

## Editorial Plan Strategy | First draft

### Editorial Plan - Fortnightly for blog post / socials x 4 a week

- [Weekly Brand Feature/profile](#)
- [Weekly website visual merchandising](#)
- [Monthly muse curate profiles](#)
- [Interviews & write ups for blog](#)

## **FASHION + ETHICAL FASHIONS**

### **Designer Profiles**

Designer Profiles will be monthly

MAY -

JUNE -

JULY

AUGUST

### **21 Questions - In conversation with Designers and Artists**

### **Models & Bloggers tagged as new faces - feature new models**

### **Products of the month -**

A spotlight on a product that we want people to know about - mainly introducing our audience to new things and products

MAY

JUNE

JULY

AUGUST

### **Content Ideas**

1. **Fashion lovers city guide**
2. **54 african countries diaspora connect**
3. **Meet the Makers**

## Critical Engagement

### THOUGHT LEADERS + GAME CHANGERS + TRAILBLAZERS

Thought leaders/Trailblazers - [REDACTED]

- Images : headshot & 3 other images

Gamechangers (Retail) - [REDACTED]

Rule - Breakers - Hermon & Heroda <http://beinghermonheroda.com/about/>

## Art + Music

**Artists talkfest**

**Events | Fairs | Gigs**

A place to collate different events around the world that are African run or focused

- [African Fashion Week Calendar](#)
- [Design in Indaba](#)
- [Afro Punk - SA line up](#)
- [1-54 Contemporary Art festival](#)
- [Dubai Art fair](#)
- [Curlfest 2018](#)
- [Art X Lagos](#)

**Art Lovers guide to Ghana, Kenya, Nigeria, Benin, South Africa etc**

## TRENDING

**Editor Picks**

- Start ups (Startup)
- Fashion (Fashion editor)
- Development/sustainability
- Art /Culture /Music (Culture editor)
- Events

**21 QUESTIONS FOR BLOG**

[REDACTED]

## 21 Questions - In conversation with Designers and Artists

- Influences
  - Who has been an influence to them
  - How are they using their platforms to encourage change
- Ideally - Where will they want to be in five years?
- If they had a chance to collaborate with any artist dead or alive who would it be and why?
- Discuss previous projects/exhibitions and how the development of the current project
- African artists they admire and why

### Designers focused points

- Personal - how they came to designing
- Over time how have they become more career focused?
- What advice they would like to share with new designers
- Importance of development and social impact

AFRICA FASHION WEEK CALENDAR

Africa (AFI)

Capetown, South Africa

Dakar Fashion Week Dates  
Hub of Africa Fashion Week (Addis Ababa)  
Johannesburg, South Africa  
Lagos, Nigeria (Arise Magazine)  
Nairobi, Kenya  
Safari Fashion Week (Kenya)  
South Africa Fashion Week  
Swahili Fashion Week (Tanzania)

Muse Create Ideation