In our Pre-Spring 2018 Visionary, **Africa Rising**, we turn our gaze to the burgeoning renaissance occurring across the African continent. Over the past few years, the momentum of Africa's development has accelerated rapidly with intense business and financial investments (mainly from China) fueling an upward progression that brings Africa to the global forefront. Africa is now a beacon for tech entrepreneurship with both Kenya and Nigeria being heralded as the Silicon Savannah. Kenya in particular has gained global recognition as a key IT hub. In addition, Nigeria's film industry, known as Nollywood, is now a cultural phenomenon across the continent, influencing everything from fashion to music. Producing over 2500 movies a year, and employing over a million Nigerians, Nollywood now ranks second after India's Bollywood, and brings in roughly $600 million annually into their domestic economy.

This economic infusion has fueled new energy on the creative side, resulting in a design boom of African talent that drives new experimentation in art, fashion, music, and film. In fashion, we are inspired by the Thailand born, South African-based designer Chu Suwannapha who epitomizes this eclectic trend. His collection titled, Chulaap, represents the cross-cultural synthesis that is redefining contemporary African life. His fearless approach to print mixing and ability to incorporate traditional African elements in an innovative way have gained him the title, The Prince of Prints. The art world inspires a narrative undercurrent in this trend with works by contemporary artists like Njideka Akunyili Crosby and Kehendi Wiley. Both of these artists create large scale paintings that showcase contemporary Black culture and use highly decorative backgrounds to link historical connections and illustrate the densely layered traditions of the past. This becomes evident with embroidery and applique details that perfectly contrast contemporary shapes and materials. Johannesburg's Pantsula dancers and the Sapeurs of the Democratic Republic of the Congo inspire vibrant movement and a free spirited approach to design. Both groups have been photographed and filmed at great length because of their flamboyant use of color and sartorial style. Their passion for fashion and dance is an expression of their love of creativity, which allows them to transcend any economic or social statues. This surge in positive creative energy is underscored by a fresh sense of national and tribal pride as Africa's creators and makers rise to inspire on a global scale.

CULTURAL INFLUENCE

AFRICA RISING

CULTURAL MACRO TRENDS

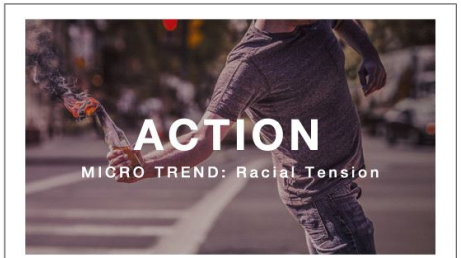
INFLUENCERS

Kehinde Wiley

Pantsula Dancers

Chu Suwannapha

Njideka Akunyili Crosby



INFLUENCERS

Diversity in Fashion

Black Lives Matter

Kendrick Lamar 2016 Grammys

'Very Black' Social Movement

INFLUENCERS

Saharan Silicon Valley

Nollywood

Studio189 Rosario Dawson

LFANT

Energize:

Kehinde Wiley - The iconic New York-based portrait painter skillfully unites contemporary urban culture with old world settings and hyper-decorative ornamentation.

Pantsula Dancers - New York Times profiled the vibrant photography of Chris Saunders (http://www.chrissaunders.co/) whose images of Johannesburg's Pantsula dancers capture the vibrant energy of South Africa.

Chu Suwannapha - This Thailand born Cape Town-based designer is know as the "Prince of Prints" due to his dynamic print mixing and his ability to create collections that celebrate Africa.

Njideka Akunyili Crosby - This Nigerian born multimedia artist creates representational work that combines narrative imagery with a complex interplay of cultural cues.

Action:

Diversity in Fashion - Supermodel Naomi Campbell and British photographer Nick Knight discuss the slow progression of race in the fashion and modeling industry.

Black Lives Matter - The New Yorker explores the transformation and future of the social movement, #Black Lives Matter.

Kendrick Lamar 2016 Grammys - Kendrick Lamar's 2016 Grammys unflinching performance confronted America's history of racism.

'Very Black' - This social movement is encouraging fresh dialogue about race.

Industry Disrupt:

Saharan Silicon Valley - Kenya is now recognized as a booming IT hub in Africa.

Nollywood – Nigeria's growing film Industry has propelled the country forward as Africa's largest economy, overtaking South Africa.

Studio 189 - This "social enterprise" by visionaries Rosario Dawson and Abrima Erwiah, curates and promotes African and African inspired content and brands.

LFANT - A New York based clothing brand that blends urban sophistication with authentic craftsmanship.

TRIBE PRIDE

AFRICA RISING

PRE-SPRING 18

FASHIONSNOOPS

Animated color combinations and bold graphic edge inject intense activewear appeal to contemporary silhouettes.

