

OLIVIA YACÉ

*Road Map*

Miss Universe 2024







# Introduction

Olivia Yacé was elected Miss Côte d'Ivoire in 2021, Miss World Africa in 2022 and was rewarded as the second runner-up of Miss World 2022. She was recently nominated for Miss Universe 2024.

This Road Map is a proposal for preparing Olivia Yacé in the best of ways, in order to represent Côte d'Ivoire and the African continent as a whole during the Miss Universe 2024 competition.

**MISSION**

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**AFRICA TOUR**

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**PARTNERSHIPS**







# GOAL

## *Represent Africa*

### ENGAGING THE CONTINENT

Olivia Yacé aims at representing the African continent as a whole during Miss Universe. Consequently, an Africa Tour is organised to prepared her with in-depth knowledge, inspiration, a vast contact network and the blessing from all African regions. A documentary film will be produced during her travels.

The tour will also allow Olivia to cast additional talents from the continent and offer them a chance to showcase their capacity on the global stage that Miss Universe represents, as her fashion partners.





# MISSION

**Miss Universe celebrates women and advocates a future created by women with the courage to push the boundaries of what is possible. A wide spectrum of abilities are taken into consideration, which is why the plan for Olivia Yacé encompasses several parts.**

## POSITIVE ROLE MODEL

Olivia Yacé will inspire the people she meets during her Tour and thereby serve as a creative leader and role model for the African community, as she highlights & celebrates the strengths of the continent.

## ENGAGE THE COMMUNITY

The Tour is conceived as a catalyst for future success, where Olivia Yacé engages the community, proposes new opportunities and encourages people to be committed to uplifting one another.

## EMPOWERING WOMEN

Olivia Yacé is an advocate for self-acceptance and works hard for social awareness, especially among young women in Africa. The Tour involves sharing stories to break stereotypes, for more women to prosper.

## DRIVE IMPACT

The Tour is based on charitable partnerships and encourages new partners to join Olivia Yacé in creating positive change through new business opportunities, volunteering, fundraising and advocacy.





# AFRICA TOUR

## NORTH SOUTH CENTRAL EAST WEST

MOROCCO  
EGYPT

SOUTH AFRICA  
ANGOLA

CONGO  
NIGERIA  
CAMEROON

KENYA  
TANZANIA

CÔTE D'IVOIRE  
SENEGAL  
GHANA



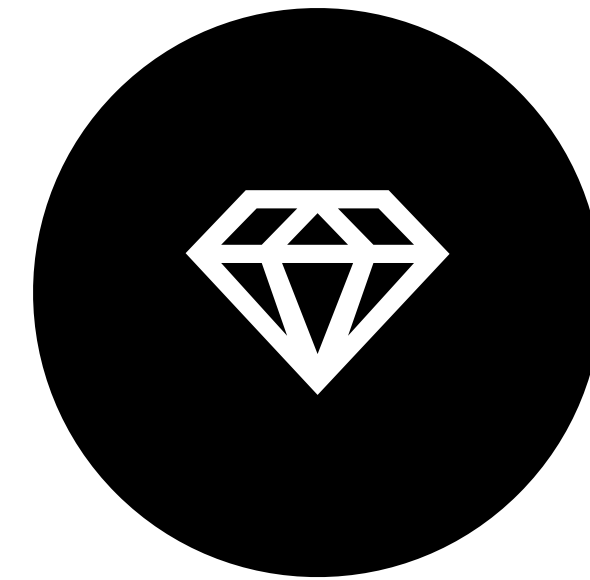


# ACTIVITIES



## WHITE PARTIES

Local key-partners are invited to Olivia Yacé events during the Tour, to raise funds and introduce charity projects.



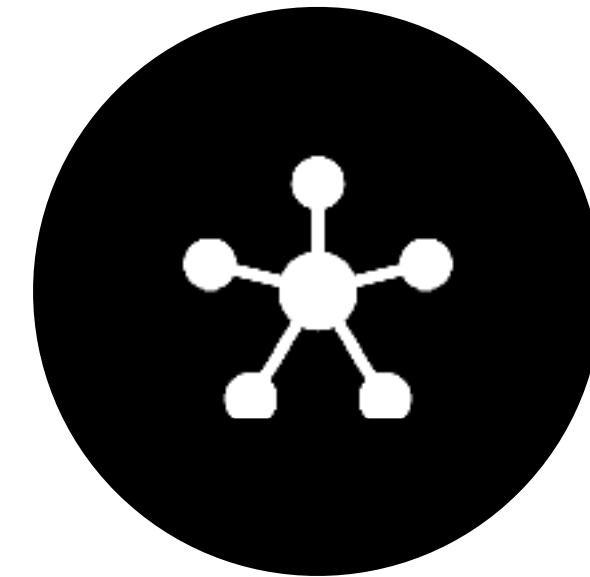
## TALENT SEARCH

Identifying talents working with design and styling to accompany Olivia Yacé at Miss Universe and build an international career.



## TOURISM

Visiting inspiring locations throughout Africa to highlight the beauty of the continent in the documentary.



## NETWORKING

Set a platform for networking and collaboration, with the aim of unifying Africa to build prosperity.





# BUILDING PARTNERSHIPS

## FASHION

Searching for talents & brands to accompany Olivia Yacé and create her look for Miss Universe 2024.

## DEVELOPMENT

Offering opportunities for collaboration and tools for building development in Africa.

## BUSINESS

Developing businesses to drive growth and prosperity among African women.



DIFFERENT PARTNERSHIPS

STRONGER  
*together*

A range of partners from a diversified fields of activities are invited to join Olivia Yacé on her Africa Tour. The idea is to turn the Olivia Yacé Tour into a Tour of Opportunities by assembling outstanding brands, companies, media channels and trend-setters and build the storytelling of the new African generation.







# MISS OLIVIA YACE UNIVERSE



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**Thanks for your attention.**

We're looking forward to building the Olivia Yacé Africa Tour together with you.