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**THE EMERGING ROLE OF FASHION TOURISM AND
THE NEED FOR A DEVELOPMENT STRATEGY IN
LAGOS, NIGERIA**

Case Study: Lagos Fashion and Design Week

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ABSTRACT

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<p>The tourism industry is viewed as one of the world's most important industries that have emerged in global economy including Nigeria. The fashion industry is likewise a multi-billion dollar industry globally. In many parts of the world fashion tourists are growing in number. Acclaimed fashion capitals of the world like New York, Paris, and London have thrived in the fashion industry. Kenya, Amsterdam, South Africa, have also begun to look into the fashion industry for economic gain and Nigeria has also followed suit. The focus of the study was to investigate the link between fashion and tourism in the city of Lagos and its tourism potentials. The research analyzed the policy frame work of the cultural and tourism industry to establish the role and relevance of the tourism and cultural industry in the Lagos state policy.</p> <p>The case study of Lagos fashion and design week unveiled the emerging role of the fashion tourism industry in Lagos. The experience and opinions of designers and the organizers of the Lagos fashion and design week regarding the role of the fashion tourism industry was established through semi-structured interviews.</p> <p>The conclusion of the study emphasized the fact that there is room for the fashion industry to make a vital contribution to tourism in Lagos State. However, this depends on the development of a separate frame work for fashion tourism in Lagos, better marketing, security and efforts of promotion that are consistent.</p>		
Key words Designers, fashion, fashion tourism, fashion week, Lagos fashion and design week, tourism, qualitative research, semi-structured interview		

ABSTRACT

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1 INTRODUCTION

Tourism is often seen as an expression of human behaviour, set of ideas, theories and ideologies. Oxford Advanced Dictionary defines Tourism as the business activity connected with providing accommodation, services and entertainment for people who are visiting a place for pleasure or business. One will agree that tourism is a sector that inputs several industries and fashion is one of them as fashion week are popular among designers and trendy fashion lovers and even the media who travel from far and wide to attend. Fashion is a phenomenon that cuts across every area of life from generation to generation ranging from dresses of all definition to fashion accessories like bags, shoes and hats are only some of the few countless forms in which fashion asserts its domain. The mentioned areas of fashion are especially in the nature of individual personal taste, culture or ongoing trend.

The phenomenon of fashion tourism come in various dimensions which will be discussed in this research with a focus on the popular fashion week, an event in the fashion industry that lasts for about one week, this event allows fashion designers or brand names in fashion to come out and display their latest collection on run way shows. Buyers and various media from different parts of the world attend this event to take a look at the latest trends and most importantly this event gives an opportunity for the industry to know what is trendy in the fashion world for the season.

The most important fashion weeks takes place in four fashion capital of the world, New York, London, Milan and Paris. Most recently Los Angeles, Madrid, Toronto, Istanbul, Dubai, Berlin, Copenhagen, Australia, and Dallas are some of the other place in the world where some important fashion shows are being held. Some African countries have also started to host this important event to showcase their Indigenous designs within and outside the continent. Nigeria is not excluded in this phenomenon as Lagos Fashion and Design week is becoming more popular, within and outside the shores of Nigeria as most Nigerian designers have made it in the fashion industry and have also had the opportunity to show case

their work in international run ways as a means of promoting Nigeran culture. This research takes a critical look into Lagos state and its tourism strategy to link fashion and tourism through the popular Lagos fashion and Desgine week, a fashion event organised by Nigerians in Nigeria to show case the culture and versatility of its people and style. (Oppenheimer, Trejos, Spicer. 2011.)

The aim of this research is to identify the importance of Fashion in tourism and how the Lagos state government can benefit from its vast potentials. Nigeria being a land of various culture and talents have produced big names in the fashion industry who have not only made it big in Nigeria but in African and left their marks on the world map. The success of people like Tifiny Ambar and some other prominent names will be discussed in this research and how they have thrown and opened the doors of opportunity there by giving Nigerians with the creativity, and urge, the confidence, and the ideas of improved tourist socio economic activities through Fashion. With this comes impetration of ideas, cultural values and endless tourism potentials.

The research also aims to explore the possibile role the fashion industry will play in Lagos tourism sector highlighting efforts being made to promote fashion as a tourism attraction in the city, obtaining a clearer picture of the nature and extent of fashion tourism in Lagos Nigeria, the research aims at determining the role the local fashion industry can play in the development strategy while identifying the likely challenges the industry will face in promoting itself to the international world.

The research however will also attempt to provide preliminary recommendations to policy makers in Lagos state for the development of fashion tourist attraction. During this study, information will be given on various designers, their work over the years and how they have used the advantage of fashion and Desgine week to build their careers across the world.

The main objective of the research is to gather information as well as analyses the direct impact of fashion in tourism, highlighting how the Lagos state can benefit from the vast potentials and popularity of fashion tourism in improving the

already lucrative tourism sector while identifying marketing strategies using the already big names to promote this industry in various platforms of fashion shows geared towards results of tourism potentials and economic gains for the host city Nigeria.

The limitations and problems in this research was distance from the research environment was a big problem as the researcher found it challenging to get some designers and organizers of the Lagos fashion and design week on the phone to give interviews, in some cases information via email was delayed due to lack of time from the designers as they had very little time and had to be constantly reminded to follow up. However this was not in every case.

It was also quite demanding to get material on this topic as fashion tourism in Lagos as is not a topic that is commonly talked about but due to the interest and determination of the researcher in this phenomenon, the problem was contained by using available articles, book and expert interview to analyse the study goal. Due to the problem of limited updated books, the research was mostly done using web pages, articles and blogs of fashion analysts or fashion designers themselves.

2. TOURISM AND THE CULTURAL INDUSTRY

The importance of tourism cannot be over emphasized. This chapter will look into the various aspects of tourism development and its impact on the host city, emphasising the various ways in which fashion attracts people to a city while highlighting the meaning of fashion tourism and its role in the facelift of the very vast tourism industry.

2.1 Tourist activities

In order to gain more insight on the topic it is important to understand why people engage in tourism. Tourism is primarily viewed as people visiting a particular place for various reasons, whether it is for business or leisure tourism cuts across various aspects of life. Thus, tourism may be seen as the process, activity and outcomes arising from the relationship and the interaction among tourists, tourism suppliers, host governments, host communities and the environments involved in the attraction and hosting of visitors (R.Goeldner & J.R. Ritchie 2003, 5.)

The stereotypical concept of tourism image has been taken beyond holiday making by the World Tourism Organisation (WTO), they have officially defined tourism as an industry that comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. (Cooper, Fyall, Gilbert, & Wanhill, 2008, 9) Tourism today is a global phenomenon that cuts across various sector of an economy. In 2002 the World Travel and Tourism Council (WTTC) estimated that travel and tourism has generated in revenue a huge amount of US\$442.1 billion, this number is estimated to grow beyond US\$613.8 billion by the year 2012, a 4.5 percent increase for the demand in tourism per year.

A contributing factor to the growth of any county as the strength of the tourism industry is responsible for over 19 809 800 jobs an equivalent of 7.8 percent of

world employment for 1 in 12.8 jobs with an expected growth in 2012 estimated at 24 948 600 jobs. (Stephen. J. 2003, 2.) Without a doubt, tourism is now assuming major roles in the lives of people all over the world.

Tourism is not only viewed as a phenomenon of development, it is also seen as an industry that promotes political and economic change (Sharpley & J. Telfer 2002, 2). Tourism is one of the world's largest priority industries and employers of labour expected to generate US\$ 6.477.2 billion in economic activity, 10.3% of a total GDP and 234,305,000 jobs in the entire world in 2006 (wtcc.org 2012). Most African governments have shown increasing interest in tourism as a means for increasing economic growth and diversification. Various moves like the New Economic Partnership for Africa's development NEPAD initiative have also acknowledged the potential of the tourism industry to contribute to the development of African countries. (Rogerson &, Visser, 2004,3.)

Urban tourism is an economic development strategy for place marketing (Selby 2003. 11) Over the decade the demand for urban tourism has increased. While many travel for business or Convention purposes, others are traveling for leisure and to possibly learn about other cultures, to develop their specific interests, some also travel for the purpose of entertainment. The Visitor contribute to the economy and the growth of Large Cities, (Gatawa 2004 13.)