COLOR USAGE | 1

AFRICA RISING

PRE-SPRING 18

19-1214

19-1934

14-0955

11-1001

COLOR USAGE | 2

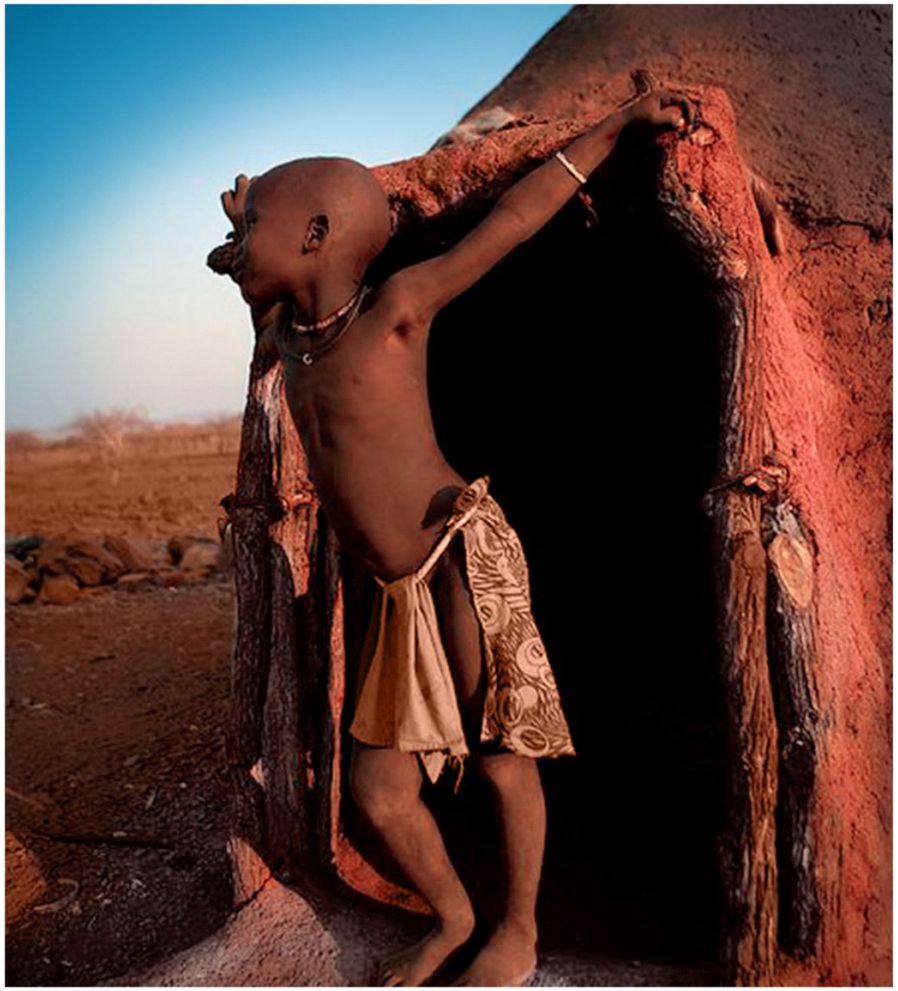
AFRICA RISING

18-4538

17-1553

19-1110

18-1244



COLOR USAGE | 3

AFRICA RISING

19-1110

11-1001

19-1214

PRE-SPRING 18

COLOR USAGE | 4

AFRICA RISING

16-1450

16-1454

19-1110

PRE-SPRING 18

COLOR USAGE | 5

AFRICA RISING

19-1763

19-4045

11-1001

18-4538

PRE-SPRING 18

COLOR USAGE | 6

AFRICA RISING

19-1110

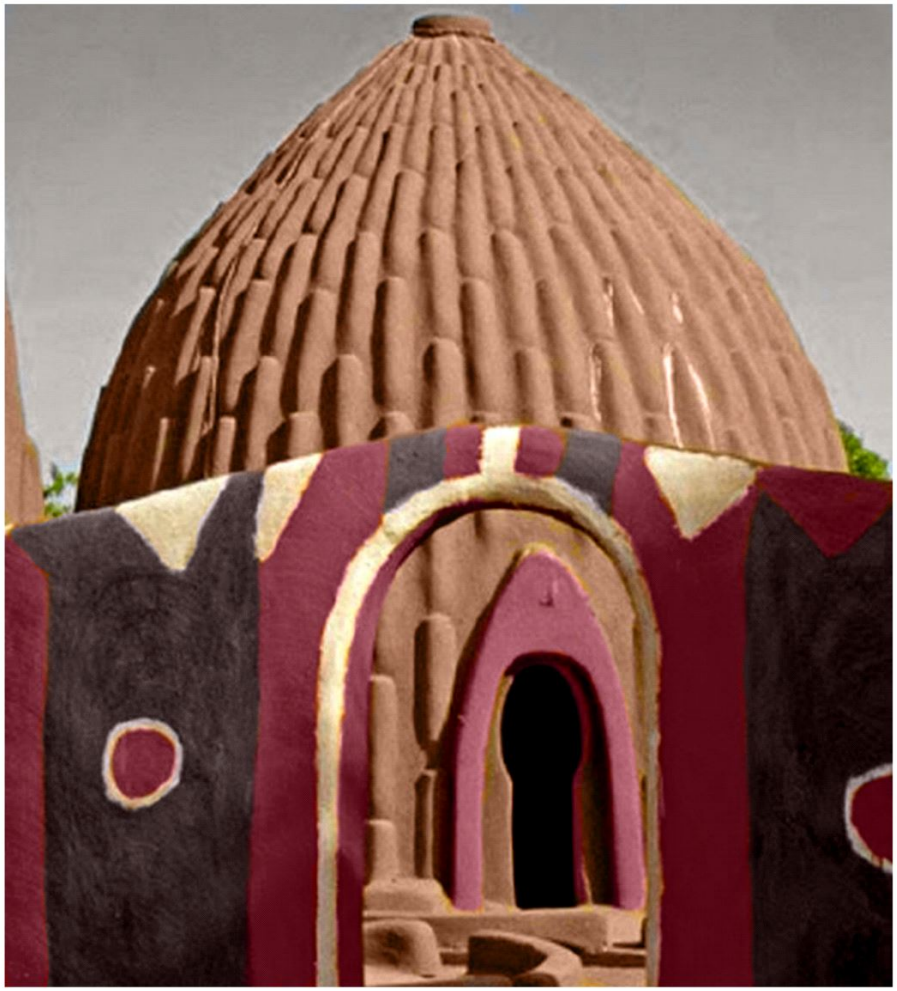
18-1160

19-0419

PRE-SPRING 18

COLOR USAGE | 7

AFRICA RISING



17-1142

11-1001

19-1110

19-1934

PRE-SPRING 18

COLOR USAGE | 8

AFRICA RISING

16-1450

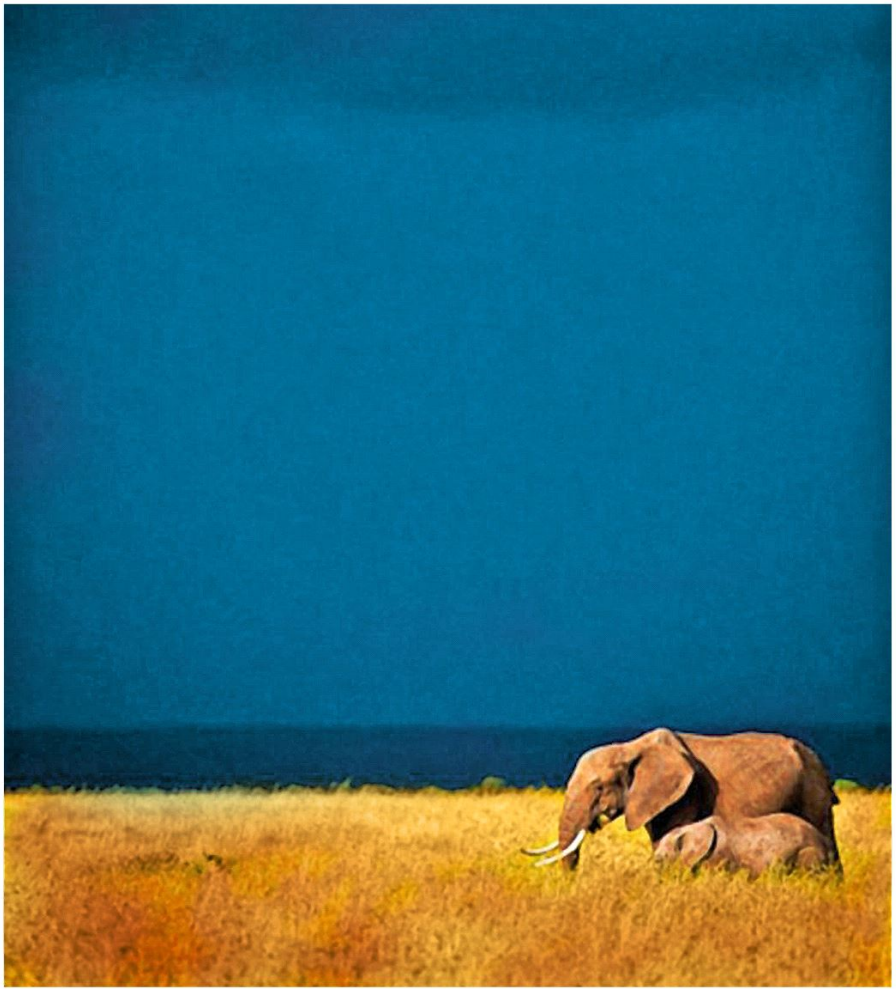
18-0622

19-2524

18-3712

COLOR USAGE | 9

AFRICA RISING



16-0954

17-1145

19-1214

18-4538

PRE-SPRING 18

COLOR USAGE | 10

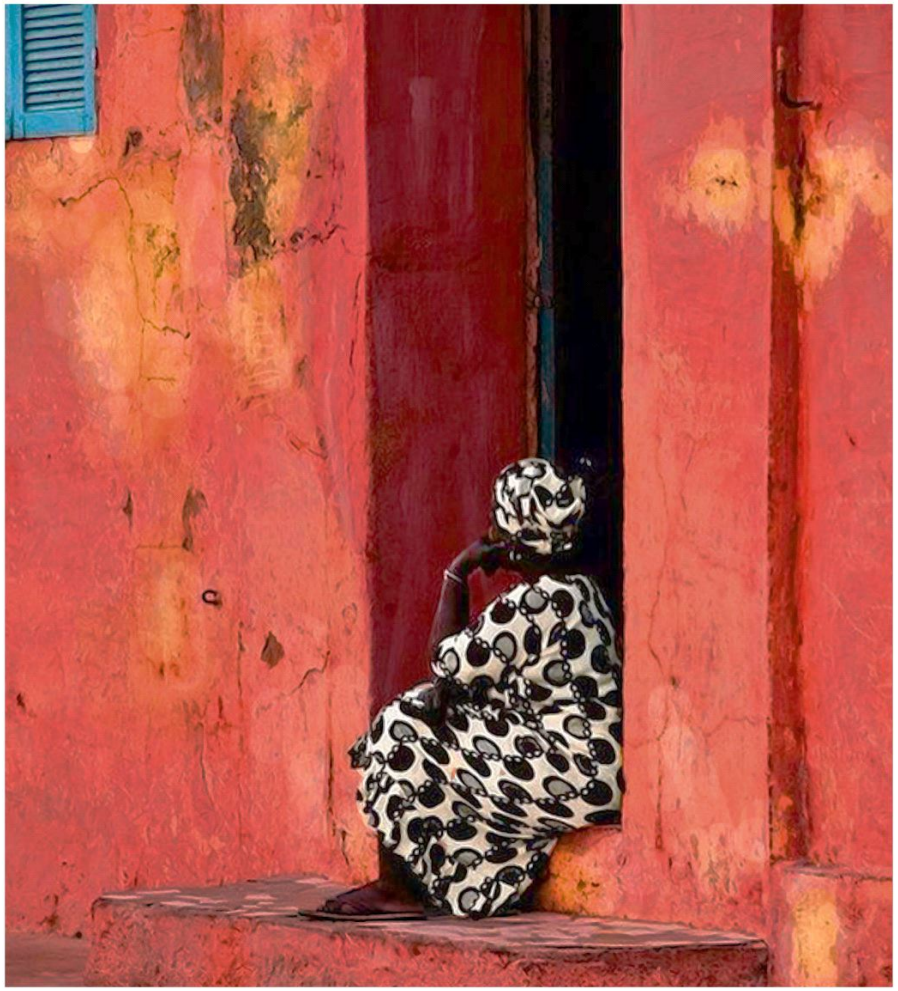
AFRICA RISING

18-4538

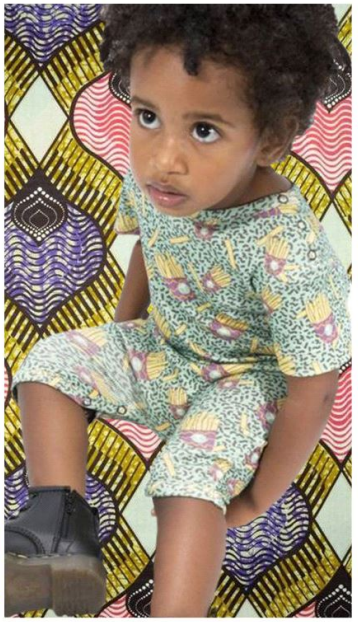
17-1553

14-0955

11-1001



PRE-SPRING 18



Africa Rising presents an intense collection of eclectic print designs. Dense all-over tapestry patterns intertwine with contemporary imagery creating a compelling visual dialogue