

LOOPVIRTUES



PROUDLY MADE IN RWANDA



Nita Nyemanzi

Founder & Creative Director — LoopVirtues

Scientist turned visionary. Crowned Look of the Year Rwanda 2023, signed with DNG New Face Model Agency. Nita built LoopVirtues on a conviction: that Rwandan identity, values and beauty belong in every garment we wear.

[@nita__nyemanzi](#)

| [DNG New Face Model Agency](#)

— UBUTUMWA BWAMBERE —

Ubu ni uburyo bwacu bwo kugaragaza.
Ntituri gusa imyenda — turi umuco,
turi ubumwe,
turi uruziga rw'agaciro gahoraho.
Buri sura ureba muri iyi defteri
ni inkuru y'ubunyarwanda bw'ubu.

Ambara ibyo uri we.

This is how we show up.
We are not just clothes — we are culture,
community, a loop of values that never breaks.
Every face in these pages carries
a story of modern Rwanda.

Wear who you are.



Amara Nkosi

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ZILIBON



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LoopVirtues exists because of people who gave
their time, their spaces, and their belief
before anyone else did.

Atelier du Vin

[@atelierduvin_rw](#)

*Kigali has many rooms, but few feel like home. Atelier du Vin —
with its panoramic views, its warmth, its effortless elegance —
was the first space that held LoopVirtues and let it breathe.
A place where good taste is not performed, but lived.
Thank you for opening your doors to us.*

Sixx David

[@sixx__david](#)

*There are photographers, and then there are people who see.
Sixx David is the latter. He brought patience, precision and
a quiet understanding of what LoopVirtues stands for — and
turned it into imagery that speaks without words.
Kigali is lucky to have him. So are we.*

Kegga Rw

[@kegga_rw1](#)

*Music and fashion speak the same language — they both say
something about who we are and where we come from.
Kegga brings that truth to every note. His sound carries
the pulse of Rwanda into the future without losing sight
of its roots. Thank you for being part of ours.*

Miguel de Sousa Pires

[United Kingdom](#)

*For believing in LoopVirtues before it had a stage — and bringing
with him the vision of someone who has shaped digital media at the
highest level. As former Head of Digital at Wonderland Magazine,
United Kingdom, Miguel knows what it takes to turn a creative idea
into something the world pays attention to. Thank you.*

*And to every person who wore LoopVirtues before it had a name —
thank you for being in the loop.*

#Stayintheloopofpositivity

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Isi ni nyina wacu wese —
atubyara, aturera,
atuzirika mu bwiza bwe.

U Rwanda ni umutima w'isi iyo:
uhumeka mu misozi,
urimbira mu nzuzi,
utura mu bitare.

*Iyo uzi u Rwanda,
uzi icyo isi isobanura.*

*Turi abana b'isi —
ariko ubutaka bw'u Rwanda
ni aho umutima wacu utuye
iteka ryose.*