The emergence of urban tourism is a vital growth in recognising the strategy of the landscape of a city (Spirou, 2010.1). However the decline of the industrial sector for most large cities has created many problems of unemployment on the increased and derelict sites emerged in the inner city due to lack of control, The impact of global competition and the various technological change has improved that cities, as well as regions, have had to constantly renew their economies or face decline. (Martin & Selby 2004, 13.)

There is no need for cities to specialize in any activity but rather to diversify the economy and it is in this context that tourism has been adopted and promoted in many cities. Tourism offers a lot of benefits to cities. One of the most important of those benefits is the direct or indirect benefits of job creation and other wider

economic benefits, other benefit are the impact of the image of cities of physical and environmental improvements associated with tourism. (Gatawa, 2004. 19). Cultural Industries are defined as those industries which produce and encourage tangible or intangible artistic and creative outputs with potentials for wealth creation and income generation through the exploitation of cultural assets and production of knowledge-based goods and services in traditional and contemporary form. (Aageson. 2009.)

Cultural industry include the advertising, architecture, crafts, designer furniture, fashion clothing, film, video and other audiovisual production, live and recorded music, performing arts and entertainment, television, radio and internet broadcasting, visual arts and antiques. The term “cultural industries” can also be referred to as the “creative industry” with a slight difference. “Cultural industries” emphasizes those industries from heritage, traditional knowledge, and the artistic elements of creativity, whereas “creative industries” places emphasis on the individual and his or her creativity, innovation, skill and talent in the exploring intellectual ability (Aageson. 2009.)

All over the world today there is an increasing use of the cultural industry for development in tourism and other industries which boosts their economic fortune and to position themselves in the global market. The cultural market worldwide is considered one of the largest economic sector after Information technology, pharmaceuticals, biotechnology and tourism as the cultural economy now accounts for a significant amount of income and employment in a number of countries and offers important opportunities for policy makers with regard to local economic development (Cooke, Parrilli, Curbelo, 2012, 22.)

2.2 The fashion industry

Fashion is one of the most influential phenomenon in western civilisation, it is almost second nature to us, an understanding of fashion contributes to the understanding of ourselves and our personal style based on our cultural

background, beliefs and environment; our personal style is our identity. In the early fifteenth century, fashion was considered so important in France that Charles the IV was told to create a separate organization for fashion, even though not many people supported such organisations back then, the fashion industry has been growing since then, in the eighteenth century, people became more aware of the importance of fashion and style as news agents, fashion magazines printed in bright coloured glossy paper, newspapers. (Lars & Svendsen, 2005, 7.)

The major fashion shows in London, Paris, Milan and New York were broadcasted on national and international TV as fashion was clearly seen to be important enough to get such lavished attention the fashion phenomenon today has become a cultural factor of primary importance to people of different class culture and background as there is something for everybody. (Lars, & Svendsen, 2005, 10.)

Fashion Tourism is defined as the phenomenon where by people travel to and stay in places outside their usual environment to enjoy experience and possibly consume fashion.(Cabrera. 2013).The phenomenon of fashion tourism is often called different things, Fashion travel, Shopping tourism, and so on, regardless of what it is called, the idea of people going or travelling from one place to the other for the purpose of fashion viewing or purchase is constant, from visiting the four most popular fashion runways of the world in Paris, London, New York and Milan to visiting the popular designers stores like Prada, Chanel Christine Dior. Just to mention a few, travelling to African countries to purchase locally made fabrics, visiting trade shows in exotic destinations known for a particular design. All these are ways in which fashion tourism asserts it's self (visitbritain 2012.)

Fashion tourism is another alternative form of tourism that attracts tourists from different part of the world, this trend is gradually becoming one of the more sought after niche in the tourism markets. Tourists seek destination that fulfils their needs, wants and desires for new tastes in garments, shoes, bags accessories, shopping and the overall experience of the destination's culture that reflects its creativity, innovation and intricate tapestry of skills and knowledge of the host

country. The tourists are made to actively participate in the destination's fashion experience. Fashion is constantly evolving and the new tourist will not be left behind as they want to get on board with the latest trends and tastes especially for the purpose of viewing fashion. (Fashion destination Zadd and Eastman designs.2012.)

2.3 Components of fashion tourism

For some time now there has been an evolution of the "new tourist" who requires and is willing to pay for more than the regular package of sun, sea and sand, the typical tourism packages. Destinations worldwide are beginning to diversify in repackaging their tourism product by introducing niche market and alternative forms of tourism.(Fashion destination – Zadd and Eastman designs. 2012.)

Shopping festivals are created by countries to increase the economic growth by providing good quality products and services usually from their respective culture. Tourists from various parts of the world come for shopping festivals in Hong Kong, Dubai and some other places, shopping festivals have therefore become a big attractions for tourist destinations. There are a number of shopping festivals that cater to the different needs of the tourist shoppers from different part of the world. Various shopping festivals are held at different seasons in nearly every part of the world, in order to make goods and commodities available from every region. If you like something from a particular place or country, you do not have to travel all the way for it, at shopping festival, those things are provides for you at cheaper rates.

Shopping festivals are also called trade fares in some countries (Shopping tourism. 2012.) examples of some shopping festivals held around the world are Dubai shopping festival (DSF) started on February 15, 1996 an event geared towards revitalizing retail trade in Dubai, United Arab Emirates, have been promoted as a tourist attraction. Hong Kong shopping festival is a destination that is usually referred to as a place where east meets west, Hong Kong is one of the

most popular tourist destinations of the world. All the fashion lovers from around the world now travel to Hong Kong during the month of June and August; this is the time of the famous Hong Kong shopping festival. Malaysian shopping festival is also a very popular festival round the world. It is famous among various international tourists and people from all over the world. (Shopping tourism. 2012.)

Travelling for fashion purposes is done in different style, the popular fashion week is an event in the fashion industry that lasts for about one week, this event showcases fashion designers or brand names in fashion to come out and display their latest collection on run way shows. Buyers and various media houses attend this event to take a first look at the latest trends in fashion and most importantly this event gives an opportunity for the industry to know what is trendy in the fashion world for the season. The most important fashion weeks takes place in the four most popular fashion capital of the world, New York, London, Milan and Paris. (What is Fashion Week 2013.)

Most recently Los Angeles, Madrid, Toronto, Istanbul, Dubai, Berlin, Copenhagen, Australia, and Dallas are some of the other place in the world some important fashion shows are being held. Some African countries have also started to host this important event to showcase their Indigenous designs within and outside their continent. Nigeria is not excluded in this phenomenon due to the fast growth of internationally known Nigerian designers and their work with the African prints and designs have notably also started to make big waves in the fashion industry as African prints and design have began to make its way to the largest runway event in the world today (Fashion week.2009.)

Several destinations have taken advantage of this new trend, South Africa among other countries has taken the chance to gain advantage of this venture and they have deeply embedded their names in the peers of Paris. Womi O, a Nigerian designer to showcase her collections at Miami Beach International Fashion Week. She used the opportunity to highlight the culture and talent of Nigeria therefore

stimulating interest from the American population in the beautiful Lagos destination (Global African culture. 2013.)

Shopping can be viewed as a part of the travel experience or the primary focus of destination travel, which can be major motivations for a leisure trip. Leisure tourists or tourists who travel for the main purpose of shopping look for exciting opportunities to shop while travelling. Some destinations that are aware of this kind of tourists provide special tourist shopping activities for tourists who shop for souvenirs while on the trip or tourists who are in the destination for the main purpose of shopping. For many tourists, shopping is one priority when they travel (Tom. 2012.)

Shopping is a major tourist activity with a high percentage of activities. According to the tourism statistical data of the U.S. office of travel and tourism industries on tourism performance matters, shopping ranking is at the top participation activity for Asian (90%) and Western Europeans (86%). Eastern European tourists (85%), and the second participation activity for the statistics shows that the demand for shopping is high for European and Asian tourists. detailed profiles for countries of origin show that shopping is on the top among all other tourist activities for the European countries of Ireland (93%), Spain (82%), and Italy (79%). Asian shopping participation percentages are the highest among all Asian countries with a 93% for Taiwan and 92% for Japan. (Tom. 2012.)