between hyper-modernity and traditional craft. A brash pop art sensibility inspires a kaleidoscopic approach to composition while classic wax-resist techniques and tribal mark making ensure a truly African aesthetic. Micro patterns and dense geometric repetition are incorporated for great rhythmic effect.

CHEETAH SPOTS

AFRICA RISING

Cheetah and leopard spots are elevated in black and white / Bi-color contrast / Splotchy irregular interpretations

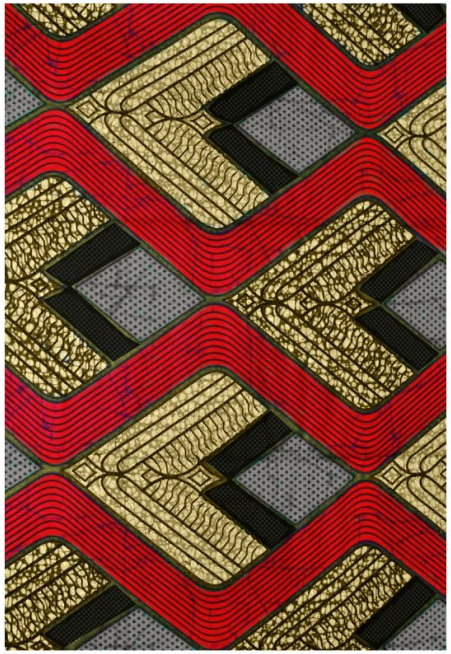
ZULU LAYER

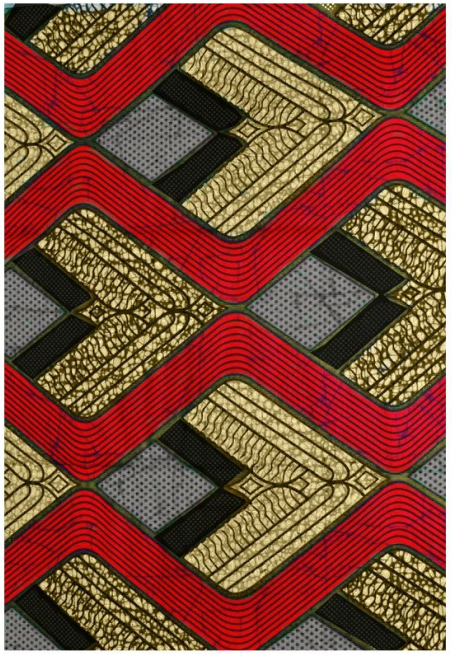
AFRICA RISING

Bold graphic pattern on loose layers / Large-scale tribal motifs / Mud cloth designs

MIXED DASHIKI

AFRICA RISING





Mixed Dutch wax prints / Softer, earth-tones / Playful combinations

OMO OPTICS

AFRICA RISING

PRE-SPRING 18

FASHIONSNOOPS

The body painting of the Omo tribe inspires black and white compositions / Simple geometry / Wax resist optical effects

GROOVED LINES

AFRICA RISING

PRE-SPRING 18

FASHIONSNOOPS

Hand-crafted vases give rise to newer stripes / Textural dimensions add movement to lines / Mixed colors

DUTCH ROYAL

AFRICA RISING

Dutch wax resist patterns in flamboyant hues / Bold all-over geometry / Dramatic batiks

Chevron patterns reinterpreted in a multitude of ways / Painted peaks / Saharan inspired color combinations

EDO ANGLES

AFRICA RISING

Hand painted geometry / Irregular triangles and diamond motifs / Duo-tone contrast

TIGHT REPITITIONS

AFRICA RISING

Tight repetitions contemporize refined looks / Tonal colorways look sophisticated / Experimentation with scale is key

SHAMAN ADORNMENT

AFRICA RISING

The marks of the Shaman inspire allover prints / Contrast dots / Mandala compositions

Bold stripes create active contrast / Horizontal bands / Graphic lines emphasize sleeves, cuffs, and necklines

All-over tapestry motifs / Dense pattern on pattern / Jacquard stamp designs / Fantastic florals

Africa Rising silhouettes are a true blend of tradition and modernity. Contemporary styling updates tailored designs with all-over prints elevating coordinated looks. Kaftans and voluminous skirts lend relaxed sophistication to womenswear while bold pattern play and a new dapper sensibility elevate menswear designs. An injection of traditional draping and fabric piecing ensures a uniquely African perspective.

