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## PRESS RELEASE

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# Orange highlights the African and Middle eastern culture in video games.

#MaxYourIdentity



<https://youtu.be/1xWKMgte2Rg>

Everything started with a simple statement: Africa and the Middle East have the highest growth worldwide of gamers but are completely absent in the games when it comes to representation. None of the video games offer a variety of skins that represents the regions.

To be able to promote the cultural as well as traditional garments from these regions in video games, **Orange launched Cultural Avatars #MaxYourIdentity**. The goal of this campaign is to have the gamers feel represented in their own skins from their various regions. Therefore, they can proudly wear their traditional outfits from Africa and the Middle East in games such as "The Witcher" and "Minecraft". An important symbol for these gamers that are attached to their roots.

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### **A Collaboration with young stylists from these regions to grow their potential**

But that's not all. To be able to grow the potential of young talents, Orange decided to partner with 3 young designers issued from different countries in Africa and the Middle East. Yasmine

El Tazi designed the Middle East and northern African costumes, Ibrahim Fernandez worked on the sub-Saharan region and Marie-Laure Jaomatana worked on Madagascar. They poured their vision, artistic touch as well as respecting the traditional clothing to fit into the world of video games. These outfits that they created helped contribute to the creation of the various shades of skins.

The different outfits as well as skins were revealed to the public during the final E-sport competition organized by Orange in Abidjan on the 29<sup>th</sup> of January 2023. This competition is regional and was created to bring out young gaming talents in that region. At the same time participants were able to discover the traditional outfits worn by models from these regions. These outfits are unique! To promote this event, Orange partnered with gamers and influencers in the entire world.

### **CREDITS**

#### **Orange Middle East & Africa :**

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#### **Stylistes/Designers :**

**Yasmine El Tazi** – Egypte

**Ibrahim Fernandez** – Ivory Coast

**Marie-Laure Jaomatana** – Madagascar

#### **Production :**

**Busterwood** – Skin Production

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