



## New African Fashion

*By Helen Jennings*

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### New African Fashion By Helen Jennings

Ever since the late 1960s when Yves Saint Laurent and Paco Rabanne presented African-inspired collections, the textiles, details, and colors of Africa have moved into the realm of high fashion. In the past few years, young designers from the continent itself have emerged as people to watch in the fashion world. Helen Jennings, editor of award-winning *ARISE* magazine, offers in this book a brief history of African fashion, beauty and style, follows its influence on modern designers, and spotlights the best designers, photographers, and models from across the continent and the African diaspora. Profiling popular lines such as Duro Olowu, Jewel by Lisa, Black Coffee, and Eric Raisina, Jennings explores the myriad reasons why African fashion is having its moment in the sun. She shows how designers are looking beyond cliches of the African aesthetic by embracing both traditional and contemporary fabrics and garments, and how the passion for ethically and environmentally conscious clothing is fueling this trend. As colorful and exciting as the fashions it features, this volume will appeal to anyone interested in following the world's most exciting new fashion development.

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### Editorial Review

#### Review

“A refreshing and commendable stab at an extremely broad and underrepresented market.” ?Worn Fashion Journal

#### From the Inside Flap

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#### About the Author

HELEN JENNINGS is one of Europe's pre-eminent fashion journalists as well as the editor of ARISE, a magazine that celebrates African fashion, music and culture. She lives in London.

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