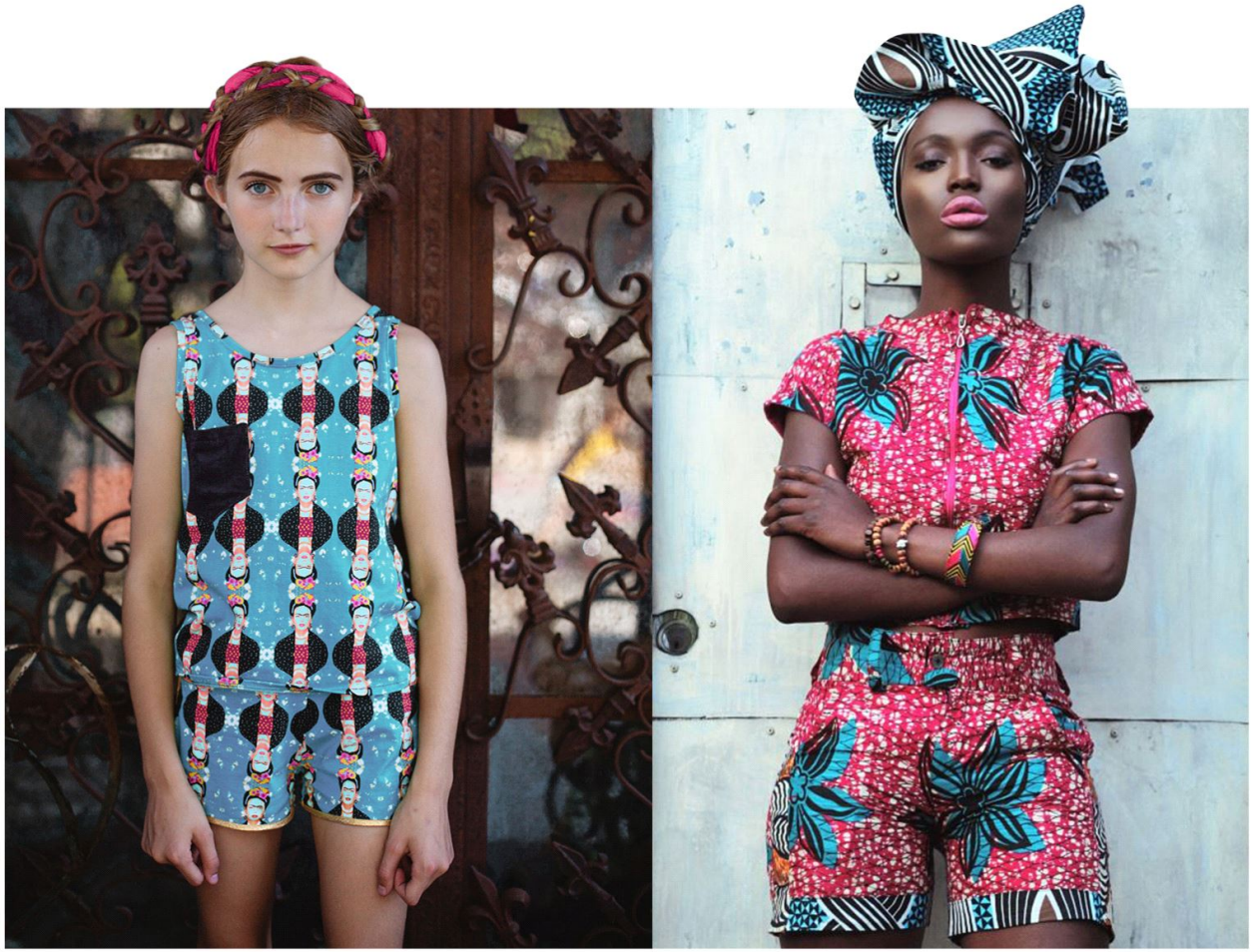
ASHANTI SKIRT

AFRICA RISING

Longer skirts in rich traditional patterns / Soft volume / Gentle pleating / Obi waistlines

