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CONTEMPORARY FASHIONS OF
TRADITIONAL TEXTILES AND CLOTHING IN THE GAMBIA

A Video Presentation

by

June Pearson Bland

The cultural and economic significance of textiles and clothing in Africa is still being documented. Most of this video profiling contemporary textiles and clothing in The Gambia, West Africa was taped in November and December 1995 as a part of a doctoral research study which examines the relationship of traditional textiles and clothing to the development of The Gambia. Historical and contemporary influences on dress in both urban and rural areas are shown in the context of the indigenous cultural setting. Brief scenes of weaving, tailoring, and cloth dyeing are included. The video is designed to be used as both an educational and marketing resource.

June Pearson Bland received her Ph.D. in African Studies from Howard University, Washington, D.C. As a result of studying and importing clothing and textiles from The Gambia, she has discussed various strategies with Gambians and U.S. Americans which would preserve the artistic traditions of handcrafted textiles and clothing that simultaneously provide viable options to craftpersons and contribute to the economic development of the country. She currently sells and markets African clothing and textiles through her company, *ORIGINALLY AFRICA*.