

African Fashion

Face of the Future

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This essay analyzes the future of the fashion industry in Africa. It argues that due to both economic and design trends Africa is going to be at the center of the fashion industry.

After opening with a discussion of fashion as an academic subject, Part one of the essay examines why fashion is big business around the globe, followed by a brief survey of the African continent as a whole, aiming on its growing population and economy. Part two, focuses on the textiles of Africa. In this part, the analysis concentrates on the geography of Africa and how it is suited for cotton production, before looking at traditional African textiles. Part three addresses present day African Fashion. Here, the discussion is how the second-hand clothing affects not only the fashion industry but also the economy as a whole. Leading African designers who have succeeded both within and outside of Africa are shown as examples. Finally, Part four examines the future of African fashion, focusing on the growth of Africa and the fashion industry. This essay concludes that the booming of Africa and a booming fashion industry will create a synergy, and that the future of fashion industry will be centered in Africa.