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Aba Bonney Kwawu

President

The ABA Agency

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With the savvy ability to communicate with style, Aba Bonney Kwawu spends countless hours developing enduring personal and corporate brands in the fashion, design and luxury markets through her boutique marketing and PR agency, The ABA Agency.

"I can honestly say I was born to do this. Since I was a little girl I knew I wanted to be in fashion and today one facet of my work is managing what designers create. I created my dream job when I founded my agency and I am truly blessed," she admits.

Today the 4 year-old company is a full service agency specializing in public relations, marketing, brand development, consumer research, special event design and fashion show production. Her client roster is comprised of top brands such as Mercedes Benz, Cirque Du Soleil, Intermix, Artefacto, and Saks Fifth Avenue and her vision and sense of style are direct reflections of the creativity, intellect and commitment she brings to her clients. "I consider my clients partners. My staff and I work with our partners to determine where they want to take their brands and we build strategies to make sure they get there," says Aba.

Though the lines between work and play are often blurred for this tireless entrepreneur, there is no question that for Aba, bringing creativity to life is a true labor of love.

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