

Influence of european dress culture on african dress culture

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Influence of European Dress Culture on African Dress Culture Clothing

industry in Africa has undergone many changes over the recent decades.

The changes can be attributed to the globalization, which has reduced the distance among people, cultures, and regions among others. Because of this, there has been enhanced communication leading to changes in lifestyle as well as culture. Similarly, technological advancement has facilitated the exchange of lifestyle as people can interact through technology.

European dressing styles have greatly influenced the African dressing and fashions. Africans were not used to the modern clothing, and they have come because of their interaction with the western cultures (Davis, 2009).

For instance, Africans were used to closed dress, which was a symbol of respect to the society. On the other hand, societies in the western world were used to open clothes that left some of their body parts exposed.

However, the Africans exposure to Western culture has made them adopt the western dressing style. Most Africans, today, dress in suits when going to offices or in important occasions. This was against their tradition some decades back (Davis, 2009).

Similarly, the media influence has promoted cultural exchange through copying the western world. Most African models copy the western fashions using mass media. They are able to cope with the emerging trends hence acquiring the western culture (Davis, 2009). A good example is the way news anchor dress when presenting news on television. Africans had not witnessed this until they adopted the use of mass media. Therefore, mass media has influenced the dressing styles among the Africans.

Reference

<https://assignbuster.com/influence-of-european-dress-culture-on-african-dress-culture/>

Davis, F. (2009). *Fashion, Culture and Identity*. London: University of Chicago Press.