JO'BURG SET

AFRICA RISING



PRE-SPRING 18

FASHIONSNOOPS

Matched sets in bold hues / Accent pockets + pop trims / Dutch wax prints

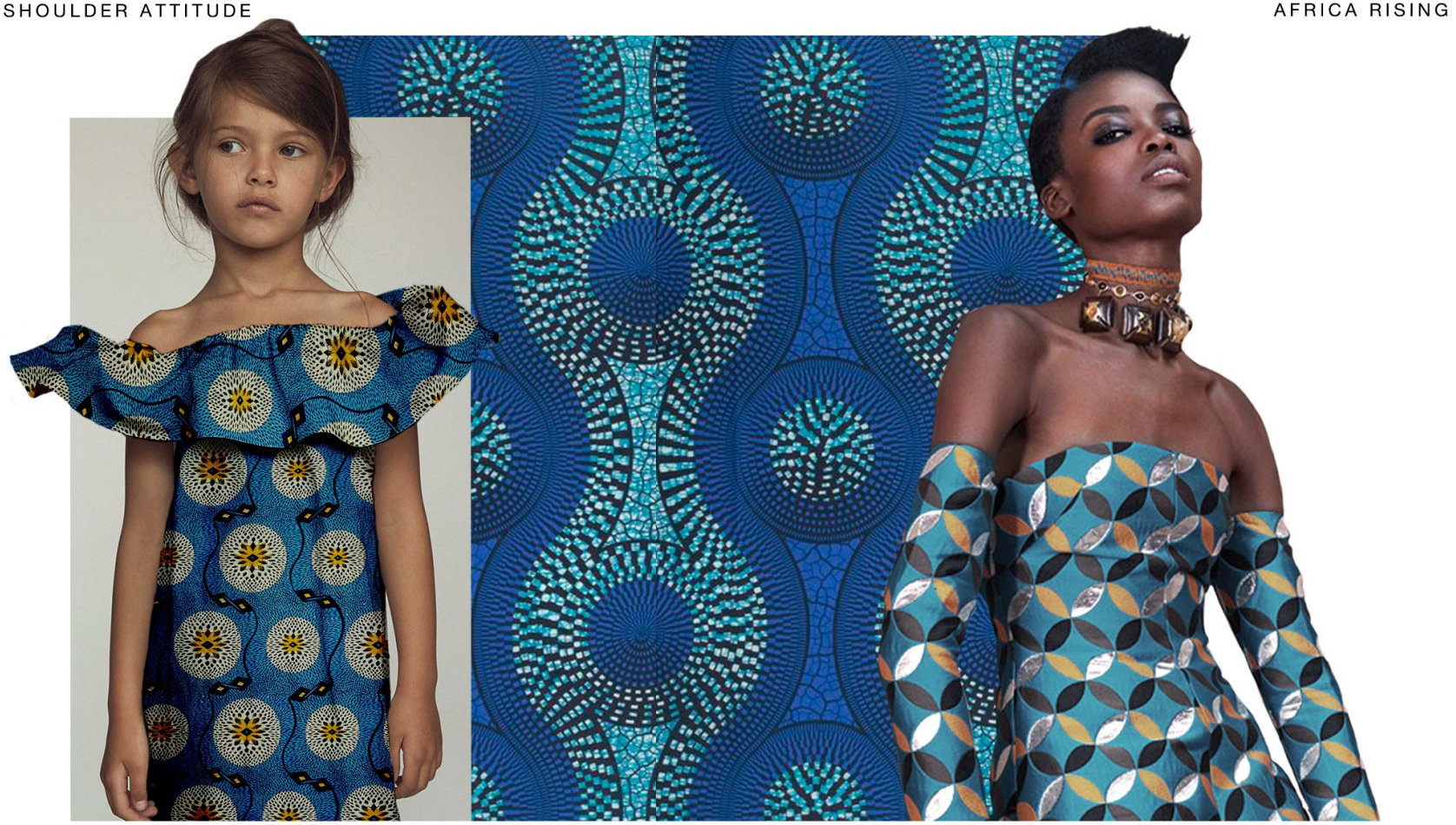
PETITS SAPEURS

AFRICA RISING

Mini-me suiting / Dapper sapeur influences / Pair with tailored trousers or matching bottoms

OFF-SHOULDER ATTITUDE

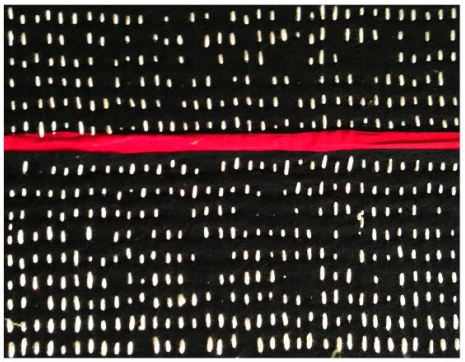
AFRICA RISING



PRE-SPRING 18

FASHIONSNOOPS

Sophisticated silhouettes / Mini-me influences in dynamic hues / Dramatic shapes



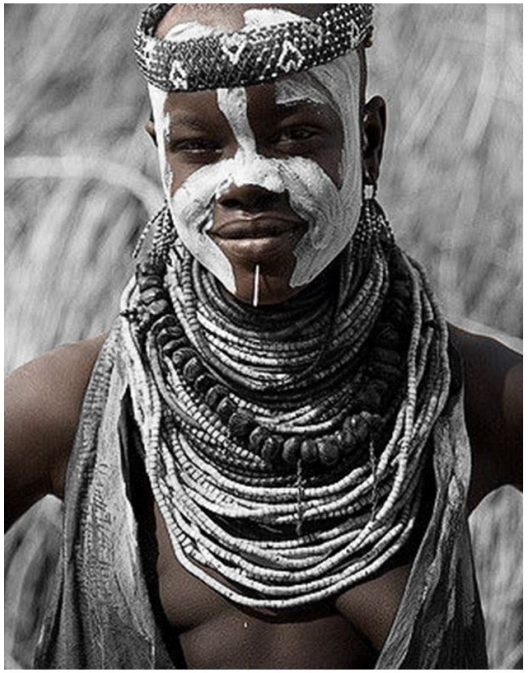
Africa Rising details bridge traditional artifacts with electric Pop art sensibility. The iconic collaboration between Keith Haring and Grace Jones inspire tribal mark making and day glow graffiti effects. Vivid color is key for stitched outlines, contrast piping and colorblocking details. Artisinal beading and appliqué create melodic adornment while geometric intarsia designs ensure fresh graphic edge.

