

◆ CURATED AFRICAN FASHION POP-UPS



AFÁRÁ

African soul, universal style.

Bringing independent African design to European audiences — one exclusive pop-up at a time.

www.afara.online @afara.online



◆ WHO WE ARE

More than a pop-up.

Afára is a curated platform connecting contemporary African fashion brands with European audiences.

We turn shopping into an experience. Fashion, art, music, food and community, brought together in one carefully designed space.

Based in Munich, we introduce independent designers to a market that rarely gets to see them.

Curated

Cultural

Community



◆ WHAT WE DO

Three ways we work.



Curated pop-up retail

We design and run premium pop-up events end to end — venue, setup, sales, marketing and payments, all handled.



Market entry, handled

We act as the official seller in Germany and handle VAT and retail operations, so brands need no European company or address.



Exclusive branded pop-ups

We also help brands plan and host their own fully-branded pop-up experiences, from first concept through to the day itself.



Africa meets Europe, at eye level.



No European base needed

We act as your official seller in Germany and handle VAT and compliance — no local company required.



Full service on the ground

Venue, staffing, point-of-sale, customer service and post-event reporting, all managed.



Marketing & reach

Social content, street marketing and diaspora-focused community outreach around every event.

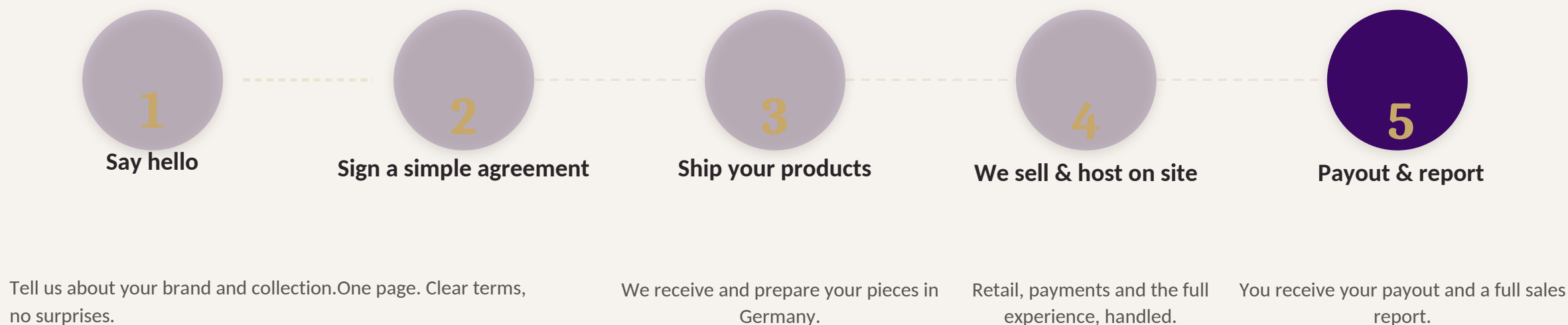


Story-first curation

We tell the designer's story and the craft behind each piece. The brand always stays the hero.

◆ HOW IT WORKS FOR BRANDS

Simple, from hello to payout.



You focus on your products. We handle everything else.

◆ MORE THAN SHOPPING

A cultural experience.

◆ **Fashion**

Independent African designers, rarely seen in European retail.

◆ **Music**

Curated DJ sets that set the mood.

◆ **Storytelling**

The people and craft behind every piece.

◆ **Art**

Exhibitions and live artists throughout the space.

◆ **Food**

Tastes that keep people in the room.

◆ **Community**

Diaspora and culture-curious, side by side.



Built edition by edition.

● “Fabric, Form &Art”

Our launch edition. An invite-only introduction in Munich.

● Summer Collective

“Sun. Style. Stories.”—our second Munich edition.

● Munich Fashion Week

Selected brands on show—8& 9 August.

● Private exhibitions

Intimate showings for a select group of clientele.

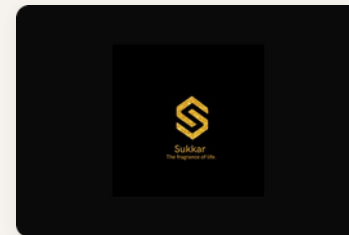
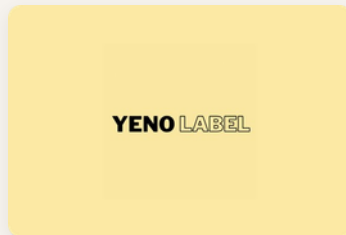
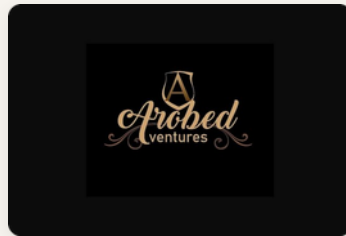
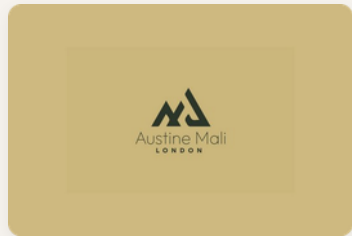
● Pop-up — September

Our latest retail pop-up edition.



◆ IN GOOD COMPANY

Brands we've worked with.



Independent designers from Africa, and the diaspora.



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◆ LET'S TALK

Let's create something together.

Know a brand that should be in front of European audiences? Or a space that could host the next Afará? We'd love to hear from you.



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