

Annansi Clothing Co.

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Designer Bio:

In 2003 G. Kofi Annan started Annansi Clothing Co. as his way of helping redefine the world's view of African people and culture. Kofi had become frustrated by the constant misrepresentation of modern day Africans in the media and the effect it had on how people viewed them.

Born in Ghana and raised in Liberia, Kofi was exposed to fashion early on by his mother, a Ghanaian seamstress who created and sold both traditional and western-styled fashions out of their home in Monrovia. Emulating his mother's drawings, he developed a knack for creating complex designs using the few art supplies he got from his father's travels to Europe and the United States. In 1989 Kofi moved with his family to New Jersey and was shocked by the dated view of Africa expressed by his neighbors and friends. It was then that Kofi decided to try to reshape that false perception and the idea behind Annansi Clothing Co. was born.

After graduating from Science High School in Newark, Kofi struggled against constant pressure from family and friends to pursue a traditional profession in the sciences. Following his passion for art and fashion, Kofi created an outlet for himself by producing fashion shows for local fashion designers, doing freelance graphic design, and working behind the scenes during New York's Fashion Week. He went on to attend the Art Institute of Atlanta where he developed a unique method of combining images and colors to easily communicate complex philosophies.

Drawing inspiration from the bold colors and symbolic images of traditional African fashions, Kofi's designs are a fusing of conventional ideas with a more modern, global sensibility. With themes like *Icons* and *Origins* his collection is a constantly growing reflection of his history and the many peoples and cultures that influence him daily. Kofi's eye for quality and attention to detail have won him supporters from all over the world. His creative style continues to set a new standard in African style by *Making Africa POP(ular)*!