BASKET EMBROIDERY

AFRICA RISING

PRE-SPRING 18

Panels on tops gather influence from Zulu baskets / Dynamic colors / Rounded shapes



Beaded appliqué / Cowry shells / Wooden beads / Decorative talismans

COLOR LINES

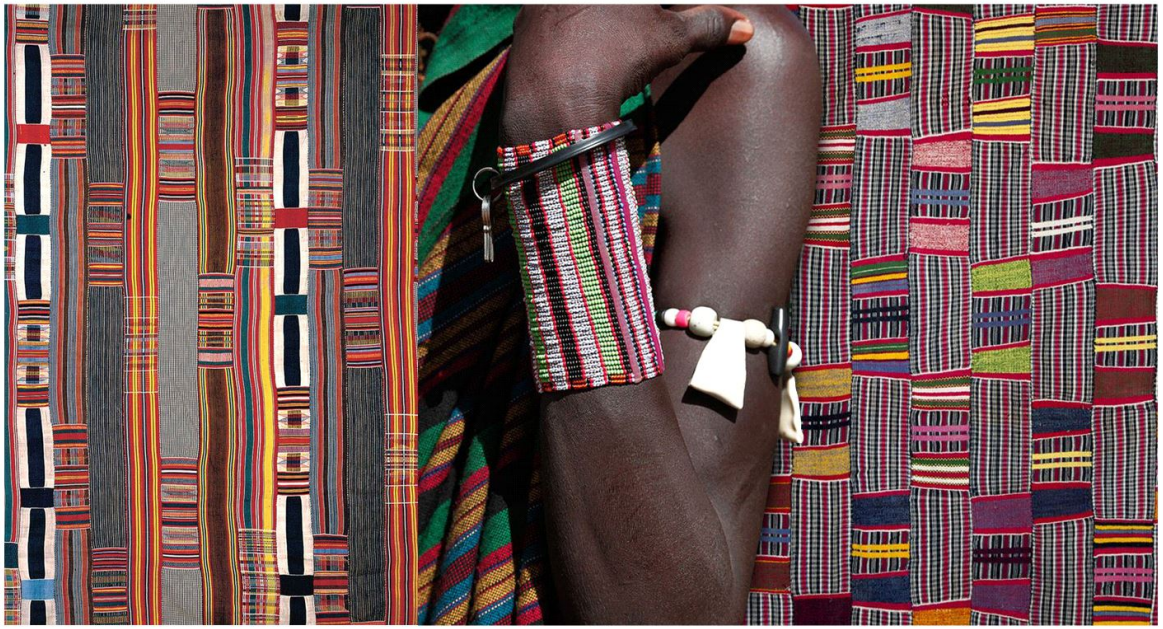
AFRICA RISING

High contrast lines animate both casual and refined silhouettes / Vivid outlines / Electric piping / Colorful stitch lines

HAND-STITCHED SYMBOLS

AFRICA RISING

Hand stitched shapes echo the symbology of the past / Abstract lines and shapes / Tonal appliqué



Kente cloth inspires a patchwork of melodic mosaics / Beaded interpretations / Perfect for inserts and all-over looks

PAINTED IRIDESCENCE

AFRICA RISING

PRE-SPRING 18

FASHIONSNOOPS

Iridescent prints and day glow effects / Clashing electric hues inspired by Kendrick Lamar's Grammy performance / Black and white contrast offers an achromatic alternative

ZULU WEAVE

AFRICA RISING

Straps feature basket weaves on tops / Vibrant hues inspired by traditional handcrafts / Pop accent

African Rising materials blend dramatic tribal traditions with a relaxed laid-back attitude. Dimensional elements like pointelle ribs and scratched grooves lend tactile sensation to both knits and leather goods. Ornamental floral designs infuse lace with an exotic feel while organic textures redefine rustic woven textiles. Sun-bleached linen and sand washed denim ensure that contemporary shapes remain down to earth.

