The Art of African Fashion

*The Art of African Fashion* 2’nd ed. covers contemporary African fashion in its widest sense: textiles, hair design, body decoration and models, and its influence on the international fashion scene. It also examines African fashion in its social context by showing how it is an expression of the self in Africa. The articles are illustrated throughout by visually rich colour photographs. The second half of the book presents a photographic overview of contemporary designers, both established and upcoming.

The first edition of the book has become canonical in the literature on African fashion and design. The second edition to be published by Thames & Hudson will become an indispensable reference on the topic documenting achievements in the world of African fashion spanning the last two decades.

Published by

Thames and Hudson, London and
Prince Claus Fund Library, Amsterdam, 2010

Edited by

Els van der Plas
Marianne Fassler, South Africa
Part I Essays

**FASHION IN AFRICA; DEVELOPMENTS AND TRENDS**

**INTRODUCTION**
Els van der Plas

**SARTORIAL ECUMENES**
Dr. Hudita Nura Mustafa

**COVERING THE BODY; ON TEXTILE AND BEADS**

**TRADITION REVISITED: AFRICAN TEXTILE DESIGN**
Mary-Amy Mbow

**COVERING THE BODY IN AFRICA FOR WHAT MODERNITY**
Mounira Khemir

**BEADS**
Amanda Gilvin

**INDONESIAN CLOTH IN AFRICA**
Introduction by Tanu Patodia and Photo essay by Vlisco

**STREETWEAR;**

**SAPEURS AND THEIR ECCENTRIC HAUTE COUTURE CLOTHES**
Introduction by Martine vd Hoorn and Photo Essay by Daniele Tamagni

**AMAKIPKIP OR SMARTEEZ**
Introduction and Photo essay by Chris Saunders
DECORATING THE BODY; HAIR AND HENNA

HAIR STATEMENTS IN URBAN AFRICA: THE BEAUTY, THE MYSTIC AND THE MADMAN
T.K. Biaya

HAIRDRESSING IN SENEGAL
Fatou Kiné Sene

HENNA MANIA
Salah M. Hassan

Hair Salon in Dakar, Senegal

MODELLING AND FASHION SHOWS IN AFRICA

AFRICAN MODELING AT HOME AND ABROAD
Tete Guemadji

FASHION SHOWS IN AFRICA

INFLUENCE IN AND FROM THE WEST: AFRICAN AESTHETICS

WAVING TO THE LION: WESTERN DESIGNERS, AFRICAN STYLE
Victoria L. Rovine

ART AND FASHION: CONTEMPORARY STATEMENTS
Claudia Banz

Imane Ayissi, Cameroon
Part II African Fashion Designers

**High Fashion; The Old School**

- Oumou Sy, Senegal
- Pathe'O, Burkina Faso
- Alphadi, Niger
- Colle Sow Ardo, Senegal
- Tetteh Adzedu, Ghana
- Xuly Bët, Mali/France

**High Fashion; The New School**

- Amine Bendriouich, Morocco
- Andersson D, Ivory Coast
- Anggy Haiff, Cameroon
- Athi Patra Ruga, South Africa
- Bill Ruterana, Rwanda
- Charlotte Mbatsogo, Cameroon
- Charly Doss, Togo
- Colle Sow Ardo, Senegal
- Eric Raisina, Madagascar
- Imane Ayissi, Cameroon
- Karim Tassi, Morocco
- Luiz Adelaja, Ghana
- Marianne Fassler, South Africa
- Martial Tapolo Zambou, Cameroon
- Noureddine Amir, Morocco
- Samson Ssenka, Uganda
- Zhor Rais, Morocco

Anggy Haiff, Cameroon

Amine Bendriouich, Morocco
Accessories
Awa Meite, Mali
Aya Esther Konan (Makeda), Ivory Coast
Mickaël Kra, Ivory Coast/France

GLOSSARY

BIBLIOGRAPHY

BIOGRAPHIES

ACKNOWLEDGEMENTS

Aya Esther Konan, Ivory Coast

Michael Kra, Ivory Coast/France
Oumou Sy, Senegal
Sapeurs, Congo