





DRESS IN SOUTH AFRICA**

Director(s): Aldo LEE

Writer(s): Aldo LEE

What is there to say about dress in South Africa?
Nelson Mandela and his world-famous colourful shirts started a new "afro-chic" trend which is all the rage at the dinner parties of the "blackoisie", the new black 'bourgeoisie'.
We discover that the "Swankas" movement was born in the gold mines. "Swankas" are men who pride themselves on their fine clothing and shoes - they meet every week in best-dressed competitions.
And what about the style of the "bad boys" of the townships? Well, their choice of footwear is dictated by the necessity to run very fast.
The traditional Kwazulu costume - made of pearls, leather, tin cans and synthetic material - is not just a thing for tourists but it's the standard bearer of Zulu identity.
In fact, young people in South Africa have developed a new style of their own, a joyful patchwork identity that is the mirror image of the "Rainbow Nation".

Categorie(s): Discovery & Nature, Travel, Sport & Adventure, Collections - Series

Tag(s): Ethnography/Civilization, Fashion, people & places

Producer(s): POINT DU JOUR

Coproducer(s): ARTE France

Length: 1x26 / Format: One-off

Original version: French

Versions available: English / International

Nationality: France, 2008

Rights: All media, world

Support(s): SD â€“ Digital 16/9

http://www.pointdujour-international.com/catalogueFiche.php?idFiche=38121&lang=en