

Hello, I'm

Connie Aluoch



**FASHION STYLIST | EDITOR | EDUCATOR |
CREATIVE ENTREPRENEUR**



ABOUT ME

CONNIE ALUOCH is an award-winning fashion stylist, fashion editor, corporate trainer, creative entrepreneur, lecturer, and lifestyle influencer with extensive experience across Kenya, the African region, and the global fashion landscape.

She holds a Diploma in Fashion Design and Garment Making from Evelyn College of Design (Nairobi), a Bachelor of Fine Arts from the Fashion Institute of Technology (New York), and a Master's Degree in Fashion Styling from Istituto Marangoni (Milan). Notably, she made history as the first African fashion tutor at Istituto Marangoni, a milestone that underscored her pioneering role in international fashion education.

Connie's professional journey includes collaborations with globally acclaimed brands such as Matthew Williamson, Emporio Armani, Alek Wek 1933, and Maurizio Peccoraro, and participation in three of the world's leading fashion weeks — New York, Milan, and London.

30.3K

Instagram

*Verified account

6,500

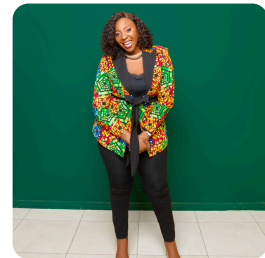
LinkedIn

9,000

Facebook

8,161

X



WORK AND THOUGHT LEADERSHIP

In Kenya, Connie is a defining force in the evolution of the fashion ecosystem. Through her company, Connie Aluoch Styling Management, she mentors emerging designers, judges major fashion and creative industry events, and elevates Kenyan and African brands by profiling them in top-tier publications, such as Bella Naija Style, West Africa's largest digital lifestyle platform.

Effective 2026, Connie holds membership with the Association of Image Consultants International. The Association of Image Consultants International (AICI) is the leading and largest professional association of personal and corporate image consultants worldwide.



WORK AND THOUGHT LEADERSHIP

A strong advocate for creative education, Connie has been instrumental in integrating fashion into academic and professional spaces. At the United States International University (USIU), she developed and taught the pioneering course Costume and Makeup for Film (2020–2025), shaping a new generation of wardrobe stylists and film professionals.

Her expertise further extends into executive presence and personal branding, where she conducts specialized training at Strathmore Business School (SBS) and for leading corporate institutions across Kenya and the region.

As a thought leader and global speaker, Connie continues to represent African fashion on influential international stages. During United Nations General Assembly #UNGA80 – September 2025 in New York, she spoke on “Imagining Africa’s Fashion Future” at the Building African Fashion event a platform dedicated to fostering coalitions that strengthen Africa’s fashion sector. In October 2025, she addressed “Monetising African Designs in the Digital Age” at the Afrilabs Annual Gathering for policymakers, creatives, and changemakers at the United Nations Office in Nairobi.

From September 2025 to April 2026, Connie curated two programs under the British Council’s Creative DNA initiative “Twende Soko” and “So Creative” both designed to demonstrate that fashion in Kenya and across Sub-Saharan Africa is not only a viable career path but also a critical driver of the creative economy.

Beyond her roles in education and advocacy, Connie has served as a judge for the Hult Prize 2025, the world’s largest student competition for social impact startups, and in July 2025, she moderated the high-level launch of the Continental Circular Economy Action Plan (CEAP 2024–2034) at the United Nations Office in Nairobi, reinforcing her influence across fashion, sustainability, and development sectors.





CURRENT PROJECTS

- **Regional Consultant, Fashionomics Africa (African Development Bank)** – promoting fashion as a catalyst for economic growth and employment across the continent.
- **Founder, Social Sunday Fashion Brunch (April 2022)** – a platform spotlighting Kenyan designers through curated runway showcases and retail opportunities at “The Social House Nairobi”
- **Founder, Sanaa by Connie Aluoch (August 2023)** – a pop-up retail experience connecting designers directly with consumers.
- **Recipient, Special Recognition Award (September 2024)** – honored by the National Olympic Committee of Kenya (NOC-K) for creative direction of Team Kenya’s ceremonial kit for the Paris 2024 Olympics.
- **Style Director, Africa Soft Power Summit 2025 (Nairobi)** – curated a fashion vendor showcase featuring 20 brands from Nigeria, Rwanda, and Kenya, and produced the Gala Awards Fashion Show.
- **Curator, “Made in Nigeria” Brand “Ikpen” Launch (August 2025)** – oversaw the brand’s entry in Kenya, including private client previews, a fashion cocktail event, pop-up retail experiences and the brands development, marketing and promotion.
- **Implementation Partner, British Council’s Creative DNA - Twende Soko & So Creative (October 2025 - March 2026)** – grant administration and management, facilitating masterclasses, organizing pop-ups across Nairobi, Nakuru, and Mombasa, and leading marketing and promotion of the events.





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Connie Aluoch
Styling
management



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