

→ Strengthening Sierra Leone's fashion and textiles sector

From strengthening individual businesses to building a more coordinated, competitive and internationally connected sector

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6 December 2022

Introducing fashion and textiles businesses to Going Global

Invest Salone begins targeted support for Sierra Leone's fashion and textiles sector with an international marketing workshop for more than 14 companies. Businesses explore lookbooks, export pricing, branding, attracting buyers and opportunities to reduce export costs through collective purchasing.

Key outcome: Fashion and textiles businesses gain practical knowledge of international market requirements and the steps needed to strengthen export readiness.

13 January 2023

Preparing Sierra Leonean fashion to go global

A second Going Global seminar focuses on price setting, brand development and attracting buyers. Eleven designers participate, with follow-up technical assistance providing individual fashion companies with more detailed support on pricing strategies and business practices.

Key outcome: Participating businesses strengthen their pricing, branding and commercial capabilities, helping them prepare for wider markets.

26 January 2023

Building support for Made in Sierra Leone quality certification

Invest Salone facilitates a fashion and fabrics roundtable where businesses and government explore a Made in Sierra Leone quality certification scheme. Research presented at the meeting finds strong industry support for certification to demonstrate quality and provenance, build trust and increase market exposure.

Key outcome: Industry and government identify practical steps towards a Made in Sierra Leone certification scheme for fashion and textiles.

7 March 2023

Showcasing the comeback of Sierra Leone's traditional fabrics

Invest Salone's Made in Salone series highlights businesses giving traditional fabrics and techniques a contemporary identity, while developing skills and creating employment opportunities. The series showcases gara, country cloth and the work of Sierra Leonean designers and textile initiatives.

Key outcome: Greater visibility for traditional textiles reinforces their potential as cultural and commercial assets that can support skills, jobs and new markets.

27-29 October 2023

Taking Sierra Leonean fashion to international markets

Invest Salone supports IZELIA, Tesmaraneh and The Pa Musa to participate in Africa Fashion Week London through exhibitions, a catwalk showcase and industry discussions, providing exposure to international buyers, retailers, fashion professionals and media.

Key outcome: Sierra Leonean designers gain international exposure and opportunities to build networks, demonstrating the export potential of locally produced fashion and textiles.

19 April 2024

A distinctive Made in Salone aesthetic gains momentum

Invest Salone highlights the growing confidence of Sierra Leone's fashion sector and its contemporary use of traditional artisanship, heritage skills and local materials. Its work with firms includes capacity building, design and marketing support, learning sessions and showcasing export-ready businesses.

Key outcome: The sector's distinctive Made in Salone identity gains visibility alongside its potential for job creation, skills transfer and economic empowerment.

13 June 2024

National Fashion, Design and Textiles Association launched

The Fashion, Design and Textiles Association is launched at an event hosted by the British High Commissioner and supported by Invest Salone. The Association provides a collective platform for industry representation and collaboration on priorities including shipping, skills, supply chains and the enabling environment.

Key outcome: Sierra Leone's fashion and textiles sector gains a national representative body and a stronger mechanism for collective action and industry development.

23 April 2025

First national fashion and textiles symposium

The Fashion Design and Textile Association holds its first national symposium, bringing together designers, entrepreneurs, policymakers and international experts to discuss collaboration, innovation, sustainability, circular fashion and constraints including supply chains, shipping and market access.

Key outcome: The Association raises its visibility and strengthens the platform for collective industry action on opportunities and constraints affecting sector growth.

10 September 2025

Strengthening copyright and intellectual property protection

Invest Salone facilitates dialogue between creative businesses and public institutions on copyright and intellectual property reform. Fashion joins other creative sectors in identifying priorities including legal reform, royalty collection, stronger sector associations and continued public-private dialogue.

Key outcome: Creative industry stakeholders identify practical priorities for stronger copyright protection, collective representation and a more enabling environment for growth.

Through Invest Salone, UK support contributed to:

- Building the commercial and export capabilities of fashion and textiles businesses
- Providing targeted technical assistance on pricing, branding, marketing and product development
- Supporting dialogue on Made in Sierra Leone quality certification
- Promoting Sierra Leone's traditional textiles and locally produced fashion
- Creating opportunities for designers to access international markets and networks
- Supporting the establishment and development of a national industry association
- Helping the sector identify constraints to productivity and competitiveness
- Facilitating engagement on copyright and intellectual property reform.



Result

A stronger foundation for a more competitive, coordinated and internationally connected fashion and textiles sector, with improved business capabilities, stronger industry representation, greater visibility for Sierra Leonean fashion and traditional textiles, and increased engagement on the conditions needed for future growth.