Fashion Merchandizing and Retail shopping is another kind of shopping travel. The word Retail comes from the Old French word *tailleur*, which means "to cut off, or divide" in terms of tailoring. It was first recorded as a noun meaning sale in small quantities. Like in French, the word retail in Dutch and German means to sell small quantities of items. Retailers are part of the supply chain, they purchase goods in large quantity from the manufactures directly, they buy in wholesale and they sell in small quantity to end users for larger profit. (Retail in central Europe. 2012.)

Fashion merchandising and retailing is the combination of the processes that a new fashion item must go through to be available in large quantities to the

consumer after it is left the hands of the designer, the retailers are the ones who purchase this finished product therefore buying becomes part of fashion merchandising when a merchandiser buys fashion items to be sold in a stores. Merchandisers and Retailers come from different parts of the world to purchase goods for the purpose of selling to the end users (wisegeek. 2013.) For example the most popular fashion manufactures today is China with most clothing labels you find are made in China, even the big designer labels have manufacturing companies based in China. (china-clothing-manufacturer. 2008.) It is important to note that influx of tourist from different part s of the world for the purpose of retail shopping have continued to double over the years as people see this line of business a profitable one (Tay. 2013.)

2.4 Textile and fabric production

The fashion industry consists of four main categories: production of raw materials, fibres and textiles, leather and fur are some of the production of fashion items by designers, manufacturers, and others, retail sales who are responsible for selling to the end users using various forms of advertising and promotion to reach their target groups especially when they are tourist target groups, these levels consist of many separate but interdependent sectors, all of which are devoted to the goal of satisfying consumer demand for conditions that enable participants in the industry to operate and make profit (Christopher, 2003. 11.)

Many years ago in Africa, hairs from animals was woven to make and ultimately to protect homes, fibbers from various plants and trees were also being used to create bed sheets, blankets, cloths, drapes. As textiles became more sophisticated, they were also used as currency for trading in goods and services. Many of the ancient designs and weaving methods are used today as they are still an important part of African lifestyles (Afuwape. 2008.)

Weaving methods of fibbers used today varies within the African continent. For instance, narrow strip weaving is used in West Africa and in the Democratic

Republic of Congo. However, the weaving is slightly different in the Democratic of Republic, they incorporate the use of raffia palm leaf to create their local cloths which forms their identity. (Afuwape. 2008.)

Handmade looms are still used to weave various textiles today. The looms are handed down from generation one to another. During the weaving process, they are placed in horizontal, vertical, or angular positions. Textiles are often made through hand weaving, stencilling, dyeing, painting, and embroidery, sometimes soil is also used to make paint for the fabric, Dyes can come from herbs, leaves, bark, nuts, fruits, vegetables, and grasses, they are mixed with water or other chemicals like zinc, sulphur, or iron to get the desired thickness and range required (Afuwape. 2008.)

In Nigeria, colours hold different cultural meanings based on village or family affiliations. In some parts of the country, red is a threatening colour worn only by chiefs to protect them from evil, but it is also a sign of accomplishment in other areas, in other cases red is used for mourning robes by the Akan in Ghana and for burial cloths in Madagascar (Fashion network Africa. 2012.)

Traditionally, many African textiles were not cut or tailored, rather, they were dyed and tied to suit various occasions. But with the current interest in textiles outside of Africa, textiles and handmade fabrics are being cut and fashioned into contemporary clothing and home furnishings, including pillows, upholstered furniture, wall hangings, and blankets. (Afuwape. 2008.)

The impact of the cultural industry in tourism development can not be over emphasized or disputed, as mentioned earlier tourism is a set of ideas and the ideas of the creativity from the fashion cultural tourism in an urban city has got vast potentials. Highlighting this various means of fashion tourism can be utilized through adequate understanding of the industry.

3. TOURISM IN NIGERIA AND THE FASHION CULTURAL INDUSTRY

This chapter highlights tourism in Nigeria as well as the increasing importance of the cultural and tourism industries in urban development strategies in cities globally as well as in the city of Lagos. More cities are looking to the cultural and tourism industries for economic development and the cultural industry is being utilized for tourism development worldwide.

3.1 Nigerian tourism

The tourism industry is one of the most important industries in the world today. In 2005, an approximately 800million international tourism arrival was registered worldwide. The most important factor of the industry is that it has continued to grow in variety of destination and purpose as there has been an immense geographical spread of tourism to developing countries giving room for viable socio economic growth (Nigeria art and culture dictionary 2006.)

Nigeria is one of the leading countries in Africa that plays an active role in the United Nation World Tourism Organisation (UNWTO) and the Sustainable Tourism Eliminating Poverty (STEP) programme, a programme which was launched in 2002 looking at previous work to encourage sustainable tourism, social and economic values which specifically alleviates poverty, therefore bringing development and jobs to people living on low standard of living (Nigeria art and culture dictionary 2006.)

Nigeria was the chair leading Working Group of the UNWTO Executive Council (the highest policy-making organ of the Organization) which supervised the preparation of the STEP initiative. Furthermore, Nigeria was recently elected as the Chairman of the UNWTO Commission for Africa (Nigerian tourism Master plan. 2006.)

UNWTO commended the initiative of the Government of Nigeria to actively develop tourism as a means for improving the socio-economic conditions of the Nigerian people in addition to the countries richness in crude oil, coco, timber to

mention a few. However, the success of the Nigeria's tourism industry depends on its sustainability, which is why, UNWTO, at the request of the Government of Nigeria, and through the support (UNDP), initiated the project for the formulation of a National Tourism Master Plan for Nigeria which focuses on the Capacity of strong support to the Tourism Sector (Nigerian tourism Master plan. 2006.)

3.2 Transforming Nigerian's tourism industry

Nigeria is blessed with a natural habitat of a rich ecosystem and enormous riches in oil and gas as well as great waterfalls, forests, rock formations, lakes mountains and breath taking valleys and rivers and greater historic sites, some of which are already designated UNESCO heritage site (Pressman. 2012).

This administration of the new Government under Good luck Jonathan has already put in place Cultural Industries and some twelve states of the federation to creating more tourist attraction in the country. Nigeria has also been divided into six zones for the purposes of cooperation, since the cultural and tourism sites are located in different departments. There are at least 774 Festivals and cultural ceremonies, at one per Local Government Councils in the country (Pressman. 2012.)

Sixty-seven per cent of Nigeria's population of over 160million people of between the ages of 18 and 35 are young people. Entertainment tourism and fashion tourism therefore is seen as a major uplift to the tourism industry for Nigeria due to the variety of talents emerging from Nigeria however there is need for re-defining in order to cater for a more global and universal audience (Pressman. 2012.)

3.3 The Nigerian cultural industry

As mentioned in chapter 2, Cultural Industries are those industries that produce tangible or intangible artistic and creative outputs, with potential for wealth creation and income generation through the exploitation of cultural assets and production of knowledge-based goods and services in traditional and contemporary form. (Aageson.T 2009.) therefore the legitimate rights and various attempts of the Nigeria people to develop their culture have been supported by both the civilian and military governments who have been given consideration in the Nigerian Constitution for years now. Neither the cultural policy, nor the set of main aims of cultural policies within the states have been formally presented. (NAN, News Agency of Nigeria. 2013.)

Some of the clearly set directions of cultural policies are: analysis and understanding of the Nigerian cultural life, cultural values and cultural needs and expectations of people, declaration of the authentic cultural values and cultural heritage, building up of a national cultural identity and parallel declaration of cultural declaration of different ethnic groups, development of cultural organizational structure and introduction of new technologies in cultural activities, and creation of links between culture and education, as well as between education and different cultural parastatals especially mass media (Clothing enterprises. 2013). However, the National cultural policy in Nigeria is regarded as an instrument of promotion of the national identity and Nigerian the farthest point of unity amongst the people, as well as of communication and cooperation among different Nigerian or African cultures (Cultural policies in Nigeria. 2008.)

