

**LiGHT
MY
FiRE**



IFFIZI is a Belgian-Nigerian fashion brand that blends African fabrics with European fashion influences. The brand was founded by Sandra Alonge, who serves as its creative director. IFFIZI focuses on creating clothing for women who embrace their individuality and identity, offering both ready-to-wear and custom-made pieces that are stylish and comfortable enough to wear from morning to night. The brand challenges traditional fashion norms by prioritizing body positivity and celebrating diversity.

The name “IFFIZI” reflects a mix of Nigerian and European cultures, drawing inspiration from both the famous Uffizi Gallery in Italy and “efizi,” a Yoruba slang word meaning trendy or stylish. The brand’s tagline, “Na shakara,” embodies bold elegance, referencing Fela Kuti’s famous song “Shakara” to signify confidence and beauty.

IFFIZI has gained recognition by participating in prestigious events like the Africa Fashion Week in London, where it showcased its 2024 spring-summer collection. In November 2023, IFFIZI opened its showroom in Abuja. The 2025 spring-summer collection is themed “Light my Fire”.



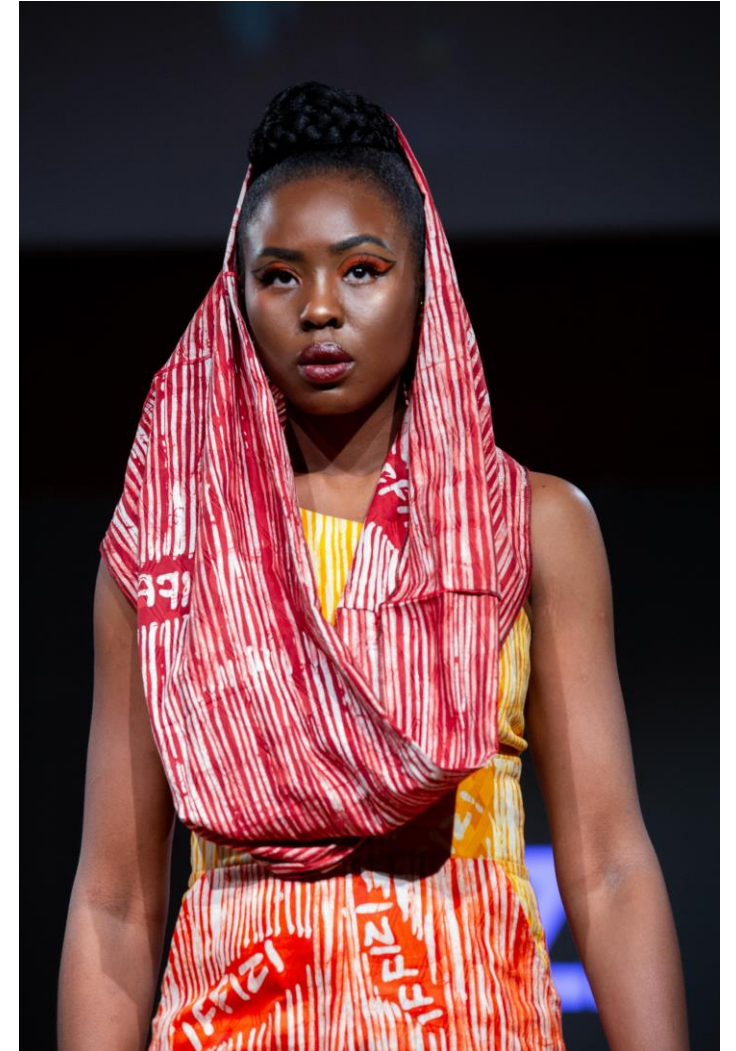
Light My Fire – SS2025 is a vibrant celebration of bold femininity, cultural pride, and effortless elegance. True to IFFIZI's signature style, the collection blends heritage and modernity through the use of custom-made hand-painted *adire* and rare *ankara* fabrics—each piece crafted to spark attention while staying rooted in authenticity and ease.

