

repafrique



LOOKBOOK



**THE FUSION OF PRESENCE,
TRADITION & CULTURE.**

REP

**the derivative of the word
representative meaning someone
who speaks or does something
officially for another person or
group of people.**

AFRIQUE

the French translation of Africa.

EKAABO!

Welcome in Yoruba

The logo for Repafrique features the word "repafrique" in a white, lowercase, serif font. The letters "re" are positioned on a solid red rectangular background, while the letters "afrique" are on a solid black rectangular background. A white, wavy line is drawn beneath the letters "afrique".

repafrique

OUR BRAND STORY

Africa the birthplace of mankind rich in tradition, culture and heritage. The unique style of Africa and the expression of her people have discreetly been the inspiration of the fashion industry for many years, which has allowed the emergence and revitalization of some of the world's most notable fashion brands and icons. The prints, patterns and colors are some things that come to mind when you think of fashion in Africa. Each material from the damask, lace, silk, satin, Kente and Ankara are worn in a specific way that tells a story. African fashion tells the story of pride, tradition, culture and a great deeply rooted history.

Repafrique was created to redefine the luxury and value in African fashion. The goal is to bridge African traditional prints and fabrics with modern fashion design and trends. We have developed a collaborative of partners in the West and South African regions of the continent to craft the design concept as well as provide an authentic source for the brands creative style. Each piece is authentic and ethnically created for the brand. Our pieces are all custom made from a wide range of fabrics handmade by artisans who have mastered their craft for generations. The repafrique collection is inclusive of a concept store offering African contemporary fashionable clothing (ready to wear), accessories, home décor and travel experiences.

Customers will have the unique experience of investing in luxurious fashionable pieces. Each collection is given names that bear meaning reflecting the tradition and culture of Africa. The brands signature handbag is named "Akua" Ghanian meaning "born on a Wednesday". The Repafrique brand will continue to provide levels of limitless experiences and engagement to formulate a lifestyle of colorful luxury and pride.

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BRAND UNIQUENESS

Our relationship and connectedness allow the opportunity to visually hand pick from hundreds of fabrics and patterns with designing the perfect pieces for our collections. We remain in tune with latest trends and aptitudes of customers. The ability to make selections naturally and with care as well as interact with the hands of those who are in charge of sewing each item, curating luxurious and natural raw skin care products, native home décor items as well as providing information and education for travel to those who wish to experience the natural beauty of West Africa. The Repafrique brand expands and surpasses fashion... we educate, inspire and most of all we REPRESENT AFRICA!!

ABOUT THE FOUNDERS

Our brand Founders Akitra Johnson-Olatuyi (Baton Rouge, Louisiana) and Thompson Olatuyi (Lagos, Nigeria) found the Atlanta metro area to be the perfect blend of culture to reside and build the home base of the brands concept.

OUR PARTNERS

Our collections celebrate African culture. Repafrique promotes growth by collaborating with a collection of female designers, crafters and artisans, whose work is a result of education and or generational skill and technique. Their partnership gives the brand access to the vast African market of thriving women in business, creating streams of income and opportunity. We provide support to the local industry of fashion and design through use of locally sourced materials to preserve history, culture and tradition.

SOCIAL RESPONSIBILITY

At Repafrique we believe that when we take care of people, they in turn take care of you and continue to pay it forward. Repafrique will donate a percentage of its sales to specifically benefit Hands of Comfort, Inc. a program providing mentoring and youth service programs to support education and leadership development to female youth considered at-risk including supportive programs for pregnant and parenting teen mothers.

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AKUA
COLLECTION



AKUA: Yoruba for "Born On Wednesday"

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AKUA

COLLECTION



AKUA: Yoruba for "Born On Wednesday"

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FEMI

COLLECTION



FEMI: Yoruba for "Love Me"

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FEMI

COLLECTION



FEMI: Yoruba for "Love Me"

repafrique

ADE

COLLECTION



ADE: Yoruba for "King, Crown, Royalty"

repafrrique

OLA
COLLECTION



OLA: Tomorrow

repafrique

PRICE LIST

AKUA COLLECTION **\$130**

FEMI COLLECTION **\$65**

ADE COLLECTION **\$45**

OLA COLLECTION **\$100**



repafrique

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AFRICAN SILK APPAREL
COLLECTION



COMING SOON

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AFRICAN SILK & ANKARA APPAREL COLLECTION





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PRICE LIST

AKUA COLLECTION \$130

FEMI COLLECTION \$65

ADE COLLECTION \$45

OLA COLLECTION \$100

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