



## **GUEDIAWAYE - Fashion-design Marseille**

Elegance of the cut, originality of the fabrics. Both smart and casual, the richness of traditional fabrics found around the world. The four corners of the world. This is where the whole story begins... Primarily Guediawaye is the name of a Dakarian suburb. In 2005 the Guediawaye team got to know a unique person- Khader, both a tailor and musician. So the first designs arised and then more and more collections.

Occident meets Africa and shows different colours and forms. This cultural exchange has a moral philosophy and gives a guarantee of quality and ethics, it is conducive to the local development and tries to keep the familiar structures.

Ethical work is the main point of our label.

Therefore Guediawaye works with a senegalasian tailor named Diouhe Kaita. With his patience and talent his tailor studio grew up with the label and now he has three employees helping him, turning the ideas into reality.

There is no mass production, everything tells a story and everything is unique.

The other important force is an impressive woman – Helene Sagna—as a mother of 4 kids she still have the energy to be the communicator between Senegal and France. As a local she organizes the production in Senegal.

The Guediawaye-Team in Marseille consists of Yvonne Müller and Christophe Pinero. Both are architects and are connecting architecture with the world of fashion. In Marseille they lead the “Complex” which is an architecture agency, an art gallery and a Guediawaye store at the same time.

Outside the store in Marseille you can find the articles of clothing in 20 other shops in Paris, Berlin, Bruessel and Milano.