The collection is presented in three capsules—**leisure wear**, **daywear**, and **evening dresses**—designed to follow a woman's rhythm from sunrise to nightfall. With crisp tailoring, flattering silhouettes, and intentional detailing, the pieces move seamlessly from casual cool to structured polish and graceful evening drama.

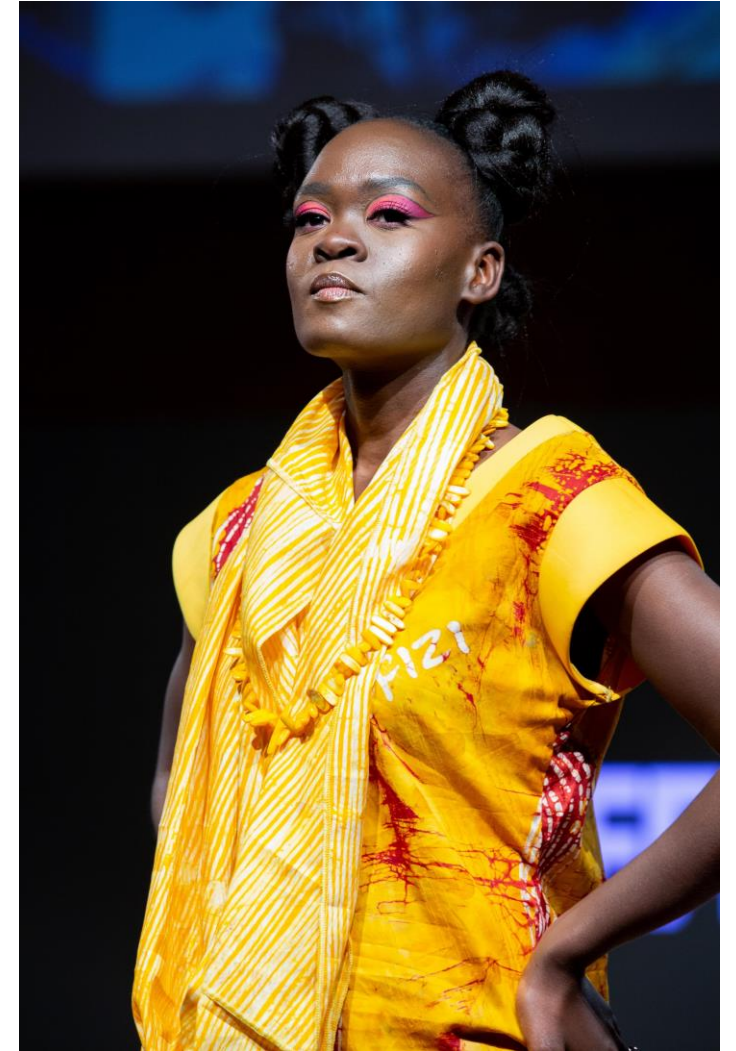
Light My Fire is an expression of confidence and individuality. It invites women to embrace their personal style with power and poise—to wear colour boldly, move freely, and stand unapologetically in their light.

This Adire jumpsuit is that easy, breezy statement piece that takes you from daytime hangs to nighttime fun without missing a beat. The warm orange tones and subtle red “IFFIZI” print give it just the right pop, while the relaxed fit keeps it cool and confident. Paired with a matching headpiece that can be styled as a hood, scarf, or however your mood hits, it’s giving effortless flair with a touch of sass.

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This look is sunshine with an attitude, a fitted Adire shift dress in golden yellow and burnt orange tones, accented with bold red spirals that say, “I came to stand out, not blend in.” The structured shoulders and deep V at the back bring just the right amount of edge, while the lightweight striped scarf adds a soft, playful contrast. Wrap, drape, or toss it — either way, this look is for when you're comfy, cute, and just a little bit extra.