The Ministry of Culture and Social Welfare is in charge of two administrative districts responsible for administering and implementing cultural policies. The Federal Department of Culture has the responsibility of expression and execution of the national cultural policies and the financing and promotion of all national cultural planning and international cultural relations. The National Council for Arts and Culture supports and develops all aspects of Nigerian cultures and interacts with private or public organizations (Cultural policies in Nigeria. 2008.)

The federal bodies involved in cultural life and policies are Ministry of Information and Ministry of Education. Different cultural sectors are covered by the statutory authorities at the federal level, such as, the National Commission for Museums and Monuments, National Library of Nigeria, Centre for Black and African Arts and Civilization, National Gallery of Modern Art, Federal Radio Corporation of Nigeria, Nigerian Television Authority, Film Corporation of Nigeria and the fashion industry on the federal and state level. (Cultural policies in Nigeria. 2008.)

The Federal Ministry of Culture and Social Welfare is in charge of cooperation and coordination among different authorities at the national, state and local government levels and the promotion and development of culture is the sole responsibility of each Nigerian state, although the Federal Government finances and offers administrative support for culture to each state. State or provincial authorities have all established State Art Councils set up by law. These art councils have the sole responsibility to develop, administer and deviate state cultural policies. (Cultural policies in Nigeria. 2008.)

3.4 Fashion in Nigeria

Fashion is an aspect of the culture of a vibrant, passionate and flamboyant people. The Nigerian Fashion scene is an outlet or another face of a people that brings out the creative nature and passion of the people who are colourful, expressive, curious, rich and daring. The fullness of this richness and power has been recognised all over the world today due to the vision and innovation of Nigerian designers both those who work and live in the fashion capitals of the world but never forgot nor shied away from their Nigerian roots and those who are making big impacts in the fashion capitals but are based in Nigeria. (Afuwape. 2008.)

In the fashion industry today, and all over the world, the Nigerian culture is being borrowed and incorporated into styles, signatures and works of partakers of the industry. The simple wear ability of such materials like Ankara has made the

fabric not only a runway creation but an ever day and even red carpets and movie premier wear of choice for the Hollywood big names. These prints are been made into not just wears but accessories such as bags, bangles, earring and all such article of dressing. Their uniqueness is in their versatility. (Elsworth. 2009.)

There are two main channels of distribution in Nigeria. The direct method involves the sale of textiles directly to the end consumers through retailers selling on the spot by the Textile companies involved. Producers sell their products through licensed and appointed retailers and through immediate selling to customers. Some smaller sellers and organization in the subsector also distribute their textiles by supplying to other companies that are involved in weaving and production. (Textiles and fabrics. 2012.)

The indirect method requires only the use of a wholesale channel of distribution. This method is mostly used by the big textile industries. In this method, the appointed distributors are mainly licensed for distribution and sales in the market. These distributors are financially capable they play a big role in advicing the company with regard to the designs of the products and customers wants and needs. The textile industry in Nigeria appears to be a significant quantity of textile products entering through unmonitored trade, mostly from Asian countries. (Textiles and fabrics. 2012.)

3.5 Tourism and culture in Lagos, Nigeria

Lagos state under the administration of Governor Raji Babatunde Fashola has undergone an ammount of re-modernization project, Lagos state is gradually becoming a major tourist destination, (Eko, building and branding through sports. 2012.) being one of the largest cities in Africa and in the world. Lagos is currently taking steps to become a global city. The 2009 Eyo carnival (a yearly festival originated from Iperu Remo, Ogun State) which took place on 25 April 2012 was one of the steps toward tourism development. Lagos is mainly known as a business-oriented and a fast paced community with a number of sandy beaches by

the Atlantic Ocean such as Badagry beach, Eleko beach, Elegushi, Alpha beach. (Eko, building and branding through sports. 2012.) Lagos has a variety of hotels ranging from two stars to five star hotels. Other places of interest include The Tafawa Balewa Square, Festac town, Lekki Conservation Centre, The Remembrance Arcade and the Slave Jetty in Badagry (Review of the implementation status of the Trans African highways and the missing links. 2003.)

For tourists coming to Lagos for the first time, there is no active tourist office for them to get information, one of the many ways to get around and get familiar with the environment and people is to take a look at some of the local web sites like VConnect.com and LostinLagos.com. These web pages are like the local help services where tourists can explore the city and also discover Nigerian cuisine, Lebanese cuisine, Chinese cuisine and various other cuisines acan be found by looking up these local info websites. Some of the popular hotels include Welcome Centre Hotels, Sheraton Hotel and Towers, Federal Palace Hotel, Stop Over Motels, Ikoyi Hotel, Sofitel Lagos Moorhouse Ikoyi, Eko Hotels and Suites, and The Palmview Manor. (Textiles and fabrics. 2012.) Tourists are mostly attracted to the rich culture, entertainment scenes, fashion and vitality which Lagos city offers. Tourist attractions include Oba's Palace, the Nigerian National Museum, Shrine of Fela, the beach resorts and most recently the various Lagos fashion show events and most recently the fashionand desging shows Review of the (implementation status of the Trans African highways and the missing links. 2003.)

3.6 World fashion, tourism and globalisation

Historically the fashion industry has been used to uplift urban-based development objectives and the sector continues to be viewed as an important tool for economic and tourism development at a local and international level. Cities like Paris, Milan, London and New York have long been applauded for their thriving fashion industries they have achieved a strong position as international fashion capitals of the world. Recently non-traditional fashion cities such as Kuala

Lumpur, Bali, Beirut, Amsterdam and Lyon have also increased their focus on the fashion tourism. Fashion is however no longer the exclusively connected to the west but contemporary fashions are created rapidly and in great volume from Latin America, Africa and Asia. (Hansen 2004. 371.)

3.7 Fashion research in Lagos

Lagos Nigeria is a metropolis of over 8 million inhabitants with a fast growing infrastructure influenced by oil and shipping. Located between the Sahara to the north and the tropics to the south, Lagos also represents one of the continent's wealthier urban population in Nigeria as a result, where there is money, especially new money, demand for various lifestyle. Hence the Nigeria's thriving fashions hive. (Love, Lagos: Nigeria's Bright and Burgeoning Fashion Industry: 2013.)

Lagos state is one of the most important fashion cities in Africa. Since independence in October 21 1960, they have developed a far reaching fashion industry with internally and internationally successful fashion designers, growing businesses, numerous fashion weeks, famous fashion photographers and influential fashion magazines all cross the world have featured. (Alejandra. 2012,10.).

Fashion made in Lagos is directed to both the local urban and global fashion world. (Alejandra.2012, 10.) The fashion industry gained significant global recognition in 2012. Selfridges, the London-based mega-retailer, introduced "Ndani" last November, an in-store showcase featuring Nigerian designers including Agu, Ituen Basi and perhaps the country's most established brand, Jewel by Lisa. Lagos Fashion and Design Week is covered by VOGUE Italia (a popular fashion magazine), also in 2012, the event hosted Matthew Williamson as its guest headliner. Collaboration by Lisa a renowned designer partnered with BlackBerry in making special-edition phone cases to promote the event. Lagos fashion bubble marks a manufacturing base getting its first tastes of the international spotlight. (Love, Lagos: Nigeria's Bright and Burgeoning Fashion Industry: 2013.)

People from various parts of the world who are not only devoted fashion lovers but lovers of the Nigerian culture and fashion have patronised prominent designers over the years, some of these designers have international experiences and they themselves have international orientation, hence their global recognition as they are not in business for the Nigerian market alone. The relationship between the city of Lagos and its fashion is illustrated through the work of its internationally acclaimed fashion designers. (Alejandra. 2012, 10.)



GRAPH 1. Design by Jewel by Lisa adapted from (My Ashio Local Fashion Made Global 2013.)

The (Graph 1) above shows one of the collections at Lagos Fashion and Design Week 2011 by Lisa Folawiyo designs is a renowned fashion designer in Nigeria she is known for her work on a woven cotton fabric commonly known as Ankara print. She loves the traditional cloth with sequins, hand-beading and stones, making in designs that appeal to the modern day women. She mixes traditional European fabrics and patterns (Ibukun.Y. 2011.)