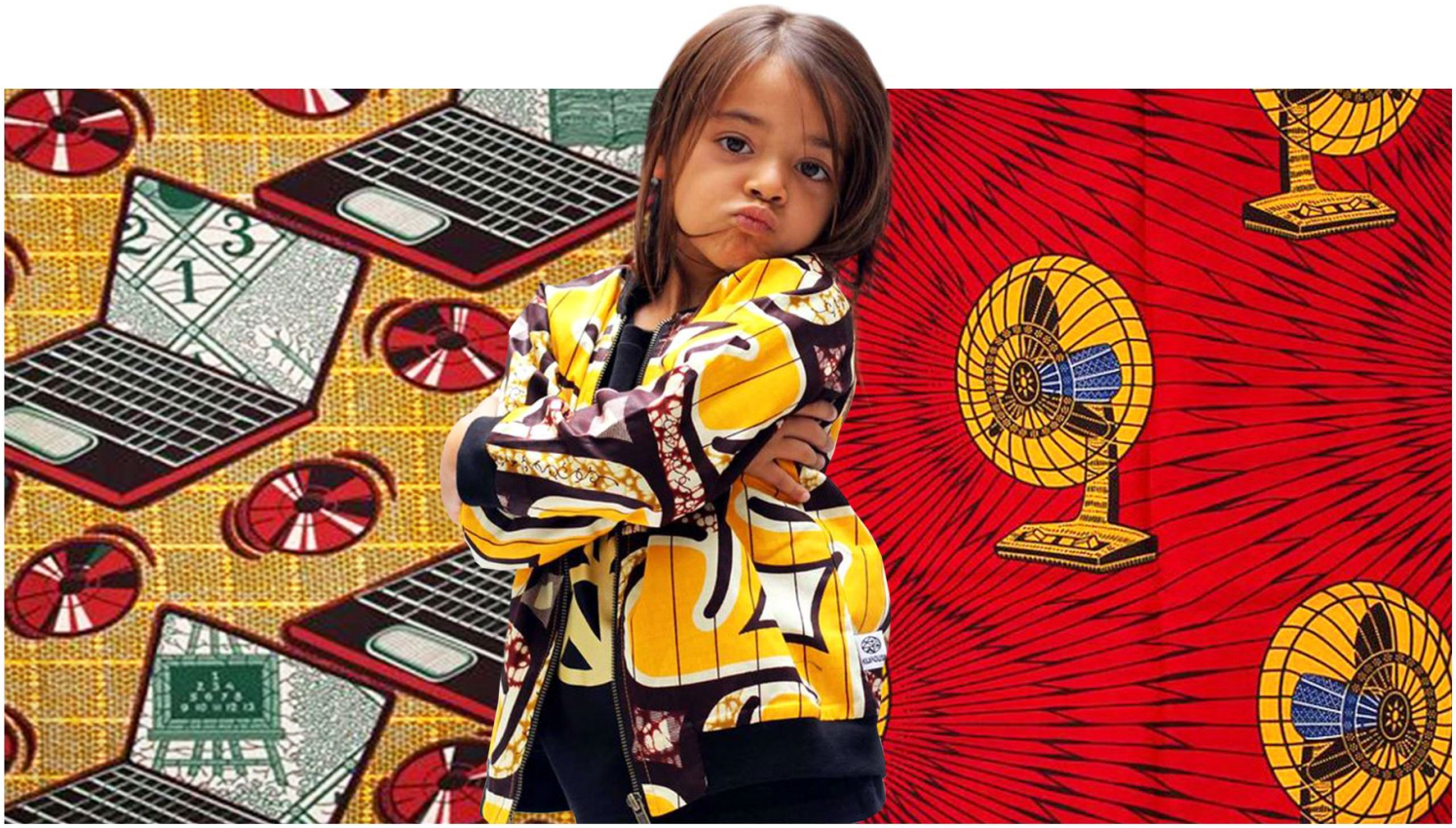
SAHARAN STRIPES

AFRICA RISING

Sun bleached yarn dyes / Laundered linen blends / Effortless stripes and plaid patterns

WAX PRINT REPEATS

AFRICA RISING



PRE-SPRING 18

FASHIONSNOOPS

Traditional Dutch wax materials with updated prints / Lightweight bomber update / Modern motifs woven into designs

HUSKS + REEDS

AFRICA RISING

Organic materials are integrated into rustic textiles / Raw materials are transformed through craft / Corn husks / Vines and twine / Reeds and bamboo

SAND-WASHED DENIM

AFRICA RISING

PRE-SPRING 18

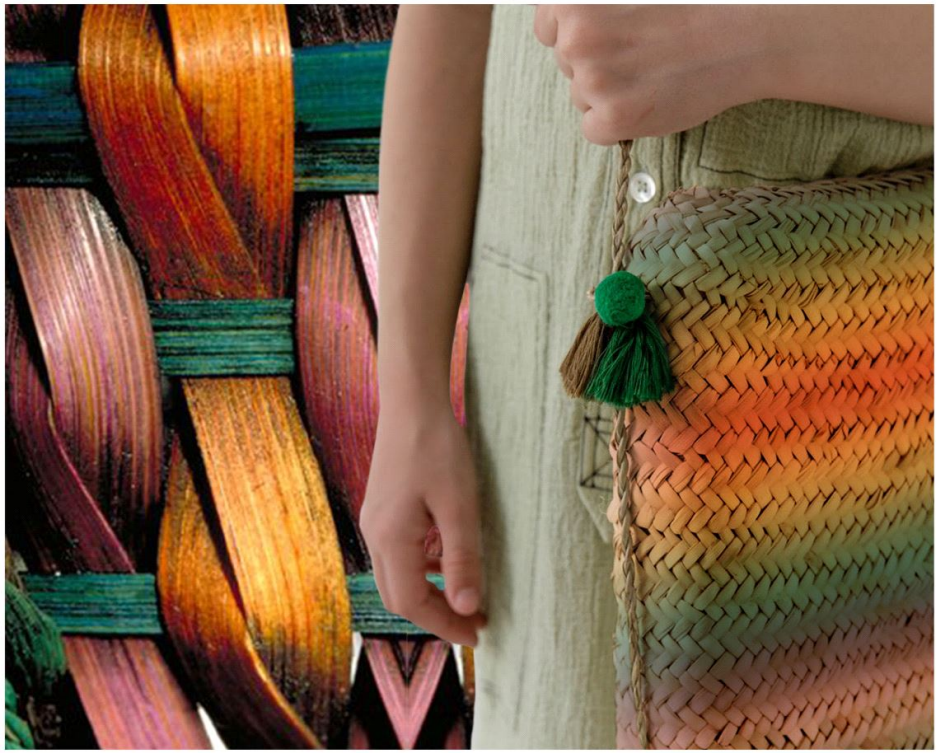
FASHIONSNOOPS

Ultra soft denim is soft sandy washes / Sueded hand / Sun faded appearance

PAINTED GROOVES

AFRICA RISING

Grooved tactility lend earthy dimension / Topographic lines / Contrast texture / Compelling for both leather and hard good



Accessories feature rainbow weaves / Natural reeds create structured shapes / Sunkissed rainbows