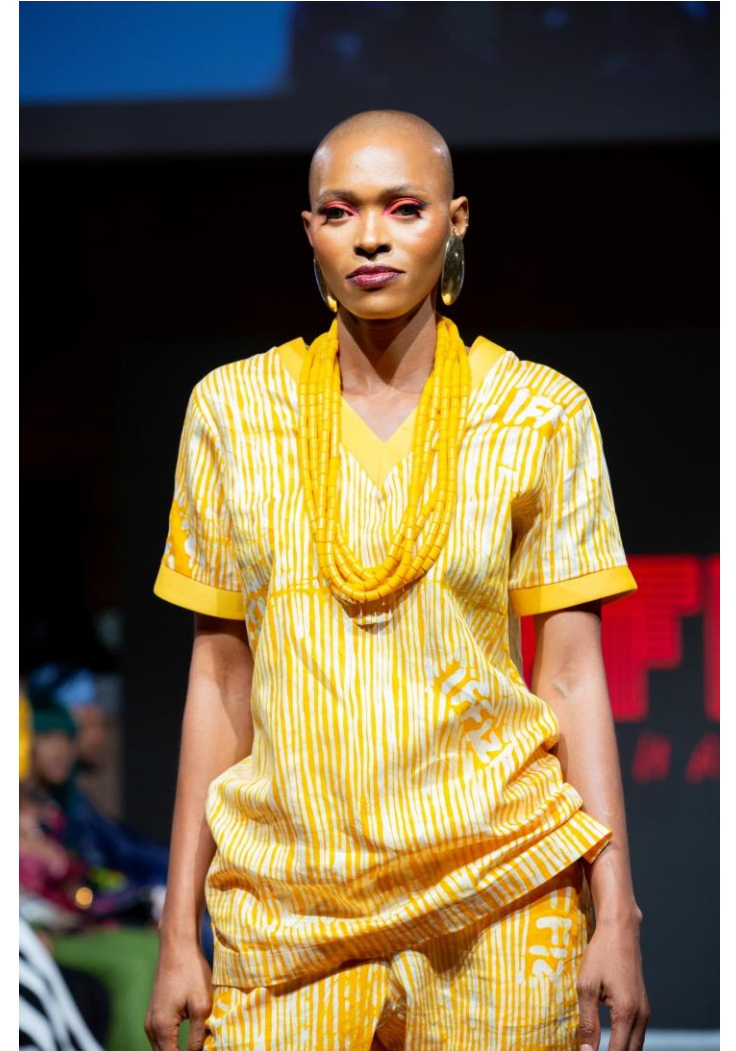




This laid-back Adire jumpsuit in soft orange and white is the definition of cool-girl ease — minimal, breezy, and effortlessly stylish. The front zip from neck to waistline gives a hint of edge while keeping it functional. Perfect for picnics, park strolls, or just living your best life — it's giving “I woke up like this” energy.



This two-piece set is a sunshine moment; a short-sleeved Adire shirt and matching trousers in a soft yellow and white palette that's giving easy elegance with a casual twist. Think brunch, beach strolls, or that art opening you casually show up to and steal the show.





This full-length, free-flowing Bubu is ease and elegance in one. Made in rich red and white Adire with “IFFIZI” boldly stamped like a badge of style, it's made for lounging in luxury or making a calm statement. The soft, breezy fabric moves with you — at home, on vacation, or at that event you float through with grace.



This two-piece Adire set is all about understated cool. The short-sleeved shirt with a clean black hem and matching long trousers is coordinated but never over the top. It's for those days when you want to look like you effortlessly know what you're doing — because you do.

This sleeveless jumpsuit in a rich reddish-orange Adire print is sleek and confident. Fitted to flatter and made to move, it balances boldness with polish. A subtle cutout adds intrigue, making it perfect for rooftop parties or nights when your outfit does the talking.



