

ABSTRACT

Like many different styles, African design motifs go in and out of style. However, while many people in the world today embrace the African textile prints, these are not simply patterns like plaids or polka-dots, but rather are freighted with historical and symbolic meanings connected to race, imperialism, and notions of authenticity and in authenticity. Through oral interviews and historical research, our project will examine the inspirations and meanings attached both historically and contemporaneously to African textiles among Africans and non-Africans, and consumers and designers.



INTERVIEW

I think is unique because it is not something you see on a normal basis. The media, celebrities and other Africans influenced me in wearing it. The African cloth is a celebrating of culture. --- Tinea

There is a difference between the African cloth before and now, because there are more designs and different styles to make with the cloth. -- Yaa

I will wear an African print dress to any official occasion even at my working place. Some of the patterns look weird and some look good, but although I don't understand the meaning of the symbols I still admire them --- Laurie



HISTORY

The African textile industry started in 5000 BC when ancient Egyptians began cultivating flax. Later on, as several civilizations flourished throughout Africa, cotton became a more commonly used fabric. Today, one can find a full tradition of textile flourishing throughout Africa. The mud cloth is hand-woven fabric hailing from Mali. Kente cloth is Ghana's national fabric, with traditionally the most expensive ones made with golden threads for kings only. It is said that, "The British voyagers were astonished by the beauty of the Ashanti king's attire.



SYMBOLISM



SUMMARY

Our research was to find out the root of the appeal of African prints now back in fashion, particularly for non-Africans.

After our research and interviews were conducted, we found out that most non-Africans adore African culture and African fashion. They feel like it is a way for them to be connected to the African continent and culture, and for African-Americans, their roots.

Also the media is a major influence on non-Africans desire to wear African textile print.

Major department stores and celebrities are now embracing the African culture and print in many designs in garment. This have a great influence on lots of people.

In conclusion, African print designs symbolizes and represent different symbols. They also represent differer meaning to each tribe in Africa.



TYPES OF AFRICAN PRINT



TYPES OF AFRICAN PRINT

- Aso Oke Fabric
- Kente cloth
- Barkcloth
- Mudcloth
- Kitenge
- Shweshwe



GLOBALIZATION

- Royalty
- Celebrities (example : Beyoncé, Angela Simons)
- Department stores
- Travelers



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