

PRESS RELEASE

Lingerie Africa 2026: A Strategic Shift Toward Industrializing the Lingerie Industry in Africa

Abidjan - may 2nd, 2026

Following a successful first edition, the Salon International de la Lingerie Afrique is evolving into **LINGERIE AFRICA**, a pan-African platform dedicated to the development and structuring of the lingerie industry across the continent.

The next edition will take place on **November 27 & 28, 2026, at Sofitel Hôtel Ivoire in Abidjan**, under the theme:

Industrializing Lingerie in Africa :
Transforming our materials, building our brands, structuring our markets

This theme reflects a strategic shift, positioning the initiative as a space for dialogue and action around industrialization, local transformation, and value creation within the African lingerie sector.

As consumption patterns continue to evolve, African women are expressing increasing demand for higher-quality products, better fit, and stronger identity. The lingerie market is therefore experiencing significant growth potential.

However, the majority of products available across the continent remain imported, highlighting a major opportunity to develop a more integrated and locally driven industry.

Lingerie Africa aims to contribute to this transformation by:

- connecting stakeholders across the value chain (cotton, textile, manufacturing, distribution)
- fostering industrial and commercial partnerships
- promoting African craftsmanship and expertise
- facilitating market access for both local and international brands

The event will bring together industrial players, brands, designers, distributors, investors, and institutions through conferences, B2B meetings, sourcing sessions, and expert-led discussions.

The opening plenary session, focused on industrialization, will set the tone for an edition firmly oriented toward action and sector structuring. *Salon de l'Industrie de la Lingerie Afrique*

Organizers are calling on partners, sponsors, exhibitors, and speakers to join this high-impact initiative.

Abidjan – Sofitel Hôtel Ivoire

November 27 & 28, 2026

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