Simple yet undeniably chic, this short-sleeved mini gown in reddish-orange Adire is modern elegance. A sharp box-style neckline cutout brings architectural flair to the look, while clean tailoring keeps it fresh and bold. It's minimal with a statement.





Power dressing, reimagined. This bold Ankara suit levels up the classic blazer and pants combo. The long-sleeved blazer brings sharp tailoring, the trousers ground the fit, and the Ankara print speaks volumes. Walk in and own the room — no subtitles needed.

This short-sleeved yellow gown is effortlessly structured and bright, featuring a bold Adire panel running from the bust downward. Minimalist with a standout twist — it's the look you reach for when clean lines and subtle drama are the vibe.



This red sleeveless gown adds drama with a twist — literally. A wide Adire sash sweeps across one shoulder and cascades down the side, adding movement and flair. Refined, bold, and ready to catch every eye in the room.



This sleeveless yellow gown gives major modern princess energy. Fitted through the bodice and flaring softly from the waist, the playful silhouette is twirl-ready. A triangle Adire panel on one side adds surprise and charm.



This knee-length grey gown delivers quiet luxury with a rebel twist. An asymmetrical neckline cuts boldly across the chest, while a mini Adire jacket adds that spicy extra. Classy? Yes. But with a side-eye sass.





Serving soft drama with structure, this fitted black gown says power with a flourish. A dramatic off-shoulder ruffled Adire moment sweeps asymmetrically across the chest — all movement, flair, and high style.

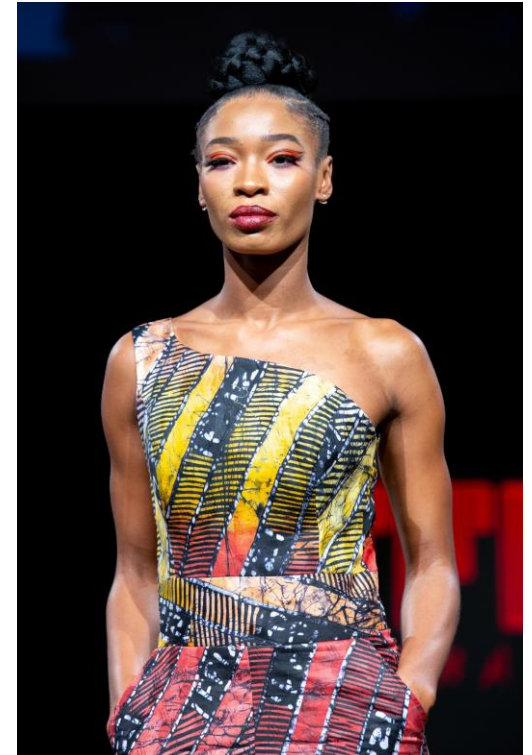


This knee-length Adire gown merges tradition with modern grace. Its classic patterns, short sleeves, and tailored silhouette make it versatile and elegant — a refined piece for those who want cultural richness without sacrificing sophistication.



Crafted entirely from rich Adire, this flared knee-length gown features an asymmetrical neckline and short sleeves. A structured waistline flatters the figure, while the flared shape adds movement and feminine charm.

This full-length Ankara jumpsuit is a bold statement. One-shouldered and sharply tailored, it's stamped with the IFFIZI logo for high-impact presence. All structure, drama, and elegance in a clean silhouette.



This black blazer set (with matching trousers and waistcoat) exudes classic sophistication. But flip the blazer open, and the Adire-lined interior reveals a bold nod to heritage. Quiet power, crafted with care.





This full-length gown with spaghetti straps pairs a sleek grey base with triangular Adire panels from the waist down. A minimalist cut with cultural detail — understated and undeniably elegant.



Flowing and full-length, this Adire gown is all about ease and grace. Sleeveless and designed for movement, the generous silhouette celebrates tradition and modern elegance in one fluid sweep.

Get in
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