GRAPH 2 Designed by Okunoren twins adapted from (Ariselive 2011.)

The graph above (graph 2) shows the designs of the Okunore twins showcased at the Lagos Fashion and Design Week 2011 their designs stood out in the men's collection by the twins Kehinde and Taiwo Okunoren. The look shows an elegant African version of the classic suit that Kehinde Okunoren mentioned got its inspiration from Nigeria's era of British colonial rule. Each model portrayed male characters from the colonial era which ended in 1960 on the fashion runway. As well as the contemporary male fashion, the models' looks included an officer in a tight-fitting royal uniform and a working father striding down the

catwalk with an oversized leather suitcase (Love, Lagos: Nigeria's Bright and Burgeoning Fashion Industry: 2013.)



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GRAHP 3 Designed by Alexander Amosu adapted from (Alex Amosu 2013.)

(Graph 3) shows the design of Alexander Amosu is popular Nigerian known as the designer of the world's most expensive suit. The suits cost about 70,000 to \$112,000 per piece, made out of rare fabrics and shot through with 22-karat gold threads, adorned with 18-karat gold buttons and encrusted with diamonds has earned the London-based Nigerian designer a mention in the Guinness Book of Records. Amosu best known for accessories and his models carry blinged-out gear including gold-plated and diamond-encrusted iPods, mobile phones and pens. (Amosu designs 2012.) the graph above shows one of his collections of elegant suits for men and women showcased in the fashion week.

4. THE EMERGING ROLE OF THE FASHION AND DESIGN WEEK IN LAGOS TOURISM INDUSTRY

Lagos Fashion and Design Week is a show aimed at turning the city which already has an awesome tourist reputation into a major fashion capital (Lagos Fashion Week draws distinction. 2013.) Over the years, a number of Nigerian designers have been working to put Nigeria on the map.

Though the bulk of the country's population lives are not up to adequate Standard of Living, the country's wealthy elite including business owners, oil industry executives and politicians have a growing appetite for top-shelf brands (Remsen. 2013.)

4.1 Lagos Fashion and Design Week

Lagos Fashion and Design Week is truly on track the event has attracted quite a number of European high-fashion buyers congregate to Nigeria for the first time looking for some locally made African fashion concept to bring home. The event takes place every year in Lagos state. The 2012 event showcased mostly local designers, the renowned British brand Matthew Williamson was also invited as a special guest (Remsen. 2013.)

The brand Matthew Williamson is all about using global influences in that it draws its inspiration from certain part of the world, examples are India, Caribbean, North Africa and some other countries just to name a few (Lagos Fashion Week draws distinction. 2013.)

However, it cannot be said explicitly that Mathew Williamson always use African influences but the signature of Matthew Williamson is always inspired by the beauty that is found within these country. The Nigerian fashion industry is a growing one, with inadequate access to infrastructure, funding, capacity building, textiles and garment manufacturing centres. However, there are individuals working behind the scenes to ensure that the industry develops. Since 2011, the

Lagos Fashion and Design week has relied on support from the international fashion industry such as British Council and British Fashion Council's International Fashion Showcase 2012, Vogue Italia's at Milan Fashion Week and the International Finance Corporation's skills development initiative for Nigerian designers (Lagos Fashion Week draws distinction. 2013.)

Lagos Fashion and Design Week (LFDW) officially launched with presenting the finalists of a nationwide search for LFDW Young Designer of The Year, a competition for potential fashion design talents in Nigeria which was a defining moment for the future of Nigerian fashion design talents to see the possibilities that exists in the industry (Lagos Fashion Week draws distinction. 2013.)

People from different parts of the world attended this phenomenon event as the show started with a group show that featured LFDW's youngest designer 14 year old Jess Stefanie, a finalist from LFDW 2011 and also saw a return by LFDW 2011 winner of Creative Entrepreneur of the Year who presented her ready-to-wear design for the everyday woman. The evening progressed with shows from Eki Orleans, Iconic invanity, Odio Moments and the legendary Tifiny Amber A cacophony of prints, embroidery and embellishment all evening as the designers presented their visions for Spring Summer 2013 (Akerle. 2011.)

The highlight of LFDW's Day 4 was the finale for the LFDW Young Designer of the Year Competition – fresh and fun with a distinct point of view, the designers seemed to send out a message that they are here to stay. The competition was won by Josh Samuels. The show was graced with the presence of buyers and press both international and local, which created an impression of a proper fashion week, therefore making LFDW 2012 the first of its kind in Lagos (Akerle. 2011.)

Lagos, Nigeria's commercial mega city does not have a fashion district packed with big name stores, and its tropical climate does not justify seasonal collections. That didn't stop organizers of the Arise Magazine Fashion Week from showcasing 50 new and established African designers some of whom have won awards in Paris and New York who made clothes ranging from business suits to dresses woven from raffia and silk (Sonuba & Oyemade 2001, 73.)

Lagosians often have outfits made for special occasions using the exciting, multicolour fabrics offered at local stores. A lot of the designers were showcased at the international fashion weeks, the show also give publicity to the numerous local talent. Below are some of the top designers that were showcased at the event (Akerele. 20011.)

Hazel Eki Aggrey-Orleans was born in Germany and was educated in London she merges her European origins and education with her West African heritage. Principally working with textiles and prints,

Orleans decides on the dress to suit her vision of fabric design. The designer quirky blend of sunset colours, from cobalt to yellow, across abstract riffs on batik layouts, replete with chic-as-can-be head wraps is a force to recon with in the Lagos Fashion and Desgine week (Remsen. 2013.)

Iconic Invanity's spring '13 collection explodes with color, too, but in a more technical groove. Here, the house started by Nancy Nwadike features mini-skirts that glisten like oil slicks, geometrical and botanical motifs on locally sourced textiles, and strong, look-at-me shoulders as they fondly call it. Iconic Invanity is set to launch in the "central celebrity fashion hub of Los Angeles" (Remsen. 2013.)

Lanre da Silva Ajayi's designs combine West Africa's jade-and-jute hues across jumpsuits, embroideries, and fringes think M.I.A.'s "Bad Girls"meets Baz Luhrmann's "The Great Gatsby," entirely lens-flared in Technicolor. Ajayi has an eponymous boutique in Lagos' Ikoyi neighborhood. She was also picked for Selfridge's aforementioned capsule. (Remsen. 2013).

Odio Mimonet's spring '13 lineup invokes a spectrum of summertime sorbet hues from Creamsicle orange to bubblegum pink to lime green. Founder Odion Oseni attended the prestigious London College of Fashion. Her trademark is The "essence" of a Nigerian woman, according to the designer "graceful and elegant, yet tough with a tireless work ethic" (Remsen. 2013.)

4.2 Tourism and the Lagos fashion and design week

Lagos Fashion and Design Week is organized by various bodies. Over the years several fashion shows have been organized in Lagos to show case the work of Nigerian designers in the fashion industry. The first fashion and design week show organized was in 2011 by MTN, it was tagged MTN fashion and design week, a three day event which attracted people from all walks of life both home and abroad (Iheakanwa. 2011.)

The event showcased the work of Jewel by Lisa (JBL) and some other prominent people in the fashion industry. Lagos Fashion and Design Week is a fashion event which brings together media, industry, potential buyers and consumers to view the current trends and collections of designers in the fashion capital of Lagos, Nigeria. (lagosfashionanddesignweek. 2012.)

The platform aims to cut across geographic and culture barriers and position itself as a business of fashion design tourism event targeted at showcasing the best of the fashion and design industry, drive the Nigerian fashion industry and ultimately uplift its profile within the economy.(lagosfashionanddesignweek. 2012.)

Arise Fashion Week, Lagos and Lagos Fashion and Design Week are some of the fashion week events in Lagos aimed at promoting tourism using the work of Nigerian designers as well as promote the Nigerian culture and design to tourist coming into Lagos for the sole purpose of these events. Participants, designers and visitors can expect a diversified and interactive platform to maximise their exposure within and beyond their industry circle and open gateways for more business opportunities. Lagos Nigeria is seen as a perfect location for the Lagos fashion week shows because of its tourist friendly environment(Iheakanwa.2011.)

