

CIRQUE PRO A PREMIER BALANCING ACT

While finding homes for 60 acrobats, preparing an order of 900 cupcakes & scheduling an opening (in 6" heels), Aba Kwawu let us hijack her office.



We launched Rag & Bone in D.C. The designers were there; we had people all the way from Septime Webre, the creative director for the Washington Ballet, to the coolest DJ, Adrian Loving.

Tyson's Galleria is one of our biggest clients, working with them for over four years now.

We have represented Cirque du Soleil for the last eight years.

My daughter drew this picture, and I always keep her work. It's supposed to be of us.

You'll see here events for everything from Jose Andres, Tyson's Galleria, The Global Party, Cirque du Soleil. We wanted to capture a collage of things we've done over the years.

This picture was taken on my wedding day. My mother would not let me leave her room without praying over my veil. I'm in high-stress situations all the time and people ask me, 'How do you remain so calm?' It's something in me ... from my spiritual base.

I sent my assistant all over town because this [July 2008 Vogue Italia] was completely sold out. I just had to have this issue because Vogue Italy had just signed on to be the sponsor for Ghana Fashion Week—where I'm from.

I met Andre Leon Talley here in D.C. at the Corcoran. He is larger than life in the industry, so it was pretty amazing to meet him.

My son was in my office last weekend, and he left his toy train in here. I didn't give it back to him, and I keep it in here, because when things are going nuts, I look at that, and I just giggle, and it brings me right back down to reality.



FOUNDER OF the D.C.-based integrated marketing, PR and special events boutique The Aba Agency, Aba Kwawu always knew what she wanted to do but detoured into neuropsychology first. Born in Ghana, her family's heritage was not the only thing intended to be passed down to her. "My dad is a geneticist. He wanted his kids to follow in his footsteps," she shares. The turning point? While working at Lombardi Cancer Center in Georgetown, the fashion-lover read a Vogue piece on designer Lawrence Steele. "I felt so inspired by him. I packed my bags, and I moved to London." She was the only person coming from the U.S. to get into the graduate marketing program at London College of Fashion.

After moving back to the U.S., Kwawu taught fashion merchandising at Howard University while building her business, which promotes esteemed brands like Rag & Bone and Cirque du Soleil. Kwawu says, "What we do with our clients goes beyond the event. We look to elevate their status; we look to create this feeling of excitement where people think, 'I want to be associated with that brand.'"

One benefit of Kwawu's influential work has been witnessing the fashion evolution in D.C. "We did the opening of Intermix ... they brought the brands that a lot of people were craving right into our backyard." —HILARY ADLEBERG

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