, an expert in fashion reporting with a sharp focus on cultural narratives and fashion's social impact, is the perfect journalist to cover this collaboration.

Topics to Cover:

- **Cultural Fusion:** How the integration of Kenyan heritage, such as African animal prints (Flagship Species), with Afro-Atlantic influences and European design to create a striking narrative.
- **Social Impact:** The 30% donation to GiveDirectly, portrays the activism and community empowerment.

The article will focus on how the collaboration challenges the boundaries of streetwear by fusing Afro-Atlantic luxury with Kenyan-inspired design. Highlighting the social responsibility aspect, it will frame the partnership as a bold statement on cultural storytelling and activism. The tone will be edgy, visually rich, and culturally resonant to engage i-D's audience.

LUNCHEON

JOURNALIST: Jo Ellison

Luncheon Magazine blends lifestyle, culture, and art creating thoughtful stories for a cultured audience. The content often reflects the emotional and social significance of fashion and art.



Cover Feature:

The Wales Bonner x Ikwetta collaboration will take center stage as the cover story for Luncheon Magazine's upcoming issue. The cover will spotlight the partnership's cultural and social impact, paired with Viviane Sassen's surreal, evocative photography.



Jo Ellison, known for her nuanced and reflective storytelling, is an excellent match for Luncheon. Her expertise lies in exploring the deeper cultural and human dimensions of fashion.

Feature Overview:

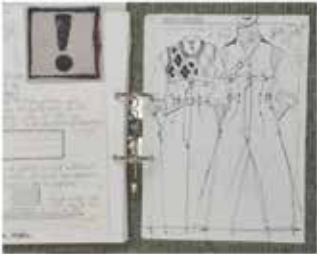
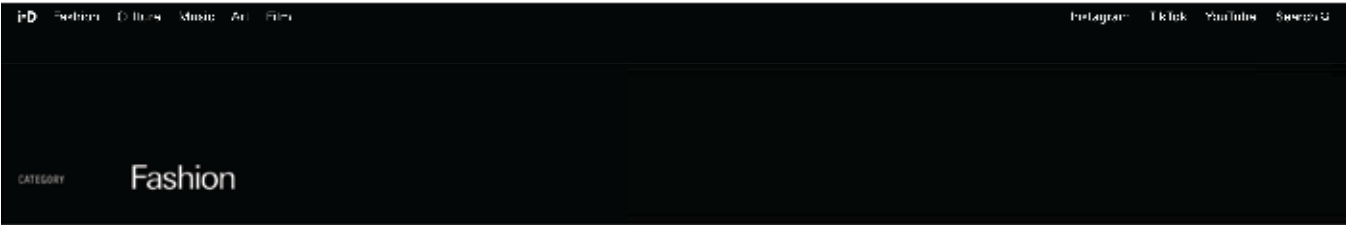
The printed feature will span several pages, covering the topic

- **Cultural Fusion:** The story will delve into how Wales Bonner merges Afro-Atlantic influences with European design, while Ikwetta's Kenyan-inspired craftsmanship anchors the collaboration in authenticity.
- **Social Impact:** A focus on the 30% donation to GiveDirectly, highlighting how the collaboration contributes to poverty alleviation in Kenya.
- **Artisanal Craftsmanship:** A detailed exploration of Ikwetta's handcrafted techniques, showcasing the artisans' skills and the Zero Waste Initiative.

Story Angle: Jo Ellison will write a reflective and emotionally resonant piece, emphasizing how the collaboration supports Kenyan artisans and celebrates cultural heritage.

Crafting Ethical Luxury: The Art of
Wales Bonner x Ikwetta

FASHION & BEAUTY



FASHION
ELIZABETH DUFFY

Margiela's Secret
Weapon Sells Her Rare
Collection

A 77-year-old pattern cutter from Italy worked with the fashion maverick from the beginning. Now, her hard-to-find (some one of a kind) pieces are up for sale.



FASHION CULTURE
ALEXANDER FURY

Redefining Afro-Atlantic
Streetwear: Wales Bonner x
Ikwetta's Cultural and Social
Revolution

A rising force in Kenyan craftsmanship teamed up with the visionary behind Afro-Atlantic luxury from day one



FASHION
STEFF YOTKA

Can the Fashion
Industry Finally Give Up
"Merchtainment" in
2025?

For the fashion industry to evolve, the focus has to go from content to creativity.



FASHION
ELIZABETH DUFFY

How to Become a
Helmut Lang Collector

Demystifying the designer known for bringing minimalism to fashion.



WALES BONNER X IKWETTA, PHOTOGRAPHED BY VIVIANE SASSEN, 2025

LUNCHEON

N.18 - A/W 2025

A CULTURAL SERVING

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