4.3 The revitalization of Lagos Fashion and Design? Week

Since 2011 the Lagos fashion and Design Week has been involved in a number of interventions aimed at upgrading the urban city of Lagos through organising

fashion shows in the state. The Fashion tourism project involves a number of interventions in the state including an urban management plan, a property plan, urban upgrading, economic support and development as well as the overall marketing of the State and its tourism activities (Morgan. 2012.)

These developments have begun to position the state as an urban and tourist attraction. The development of fashion tourism in Lagos state is sponsored by private individuals and products who believe in the potentials of the industry through the achievement of economic growth (Iheakanwa. 2011.)

House of Tara International is a beauty/skin care consulting firm that is quickly becoming a popular beauty brand among West African women. For two years, H.O.T has partnered up with Lagos Fashion and Design Week as the makeup and beauty sponsor. House of Tara has continues to be commite to platform to empowering young entrepreneurs in the Nigerian fashion and beauty industry (lagosfashionanddesignweek. 2012.)

Didi Museum is the first private museum in Nigeria, as one of the organizers of the Lagos Fashion and Design Week. As the major hospitality partner to the event, the museum is the venue for press conferences, cocktail receptions and other related events before and after the Lagos Fashion and Design Week. The Didi museum is dedicated to supporting and exhibiting Nigerian art, fashion, music and culture (Iheakanwa. 2011.)

Colours in Africa, is a manufacturing company that produces and sells home and hotel furniture they also sell home accessories and gift items. The company is proud to produce most of their items locally in Ibadan, Oyo State, Nigeria with the rest being imported from across Africa and beyond. As the Official Lifestyle Partner, Colours in Africa is also in partnership with Lagos Fashion and Design Week for the LFDW Exhibition.(lagosfashionanddesignweek. 2012.)

Haute Fashion Africa is a website that showcases the works of African designers. They have the largest updated directory of African Fashion Designers and collections, the organizer provides a platform for African designers with little

exposure in the fashion world also providing them the opportunity to show their work, Haute Fashion Africa is also in partnership with the LFDW. (Morgan.2012.)

Mania Magazine is a fashion and lifestyle magazine also in partnership with LFDW, their main focus is on women with elegance, charisma and poise. They are Nigeria's first fashion and lifestyle magazine with truly Nigerian context and content (lagosfashionanddesignweek 2012.)

Zaphaire Events is the event consultant, marketing, planning and management company in Nigeria and is also in collaboration to make the fashion week phenomenon in Lagos state a success (lagosfashionanddesignweek. 2012.)

4.4 Challenges facing fashion and Design Week tourism

Lagos State is in the peak of economic growth and development in Nigeria and is aiming on becoming one of the top mega cities in the world. Lagos State is presently executing programmes aimed at alleviating poverty, developing infrastructure and growing the economy. By 2015, the goal is that Lagos State is to be a totally urbanized State. The National Vision 20:2020 is a programme welcomed and embraced by the Lagos State Government. The Vision 20:2020 due to this ongoing development, which has not yet reached its target destination, fashion week tourism is not as big as it should be as the underdeveloped nature of the city is hindering the event to rub shoulder with the likes of Paris, London and New York fashion week (Review of the implementation status of the Trans African highways and the missing links. 2003.)

The fashion industry may look like a glitzy and glamorous industry that rewards to the majority of the designers have remained very low, thus the need to build a real economy, is one of the challenges in the sector.

Fashion and Design Week in Lagos state is getting bigger by the year and a lot is being done to improve the image of the city to the world. Most local government

chairmen in Lagos state were not doing enough to develop the vast tourism potentials in their localities. Majority of the council chairmen do not know how to package tourism in their localities. Lack of awareness is a major challenge facing the sector. The major challenges in tourism are not in Lagos State alone, but the entire nation lacks adequate awareness about tourism. When people are aware of the tourism potentials, then the tendencies to develop are there.

5. RESEARCH METHODOLOGY AND ANALYSIS

In this chapter a suitable research method is adopted to establish the true impact of the study using qualitative research method and analysis.

5.1 Research method

Research method has been defined by various writers with different point of view but, one thing is constant that a research is a detailed study or a scientific activity undertaken to establish a fact (Kumar 2008, 2.) Methods used to carry out the research are categorized into two, which are the quantitative research method and the qualitative research method, The main difference between these two methods is that quantitative method involves statistical analysis which relies on numerical evidence to draw conclusion while the qualitative method is generally not concerned with numbers, involves gathering information within a number of people, the method used to gather qualitative information include observation, informal an in-depth interview and participant observation (Veal 2006, 41.)

It is said that semi-structured interview is the most important way of conducting a research interview because of its flexibility balanced by structure and the quality of data obtained. (Gillham, 2005.70.) which is why the researcher has chosen this method, this type of research method is mostly adopted for qualitative research method. This method enables the researcher to get an insight in specific and detailed information on the topic. A list of themes will be produced with specific questions to be discussed in an interview. The interview was conducted via skyp with three of the participants and an audio recording device was used as data collection by the researcher in Oder to listen later if necessary to the discussion. This type of interview is also good because there is eye contact and the researcher is able to also read the body language of the respondents (Dawson 2009, 28.)

5.2 Presenting the results of the research

The interviews conducted with people those who are involved directly with the organization and planning of the Lagos Fashion and Design week centered around

a number of key themes relating to the study, to determine the extent to which Nigerian Fashion reflects the Nigerian identity, one Nigerian designer was interviewed and asked to explain the inspiration behind her designs. The importance of a strong local context in the fashion industry was highlighted. This has a bearing on the study because this study seeks to argue that the local fashion industry in Lagos reflects the Nigerian identity and can therefore be part of tourism activity in the city of Lagos. The interviews also probed the reasons behind why the designer entered the industry in order to identify the role and commitment to the fashion industry. Specific questions on Lagos Fashion and Design Week, The Fashion industry, Fashion and Tourism also revealed valuable insights into the relationship between fashion and tourism in Lagos as two organizers from Lagos Fashion Design week were also interviewed.

The information provided by the interviewee who took part in this research will only be used to analyze the findings, recommendation and conclusion. The given information will be analyzed based on their positive and negative responses of fashion tourism in Lagos State, the development strategies will also be discussed.

Theme 1 “Reasons for entering the Fashion industry”?

This question was asked at the beginning of the interview in order to get to know the designer from a personal point of view, this is relevant for the research because getting to know the designer gives a proper insight on the passion the designer puts into designing. This reflects on the image of the industry.

Interviewee A answered that she entered the industry for various reasons, like the desire to open up a fashion business, for financial independence, and the natural love of the art of fashion and preserving the Nigerian heritage, making a positive contribution to Nigeria in the post nineteen ninety century era, celebrating the diversity of Nigerian culture and a passion and a love of fashion.

Interviewee B smiled and answered that he entered the fashion industry because he grew up loving fashion, as a child his mother used to take time out to dress him up in beautiful African attire and for as long as he can remember he had always

looked forward to occasions when he would play dress up with his mother. Many people thought it was girlish as he puts it, but he did not mind when he got teased by friends and family members. He says his love for fashion started at a very young age and he was lucky he had parents who recognised this and gave him the proper foundation in the fashion industry.

Theme 2 “Inspiration behind designs”?

The reason for this question is to find out whether the designs being showcased by the designer is truly Nigerian inspired and whether or not other influences are being incorporated.

Interviewee A answered by saying their designs are made in Nigeria by Nigerians as all the fabric used are manufactured by Nigerian printing industry located in Kano in the Northern part of Nigeria. This designer also stated that they only specialize in making design from the Ankara print which is very versatile and beautiful.

Interviewee B answered that he although his fabrics are made in Nigeria, but his designs are inspired by different cultures from all over the world, he mentioned that he draws inspiration from the Indian culture in Bollywood movies, and a lot of inspiration from the European designers as well.

Theme 3 “How has Lagos Fashion Design Week impacted tourism development in Nigeria”?

This question was asked in order to ascertain the relevance of Lagos fashion and design week in the Nigerian tourism industry from the fashion designers' point of view. The view of the fashion designers is believed to be very important in this theme in order to establish the notion.

