

# Three reasons Nigerian fashion is taking over the world

 By [Nkem Ndem V](#)

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Nigeria is popular for a lot of things and most recently, fashion is in the fore. People all over the world, including international celebrities like Chris Brown, Rihanna and Beyonce have been spotted wearing different Nigerian clothing - both traditional and contemporary. Several fashion shows have been held in New York, London, Paris and Milan featuring pieces with Nigerian influences on them.



Considering the consequent surge in the rate of online searches for 'Nigerian Fashion' and the demand for luxury pieces by visitors to the country, Jovago.com, Africa's No.1 online hotel booking website gives reasons why this country's fashion is highly sought after.

## High exposure on the social media

It is no secret that social media connects the people from all over the world and allows them share information with ease and speed. Social media platforms like Facebook, Twitter, Instagram and Pinterest has been fundamental to selling Nigerian fashion to the world at large and enforcing a love for their style.



Nigerian designers have handles on these different platforms where they promote their designs and the followers who repost and share spread them far and wide across countries and continents. The favourable comments and recommendations serve also to lure most foreigners on board, subsequently boosting this global awareness.

### Creative variety

Nigerian fashion pieces are no longer restricted to local or cultural pieces. The designs offered by Nigerian designers have improved over the years in terms of standard and their designs evolved.



Not only is Nigerian fashion becoming more contemporary, a plethora of pieces feature influences from foreign cultures, adapting foreign styles and merging local design with international ones. This has spurred interest worldwide so that even those who previously did not really have interest, due to not seeing anything they liked, now have abundant choices that they can relate with.

### Support from Nigerians in Diaspora

From hosting fashion themed parties to incorporating them in their street style, Nigerians in the diaspora have served as key propagators of fashion abroad. The increased interest shown by foreigners over the last few years, have been spurred by their exposure to these brands in foreign lands.



You now find Nigerian pieces being stocked and sold in departmental stores and online shops in the UK, USA and other parts of Europe. Online stores like Etsy and Net-a-porter now also stock these local pieces.

## ABOUT NKEM NDEM V

NkemNdemV is a young, dynamic, and brisk freelance writer and online journalist with interests in online writing(web content and blogging), social media, internet marketing, PR, SEO and mobile marketing.

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