



Arthur (Afa) Folasa Ah Loo

October 24, 1985 - June 14, 2025

The life of the one and only Arthur (Afa) Folasa Ah Loo was sadly taken on June 14, 2025, in Salt Lake City, Utah. He was 39 years old.

Afa was born on October 24, 1985, in Apia, Samoa, to Taupouga (Fila) Folasa Samoa and Talauati Hunt. He was a proud Samoan, with roots in the villages of Falelima and Lotopa—communities he cherished and represented with honor throughout his life.

Raised by his loving grandparents, Amioga and Samuelu Folasa, Afa grew up in Apia surrounded by love, culture, and creativity. It was in Samoa that he learned many life skills including sewing, weaving, baking, and serving others—skills and values that shaped his unique and beautiful spirit. His creativity blossomed in the islands and continued to flourish throughout his life. He never did anything halfway in life- not in his designs, not in his love, not in fashion shows where every small detail mattered, and definitely not in karaoke.

Afa had a way of making everyone feel special and seen. He was a champion of ideas and a mentor and friend for all at any level. He had a sarcastic way of teasing unlike any other that was blunt and honest but made you laugh and feel loved at the same time. Those who really knew him, knew that he was a humble Samoan at heart and never cared much for recognition. He lived and

breathed “community over competition” and wanted everyone to succeed.

Afa attended BYU–Hawaii before moving to California, and later served a mission for the Church of Jesus Christ of Latter-day Saints in the Salt Lake City area from 2008 to 2010. During this time, he made lifelong friendships that became like family. After his mission, he returned to Samoa, then visited Utah again in 2015 to prepare for LA Fashion Week. It was during this time that he met the love of his life, Laura Empey.

Afa and Laura were married on September 23, 2016, in Salt Lake City. They made their home in Orem, Utah, where they welcomed their two beautiful children. In 2021, the family moved to Northern Utah, where Afa continued to grow his fashion business and expand his creative endeavors.

As a fashion designer, Afa gained international notoriety for his extraordinary talent. The stunning and elegant creations that he deemed as “sweetly bold” were shown at fashion shows around the world and his work was internationally recognized. He proudly became the first Samoan fashion designer to appear on the television show Project Runway, and his work was featured at prestigious fashion shows and exhibits around the world—including creating designs for the Prime Minister of Samoa and a showcase at Buckingham Palace for the Queen. Despite all of his accomplishments, Afa’s proudest and most cherished title was simply the role of being “Dad”. He took more joy in making his children laugh than any runway show and his greatest joy was found in his family. His family was his greatest masterpiece.

Afa is survived by his loving wife, Laura, and their children, Vera Amioga and Isaac Eti. He is also survived by his mother, Taupouga (Fila) Folasā Samoa; his siblings Herman William Ah Loo, Samuel Wolly Ah Loo, Ofeira Leanava Ah Loo Asuao (Ken), Fineaso Frankie Jr. Ah Loo, Theodora Alesana, Theodosia Alesana, and Phila Amioga Setoa; and his beloved nieces and nephews:

Aliisha, Keira, Keon, Ali'i, To'a, Raymond, Delsa, Emma, William, Kalani, Pua, Kosega, Josiah, Jessie, Saphira and Floral.

He is preceded in death by his grandparents, Amioga and Samuelu Folasa, who lovingly raised him as his parents and who now welcome him home.

Funeral services for Afa in celebration of his life will be held on,
Friday, June 27, at 5:00 PM
The Salt Palace Convention Center
100 South West Temple Street
Salt Lake City, Utah 84104
Grand Ball Room

A private service for family and close friends, followed by a graveside service, will take place the following day on Saturday, June 28.

A special thank you to Serenity Funeral Home for their care during this time.

The family of Afa Ah Loo extends their deepest gratitude for the outpouring of love, prayers, and support during this time. Afa's light impacted the lives of so many, and his legacy of love, creativity, and kindness will live on forever.