Interviewee A answered by saying that Lagos fashion and design week has helped in a lot of ways to promote the work of most fashion designers in Nigeria, as tourists come into Nigeria for this event they take with them items purchased from the show to their own country which in some cases have inspired some foreign

designers who have started incorporating the Ankara print into their collection. Some tourists who came into the country for the purpose of this event also take back with them the experience of the Nigerian culture, food and hospitality. The interviewee also stated secondly that its direct impact on the Nigerian tourism sector is not where it should be because a lot is not being done by the organizers of the show to adequately promote its tourism potential even though it is a phenomenon in Nigeria, its impact is not greatly felt in the tourism sector.

Interviewee B answered that in his own opinion, Lagos Fashion and Design Week is a big thing in Nigeria as he personally has a lot of customers who love his designs from across the world and for this purpose, they travel all the way to get a first hand look at his design during the Lagos Fashion and Design Week. He also mentioned that the organizers of the Lagos Fashion and Design Week have used this advantage to grow the tourism sector by showcasing the work of Nigerian designers through tourism development.

Theme 4 “Who are your target customers”? This reason for this question is to gain proper insight about who the designers cater to. As one of the designers who grace the stage of the Lagos Fashion Design week, it is important to know what the crowd expects to see during the event.

Interviewee A answered that her customers are everyone who has the interest in her designs, young, old, rich and poor can afford to buy from her collection.

Interviewee B answered that his target customers are people of class and people who are more stylish than the average person, he says that he deals more with the unconventional type of styling and it takes the open minded and stylish person to wear his clothes. He also mentioned that his clothes are affordable depending on the customers and their requests.

5.3 Presenting the organizers interview

Theme 1 “What is the nature and extent of fashion tourism in Lagos”?

The idea behind this question to get the view of the organizers of a major event like Lagos Fashion and Design week to give their input on where they think fashion stands in the tourism sector of Lagos state.

Interviewee A answered that as we all know that Lagos is one of the fastest growing urban cities in Africa today with various tourist attractions ranging from exotic fun beaches to historical monuments, art theatres and so on, Lagos has followed in the footsteps of cities like South Africa, Paris, London and Milan in the attempt to make Lagos state a fashion capital for tourists through the Fashion and Design Week. He also stated that although this initiative is a fresh idea which only began a couple of years ago in Nigeria and it is fast gaining a lot of recognition outside the shores of the country. He explained that Lagos Fashion and Design week is now featured in magazines like New York Times, Vogue, and some British Magazines. He further explained that the extent of fashion tourism is growing because Nigerian designs and designers are not only showcased in Nigeria, but also on fashion run ways around the world which makes it easy for tourists who are familiar with the designs come into Nigerian.

Interviewee B said that Fashion tourism is growing at a very fast pace in Lagos as tourists who come into Lagos come in not just for the fashion but for the touristic experience of Lagos state. He explained that the organizers of the fashion design week for example are in partner with tour operators to make packages for the tourists invited to attend the event

Theme 2 “What are the Challenges facing the fashion tourism in Lagos”?

The purpose for this question is to analyze the present state of fashion tourism in Lagos state focusing on the problems they are faced with, this question is relevant in order to understand the phenomenon.

Interviewee A answered that the challenges are many lack of adequate funding by the government is one of them. He said most of the events organized to promote fashion in Lagos is funded by individuals or cooperative organizations. Another major challenge he mentioned was the image of Nigeria at the moment to the

outside world, most people do not want to come to Nigeria right now because of security issues.

Interviewee B answered that the image is a big issue, as soon as people hear visit Nigeria the first thing that comes to mind is the current violence going on which is rather unfortunate he said. He also mentioned that lack of awareness by an issue but he is confident that as time goes on this will change. He mentioned lastly that in his own opinion there is a stereotype about what tourism is or should be in Nigeria, which is relaxation, hotel, restaurant, sunny beaches, people are not yet open to the idea of fashion tourism as a phenomenon.

Theme 3 “How has Lagos fashion and design week impacted tourism in Lagos state and what is the input of the Government”?

The purpose for this question is to identify the relevance of Lagos fashion and design week in Tourism in Lagos state and how involved the government is in the project

Interviewee A answered that Lagos fashion and design week is sponsored by private individuals and cooperate organisations not the government. As for the tourism impact, he says that the event has defiantly boosted to tourism image of Lagos state form the stereotype of sandy beaches, exotic hotels and night life tourists are used to.

Interviewee B answered that the government has no input in the event financially, but are in full support of the event. He further explained that Lagos Fashion and Design Week has helped to showcase alot to designers who have gone ahead to grace the great fashion runway of London, Milan, and Paris even New York. This popularity is what makes it easy for designers and fashion lovers to grace the event in Nigeria. So yes he says, Lagos fashion design week has helped in a big way to impact tourism in Lagos.

Theme 4 “What is the future of fashion tourism in Lagos”

The purpose for the question is to determine whether fashion tourism will stand the test of time in the tourism sector in Lagos state, knowing that the tourism business is evolving in a competitive way with various means to attract tourist to Lagos, the question seeks to analyze if fashion tourism stand and continue to evolve as well.

Interviewee A answered that fashion tourism is a new phenomenon and within a few years it has grown into what it is now imagine where it will be in a few more years from now, he also responded that he has no doubt in his mind that there is a bright future for fashion tourism in Lagos state because more and more designers are coming up with great designs and recognition from the international body is growing, so he says he believes the future has alot more to offer.

Interviewee B responded that he believes the future is looking good, he says my research alone is also another way of putting fashion tourism in Nigeria out there as he mentioned earlier that weakness in one of the challenges they are facing but he is very optimistic that in little or no time fashion tourism in Nigeria especially Lagos fashion and design week will be as big as the likes of its contemporaries.

5.4 Analyzing the research interview

The research of the interview will be analyzed based on the themes used above this will be done step by step accoding to the responses given by the interwees and analysis will be done.

5.4.1 Analyzing the designer interview

Theme 1, The desigers were asked the reason they decided to venture into the fashion industry, the question was asked at the beginning of the interview to get to know and also a way to familiarize with the designer form a personal point of view, it was relevant to ask this question because it gives more insigt into the effort they put into their work. Interviewee A said she enteired the industry for

financial independence and her general love for preservation of the Nigerian heritage was also a driving force.

Interviewee B on the other hand said he entered the fashion industry out of sheer passion for the beauty of fashion and art during the interview he also shared a little about his childhood and how he was encouraged by his parents to pursue his passion right from a very young age.

Theme 2. The designers were asked to talk about the inspiration behind their designer. This question was asked to establish whether or not the designers were truly inspired by Nigerian culture. Interviewee A said her designs and fabric are all undiluted Nigerian made from the Ankara fabric.

Interviewee B gave the response that his designs are both contemporary African inspired and he draws a bit of inspiration from other cultures from other countries; he gave India and the influence of Bollywood movies as a huge influence on his designs.

Theme 3. The designers were both asked how in their opinion the Lagos Fashion and Design Week has impacted on tourism development in Lagos. This question was asked to the designers in order to establish the notion of fashion tourism using fashion week as one of the development strategy. Interviewee A answered with clarity that fashion week has a big impact on fashion tourism especially in Lagos state as the event is geared towards promoting Nigerian designers globally, she also mentioned that international designers have recently started incorporating Ankara prints into their designs a trend that has been in Nigeria for a very long time already. She also gave information that not only do the tourists come into Nigeria for fashion purpose the hospitality experience is also one thing they look forward to after the fashion shows.

Theme 4. Lastly, the designers were asked who their target customers are. This question was asked in order to gain a deep insight to who the designers cater to, and why tourists choose to come and see their designs. Interviewee A responded that her designs cater to everybody, both the young, old, rich, and poor,

Interviewee B however said his designs are not for every body, he has a nich market which he says are the stylish and dearing customers.

5.4.2 Analyzing the organizers' interview

Theme 1 .Two representatives of the organizers of Lagos Fashion and Design Week were asked what the nature and extent of Fahion tourism is in Lagos state. This quation was asked in order to get their view of how Lagos Fashion Design Week impacts tourism. Interviewee A, responded by explaining how the designers in Lagos have carved a wide nitch for themselves in the fashion industry and has therefore gained much popularity globally, he explained that this reason alone is why tourist want to come to Nigeria to see a wide range of designs and they as the organizers have taken advantage of this knowledge to cater to the tourist market as well.

