

Fashion One to bring localised content to African audiences through partnership with Virtual Xchange Group

NEW YORK, US, December 1, 2018 /EINPresswire.com/ -- African viewers will be at the forefront of the latest fashion and lifestyle trends following the announcement of a strategic partnership between Fashion One LLC, the New York-based international fashion, entertainment and lifestyle television network, and Virtual Xchange Group, Africa's leading creative, production and events company.

Through the agreement, Virtual Xchange Group and Fashion One will collaborate on the production of bespoke content for African audiences besides showcasing Fashion One's industry-leading global content.

Virtual Xchange Group will also engage a broader audience through collaborative marketing activity on digital platforms. The partnership means that Fashion One will reach 30 million households.

Ali Gursoy, Fashion One Group Chief Executive Officer, said: "Africa is a very important market for Fashion One, so we are delighted to bring African-themed content to African audiences through the partnership with Virtual Xchange Group.

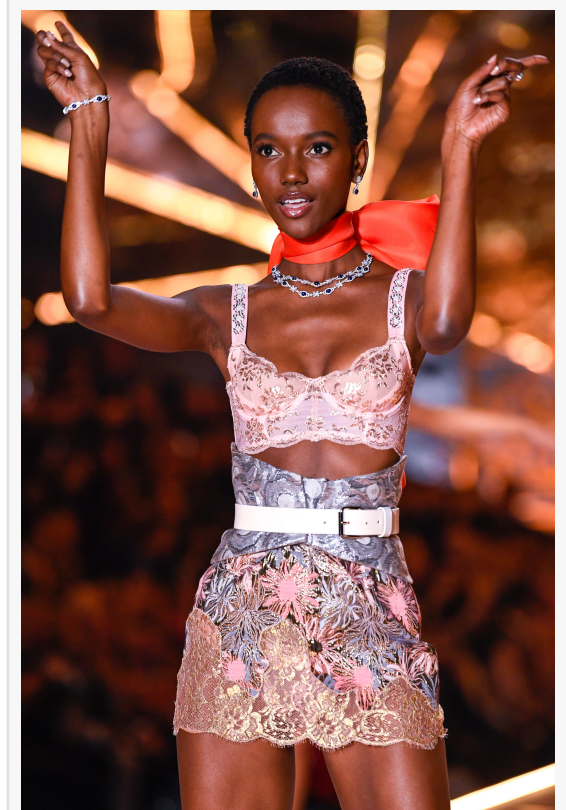
"African fashion designers are playing an increasingly important role in the global fashion industry and we want to play our part in raising their profile and introducing the fashion world to African talent.

"We aim to shine a light on African fashion design and manufacturing and to engage global audiences in locally-produced content. We look forward to providing localised, relevant content for our African distribution partners."

Virtual Xchange Group offers industry-leading expertise in the areas of entertainment and hospitality from creative content production and distribution through to event staging and talent management.

Kaycee Kennedy, the Chief Executive Officer of Virtual Xchange Group, said: "We are delighted to be partnering with the world's leading fashion network. The partnership with Fashion One Group will enable us to bring the latest in global fashion and lifestyle trends, fashion shows, events and original programming to African audiences.

"The collaboration with Fashion One Group reinforces Virtual Xchange Group's status at the



cutting edge of delivering creative, engaging content for the lifestyle and entertainment industry in Africa. This is where Africa meets fashion.”

The partnership with Virtual Xchange Group continues the global expansion plans for the Fashion One Group in North America, Eastern Europe, Asia and Africa as it consolidates its position as the undisputed number one International fashion and lifestyle network.

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About Fashion One LLC.

Fashion One operates a global lifestyle and entertainment TV network offering a comprehensive coverage of inspirational fashion. Fashion One audiences can access the latest updates through high-quality original programs, reality shows, documentaries, travelogues, entertainment news and lifestyle magazines.

Fashion One's programming is divided into two categories: core programming and original programming. The core programming primarily consists of content which is provided by external parties, while the original programming is produced by the network itself.

The network is a subsidiary of Bigfoot Entertainment launched in 2010. For more information, please visit www.fashionone.com

Subscribe to Fashion One's Youtube channel: <http://www.fashionone.com/subscribe>

Follow us on: Facebook: <https://www.facebook.com/fashionone>

Twitter: <https://twitter.com/Fashionone>

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About Virtual Xchange Group

Virtual Xchange Group, Africa's leading creative, production and events company has offices in South Africa, Nigeria and the United States.

Established in 2007, Virtual Xchange Group has a track record in the development and execution of show and entertainment concepts for the entertainment and hospitality industries. The company has expanded its operations to provide media content, stage designs, consulting and project management in the real estate sector and property development.

Run by a committed team of professionals, the watchword of the group is innovation and constant re-engineering. Combined with a thorough understanding of our clients' business and brand objectives, we ensure our clients remain on the cutting edge of their various fields of endeavour.

For more information, please visit <http://vx-group.com/>

Twitter: <https://twitter.com/vxfashionbiz>

Instagram: <https://www.instagram.com/vxfashionbiz/?hl=en>

Cameron Kelleher

Fashion One

+1 212-660-0908

[email us here](#)

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