

## ANNEGRET AFFOLDERBACH

East German born Annegret Affolderbach is a cultural futurist and experience designer. As an influential changemaker with wide-reaching vision for planet and people, she connects humankind and brands to the unexpected rooted in cultures and lifestyles.

In her recent role as Editor for Africa at WGSN.com, she created 18 published insights reports; an overview of emerging creative economy, fashion, culture, art, lifestyle, beauty, interiors and people of influence across South, East and West Africa.

She was the founder and designer of fashion brand Choolips; one of the first sustainable and fair fashion brands working with grassroots artisan businesses across West & East Africa and India, and retail giants TOPSHOP and ASOS.com. After more than a decade of pioneering change in sustainable

fashion, she founded 'at the heart of luxury', where she designs and hosts transformative experiences and activations. She is a public speaker, and her writing has been published internationally speaking of fashion frontiers, conscious consumption and simple living, the future of brands and creative industries in developing countries.

Amongst her clients and sponsors she counts AirBnB, Mini Cooper, NIKE, Coca Cola, Milan Fashion Week, WGSN.com, Topshop, Asos.com, Levi's, Lebara Mobile, Akram Khan, Channel 4, Sainsbury's, Dr.Martens, Norwegian Embassy, British Council, Arts Council of England, Prince's Trust and London



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