Interviwee B, answered that Fashion tourism is growing at a very fast pace in Lagos as tourist who come into Lagos come in not just for the fashion but for the touristic experience of Lagos state, He explained that the organizers of the fashion and designe week for example are in partner with tour operators to make packages for the tourist invited to attend the event

Theme 2 .The orgranizers were also asked to give their opinion on the challenges facing fashion tourism in Lagos. The question was asked to understand what the sector is lacking. Interviewee A identified the most important challenge as lack of adequate funding and security issues.

Interviewee B mentioned a similar problem but also mentioned that promotion was a big factor that is not as intense as it should be in order to make the event more successful.

Theme 3 .The organizers were also asked how Lagos fashion and design week has impacted tourism in Lagos state and what the input of the state government is. This question was asked in order to understand the relevance of Lagos fashion and design week in the tourism industry and to also find out the depth of the

government's involvement. Interviewee A responded by saying that Lagos Fashion and Design Week has help in alot of ways to uplift the tourism sector from the stereotype of exotic beaches where tourist only visit, he mentioned also that the event is majorly sponsored by private and coroperate organisations.

Interviewee B responded in the same light by saying the event is sponsored by private individuals and coroperate organisation, however with the moral support of the government. He mentioned also that the international experience of the local designers make it easier for the tourist to come to Nigeria because they already know what to expect.

Theme 4 .The designers were asked what the future of fashion tourism is in Lagos. This question was asked to determine if fashion tourism will survive by being consistent. Interviewee A responded by saying that fashion tourism is a new phenomenon that has evolved into what it is within a few years therefor he has the believe that with future is good is they keep the good work up and try to improve in the areas they are lacking.

Intervewee B also believes the future is looking good as they are hoping to develop to reach the level of their contemporaries across the world.

5.5 Summary of key findings

The study aimed to determine whether or not there is a role for the fashion cultural industry to make a direct contribution to tourism development in Lagos state. The literature shows that the fashion cultural industries have continued to contribute immensely to global economy, and this is a trend that is gaining more popularity in Lagos state. Fashion reveals an undaubted link with tourism and many cities have worked in this cooperation to achive development objectives. The example of Paris, Milan and even some African countries like Kenya illustrates the linkage between fashion and tourism. Investigation into the Nigerian culture and tourism industries shows that their is no clear frame work by the government about fashion tourism.

The findings of the study carried out shows that there is an emerging role of the fashion industry in Nigeria to contribute to tourism development in the city of Lagos. The success of Lagos fashion and design week and some other fashion shows will depend on the stake holders in the tourism industry like the organizers of the event and how they are able to bring other stake holders in tourism like tour operators, travel agencies and most importantly security experts to make the event bigger than it is.

The state of security in Nigeria at the moment is not very encouraging as it is not a secret that there is political instability and inadequate resources to counter the problem securing people. Even though it is not as horrible as portrayed in the media, it is a big problem for tourists to decide they want to visit Nigeria at the moment Nigeria is not very marketable as a tourist attraction. The organizers of any event of fashion show have to work extra hard to convince people to show up, and when they do, much has to be done to ensure that they are safe.

5.6 Reliability and validity

During a research, it is important for the researcher to carry out a check for the validity of information being put out, regardless of the type of research method. This check is not only vital to the researcher, but it is also vital to the readers.

Validity is the extent in which information is being gathered by the researcher that truly addresses the topic of study. While reliability is the extent to which the research findings would be the same if the researcher were to be asked to reevaluate later on the topic or object. It can also be seen that the model of research is taken from the study where experimental conditions are adequately controlled. (Veal, 2006. 41.)

This study is a qualitative research on the emerging role of fashion tourism in Lagos Nigeria using the Lagos Fashion and Design week as a case study. The review consisted of interview themes that were written down and read to the interviewee during the interview which was conducted via video call on skype.

The reliability is further given that two designers who have participated in the Lagos Fashion and Design Week since 2011 and 2010 were interviewed therefore they gave opinions based on their experience as participants in the show. Two of the organizers of the Lagos Fashion and Design Week were also interviewed in order to understand the role of fashion and Design Week in Lagos tourism, the interviewees are both fully involved in the event and therefore the information given by them can be relied upon.

The validity of the study on the other hand is quite difficult to establish as the interviewees gave responses based on their opinion and experience, in a research of this nature which deals with people's behavioural components the validity of the study can be viewed as the method of research, analyses and findings.

To verify internet sources used for the entire research, it was taken into consideration to use updated pages, as far as possible, the authors were credible and traceable. Current books and articles were also used in order to get updated information.

6. RECOMMENDATION AND CONCLUSION

Based on the findings in this research, it is glaring that there is a niche or fashion in tourism as seen in various developed cities in the world today and most recently in Lagos state as the fashion cultural industry has no lacking in creativity. Therefore the following recommendations are given.

6.1 Recommendations

Based on this established fact that fashion can be linked to tourism as a strategy for tourist development, it is recommended for the tourism sector in Lagos to set aside a policy framework to regulate and build a more intense fashion tourist image in Nigeria by investing in the designers who are up coming to help them grow in the necessary skills in order to appeal to the international market.

Most tourists are attracted to a place with rich cultural background and friendly people, no doubt Nigeria already has that but due to bad press political instability, high rate of corruption and lack of adequate security, Nigeria is not very marketable as a tourist attraction at the moment, therefore it is vital for these issues to be taken seriously by the stakeholders of tourism generally in Nigeria because as long as people do not feel safe, or are assured of their security, they most likely do not want to embark on any trip to Nigeria

Fashion tourism should not be limited to Fashion and Design Week in Lagos alone, Lagos and Nigeria generally as mentioned earlier is very rich in culture there should be a trade shows organized for people from various parts of the world to attend and purchase fashion made in Nigeria by Nigerians.

From the findings it was gathered that not much assistance comes from the government to fund or promote fashion tourism in Lagos due to lack of adequate information on the potentials of fashion in the tourism industry. But hopefully this will change soon as private organisations and individuals have already taken it in their strides to fund and promote the event, it is recommended that the government should contribute to make the phenomenon as big as its

contemporaries across the world as it is an industry that contributes to the growth of tourism in an economy.

Lastly it is recommended that more should be done to create awareness for fashion tourism in Lagos state through the local and international media especially since it is intended for a wider audience. News papers magazines and if possible bill boards should be put up as public awareness will give room for potential guests.

6.2 Conclusion

In conclusion, the phenomenon of fashion tourism and its development strategies depends on a joint collaboration between all stake holders in the tourism and most importantly security sector. The organizers of Lagos Fashion and Design week has shown commitment in growing fashion tourism in Lagos state through the image of its fashion designers and contemporary fashion, some tourist authorities have also supported this initiative. It can be seen from the research that fashion tourism can and has in fact been linked to tourist development in various parts of the world and Lagos state is not left out in the growing trend as the tourism sector is evolving and new initiatives are being put in place to grow. This study shows a few challenges in the fashion and tourism industry, as mentioned by some of the interviewed organizers of Lagos Fashion and Design Week in this research. It is important to focus on promotion, advertisement, rebranding and as mentioned earlier security, these are the things that make a country marketable and unfortunately at the moment Nigeria is not so marketable and the tourism sector is taking the blow. If the fashion tourism concept is allowed to grow there is huge potential for not just the Lagos state tourism sector, but the tourism sector of Nigeria generally.

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Appendix 2

Presenting the interview theme for two representative of the Lagos fashion week organizers

Research: THE EMERGING ROLE OF FASHION TOURISM AND DEVELOPMENT STRATEGY IN LAGOS NIGERIA.

Case: Lagos fashion week

- **Theme 1** What are the Challenges facing the Lagos fashion week?

- **Theme 2** What is the nature and extent of fashion tourism in Lagos?

- **Theme 3** How has Lagos fashion week impacted tourism in Lagos state and what are the input of the Government.

- **Theme 4** What is the future of fashion tourism in Lagos?