RefuSHE would like to invite you to participate in our signature Fashion Challenge event streaming LIVE around the world on October 21, 2021!

Celebrating the power of philanthropy and fashion’s ability to tell a story through art, RefuSHE’s annual Fashion Challenge is an opportunity to shine a light on and garner support for the young women we serve. Inspired by “Project Runway,” Fashion Challenge designers compete to impress a panel of prominent judges by creating an original haute couture look that incorporates fabric handcrafted by RefuSHE’s Artisan Collective.

For over a decade, RefuSHE’s Fashion Challenge was a spring season mainstay event in Chicago. Last year, we had to “reimagine” the event as a virtual experience that was shared with audience members around the world.

This year, following RefuSHE’s leadership transition to Kenya, we are bringing the Fashion Challenge to Nairobi to partner with East African designers and showcase the diverse talents of the region’s burgeoning fashion scene!

We hope to use the Fashion Challenge’s unique global reach to spotlight the artisanal skills of RefuSHE’s Artisan Collective and amplify the voices of Kenya’s creative community.

Will you join us at ‘Fashion Challenge 2021: Destination Nairobi’ and help bring that vision to life?
Last year, audience members voted LIVE for their favorite runway looks. This year, we’re inviting our global community to join us on a virtual trip to Kenya for a one-of-a-kind runway experience!

LIVE STREAM HOSTED BY:
Halima Aden
Former Fashion Model & Activist

FEATURING:
Kat Graham
Actress & UNHCR Goodwill Ambassador

Using fabric handcrafted by RefuSHE’s Artisan Collective, each look will be judged based on originality, wearability, construction quality, design creativity, and respectful incorporation of the young RefuSHE woman’s story that inspired it. The runway show, judging panel, and accompanying program will be streamed virtually on October 21, 2021.

RefuSHE’s signature Fashion Challenge event is more than an annual fundraising gala. It is a unique opportunity to showcase the diverse talents of East Africa’s burgeoning fashion scene, celebrate the power of philanthropy, and garner support for the young refugee women we serve. They are the heroes of their own stories and they inspire and motivate us every day.
About RefuSHE
RefuSHE is a nonprofit organization that protects, educates, and empowers orphaned, unaccompanied, and separated refugee girls and young women in Nairobi, Kenya. Through a one-of-a-kind holistic model and commitment to trauma-informed care, RefuSHE ensures refugee girls, women, and children have equal access to safety, education, and economic prosperity.

The Artisan Collective
Launched in 2012, the Artisan Collective is a peer-driven entrepreneurship initiative that empowers refugee women and girls with the education and opportunities they need to become skilled, confident, and economically independent entrepreneurs. The collaborative arts-based curriculum allows members to:

- Express themselves creatively through the design and production of hand-dyed scarves and textiles
- Acquire transferrable leadership and business management skills
- Earn an income to support themselves and their families

PROCEEDS FROM THE FASHION CHALLENGE HELP ADVANCE REFU-SHE'S MISSION TO PROVIDE VITAL SUPPORT AND PROGRAMMING TO ORPHANED, UNACCOMPANIED, AND SEPARATED REFUGEE GIRLS.
Fashion Challenge 2021: Destination Nairobi

SPONSORSHIP OPPORTUNITIES

CHANGEMAKER: $20,000
Build healthier, more resilient futures for refugee girls by investing in RefuSHE’s holistic model of care.

- 10 complimentary tickets to the virtual Fashion Challenge event
- 5 complimentary virtual voting passes
- Logo on RefuSHE Fashion Challenge landing page
- Logo on “Main Stage” and “Sponsor” section of event platform
- Logo in all confirmation emails that attendees receive when they register and buy a ticket
- Recognition on RefuSHE’s social media channels
- Acknowledgment in Fashion Challenge event email
- Mention in RefuSHE’s quarterly newsletter
- Exclusive virtual “Meet & Greet” with RefuSHE students and alumni
- Exclusive virtual “Meet & Greet” with Fashion Challenge designers
- 1 reserved spot on next RefuSHE Insight Trip to Kenya
- 5 complimentary scarves from RefuSHE’s SS21 collection

WELLNESS CHAMPION: $15,000
Support the mental and physical health of refugee girls with counseling, legal aid, and medical services.

- 6 complimentary tickets to the virtual Fashion Challenge event
- 3 complimentary virtual voting passes
- Logo on RefuSHE Fashion Challenge landing page
- Logo on “Main Stage” and “Sponsor” section of event platform
- Recognition on RefuSHE’s social media channels
- Acknowledgment in Fashion Challenge event email
- Mention in RefuSHE’s quarterly newsletter
- Exclusive virtual “Meet & Greet” with RefuSHE students and alumni
- Exclusive virtual “Meet & Greet” with Fashion Challenge designers
- 3 complimentary scarves from RefuSHE’s SS21 collection

EDUCATION SUPPORTER: $10,000
Equip refugee girls with the education, vocational training, and skills development they need to become independent leaders.

- 4 complimentary tickets to the virtual Fashion Challenge event
- 2 complimentary virtual voting passes
- Logo on RefuSHE Fashion Challenge landing page
- Logo on “Sponsor” section of event platform
- Recognition on RefuSHE’s social media channels
- Acknowledgment in Fashion Challenge event email
- Mention in RefuSHE’s quarterly newsletter
- Exclusive virtual “Meet & Greet” with RefuSHE students and alumni
- 2 complimentary scarves from RefuSHE’s SS21 collection

SAFE HOUSE ADVOCATE: $5,000
Provide refugee girls and their children with a safe place to heal and grow.

- 2 complimentary tickets to the virtual Fashion Challenge event
- 1 complimentary virtual voting pass
- Logo on “Sponsor” section of event platform
- Recognition on RefuSHE’s social media channels
- Mention in RefuSHE’s quarterly newsletter
- 1 complimentary scarf from RefuSHE’s SS21 collection