Please share stories, memories, photos, and videos of Afa for his children [HERE](#).

Or email to LiveLikeAfa@gmail.com

Previous Events

Celebration of Life

JUN 27. 5:00 PM - 7:00 PM (MT)

The Salt Palace Convention Center Grand Ball Room
100 South West Temple Street
Salt Lake City, UT 84104

Tribute Wall

TB

“ Heartbroken to hear of Arthur Ah Loo’s passing. He brought color, hope, and kindness to many. His light remains in the lives he touched. May we honor him by choosing compassion and living bravely, as he did. Rest in peace.

Sincerely,
Tom Berbas

Tom Berbas - July 21, 2025 at 09:54 AM

LA

“ Manuia lau Malaga Afa, I have admired your work and creativity since the day I discovered you. I was so proud that you were Samoan and wore our culture on your sleeve. Being from a family of seamstresses and now with a son who loves fashion and design I use you as an example of beating stereotypes and following dreams and aspirations. I’ve watched your every video on TT and cannot fathom what your wife, children and those close to you are feeling even me a stranger so saddened by your sudden departure. May you rest in peace thank you for sharing your sparkle with us all.



Lau - June 27, 2025 at 10:19 AM

KK

“ A short story of the infectious light and joy Afa Ah Loo shared with us.

My husband and I first met Afa at a fashion show in Washington back in 2021, where I was one of his models. As I waited for a makeup chair to become available, I noticed Afa and Ofeira sitting on the floor in a corner, ironing their pieces with meticulous care. The sight reminded me of an article I had read about one of Afa's masterpieces that had been showcased in Buckingham Palace a few years prior.

I sat down beside them and struck up conversation, asking where they were from. A few moments into our introductions, we discovered that we were all from Upolu—Afa and Ofeira hailed from Falelima, and I from Manono. By the end of the fashion show, we were laughing and trading playful banter. They teased me about being from Manono, which Afa jokingly described as “requiring five buses and six canoes to reach.” Lol

This marked the beginning of our love and hate friendship which continued over a few more fashion shows and his social media statuses.

*One of the last few roasts he mentioned was,
"Ae ga e appear mai i luga Project Runway?
(Have you appeared on Project Runway?)*

*"Ga sau sou aka in Buckingham Palace?"
(Do you have a picture of yourself in Buckingham Palace?) lol*

In tears, my reply now...

No, you Falelima ghost haunted village boy you. Only YOU can and only YOU have!! Sau ia ina e alu. Journey on dearest friend. Heaven is roaring with laughter and joy from your jokes. Your presence here on earth will be sorely missed and loved always.

We extend our heartfelt condolences and deepest sympathies to

your beautiful family and all those closest to you. While no words can truly ease the pain you are all enduring, please know that our thoughts and prayers are with you during this incredibly difficult time. May the cherished memories and his lasting legacy bring you comfort and strength. Rest always in love and you Afa.

*Hugs and love from Germany,
Titi & Keresesia Kaisa*



Keresesia Kaisa - June 24, 2025 at 07:06 AM

DE

“ *I didn't know you personally, but I've been following your journey until God called you home. Afa, you touched so many lives and were truly a blessing in this world. You are deeply missed, and I'll miss seeing your videos on TikTok. Fly high, Afa. ❤️*



Dennise - June 24, 2025 at 05:11 AM

JO

“ Sending love to Afa's family during this very difficult time 😔

You have touched everyone world wide Afa with your talent, humbleness and your smile rest peacefully and in love till that glorious day love from NZ xo



Josie - June 24, 2025 at 02:09 AM

JS

“ Afa and I took a draping class together at SLCC and he made a lasting impression on me. He was so friendly, and playful, and TALENTED! He was very humble and helpful even though he was way beyond everyone else as a designer 😭. I'll always remember him for his warmth and his colourful overalls!!

Jill Schwartzman - June 24, 2025 at 01:36 AM