



BENITA TETA
BA [HONS] FASHION AND TEXTILE DESIGN



AFRICAN HEAT - COLLECTION STATEMENT

“African Heat” is a fashion collection inspired by the cultural richness and ancestral traditions of East Africa. Drawing from the warmth of the African sun and the earthy tones of the landscape, the collection reimagines heritage for the modern world. Its design language is influenced by traditional East African huts which are symbols of community and shelter, reflected in rounded silhouettes, layered structures, and cocoon-like shapes that evoke a sense of home and belonging.

A central feature of the collection is kitenge fabric, known for its vibrant wax prints and symbolic storytelling. In African Heat, it is pleated, sculpted, and layered to amplify both its visual impact and cultural significance. The collection also incorporates African geometric art and traditional craftsmanship through embellishment and printed motifs, adding depth and rhythmic cultural identity to each garment.

Cowrie shells, historically associated with wealth, femininity, and spiritual meaning, serve as powerful embellishments, referencing the Swahili coast’s maritime legacy. The color palette that includes rich ochres, clay reds, deep olives, and golden yellows, mirrors the African earth, grounding the collection in emotional resonance and ancestral memory.

Designed for those who value cultural authenticity and meaningful fashion, African Heat bridges past and present, tradition and innovation. It is a bold, elegant celebration of identity, craftsmanship, and the enduring spirit of Africa. More than just clothing, the collection is a living legacy, an homage to the stories, people, and artistry that shape African life. In honoring the past, African Heat redefines the future of fashion with purpose and pride.

African Heat



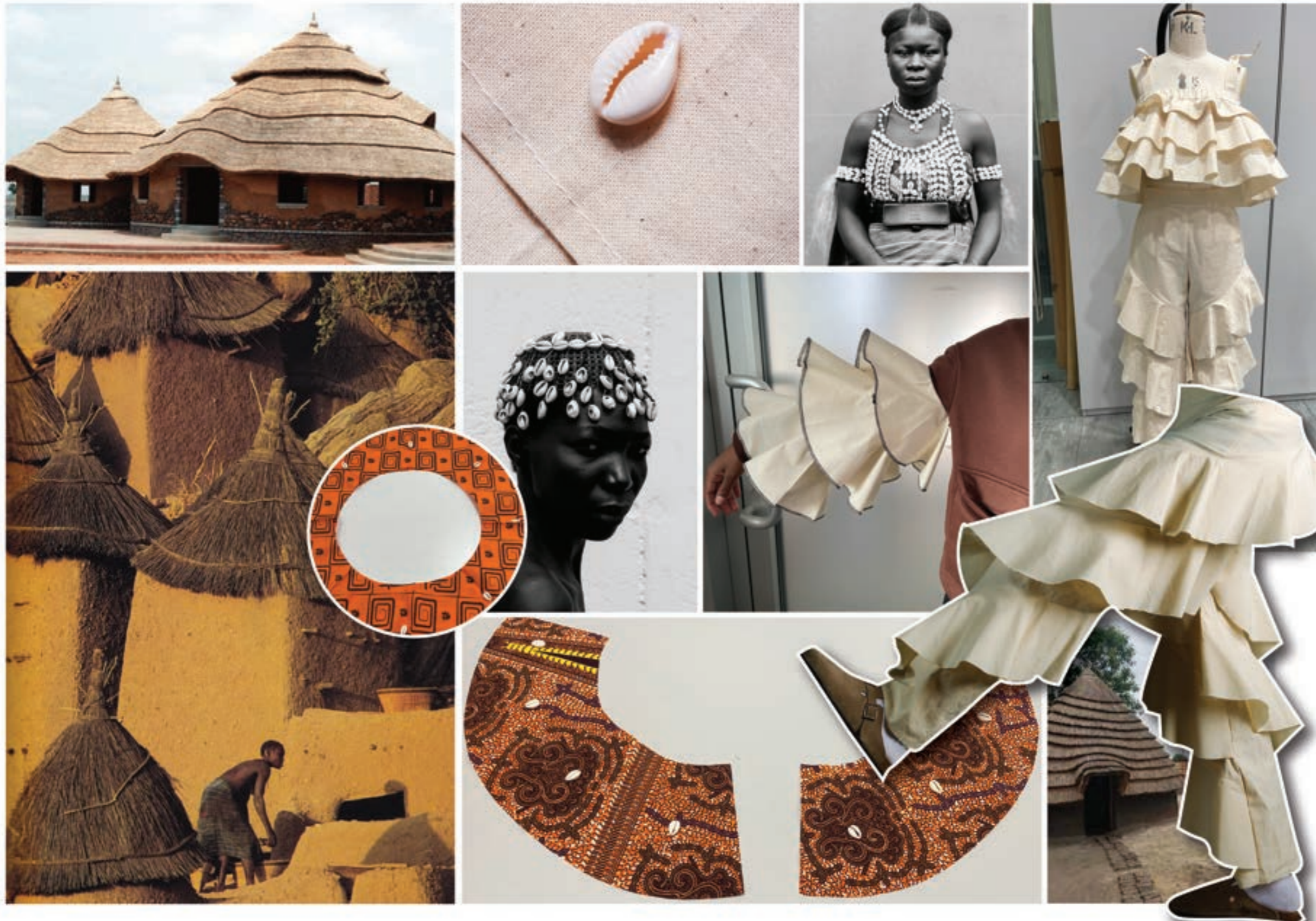
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- AFRICAN HEAT

MOODBOARD (Pinterest)

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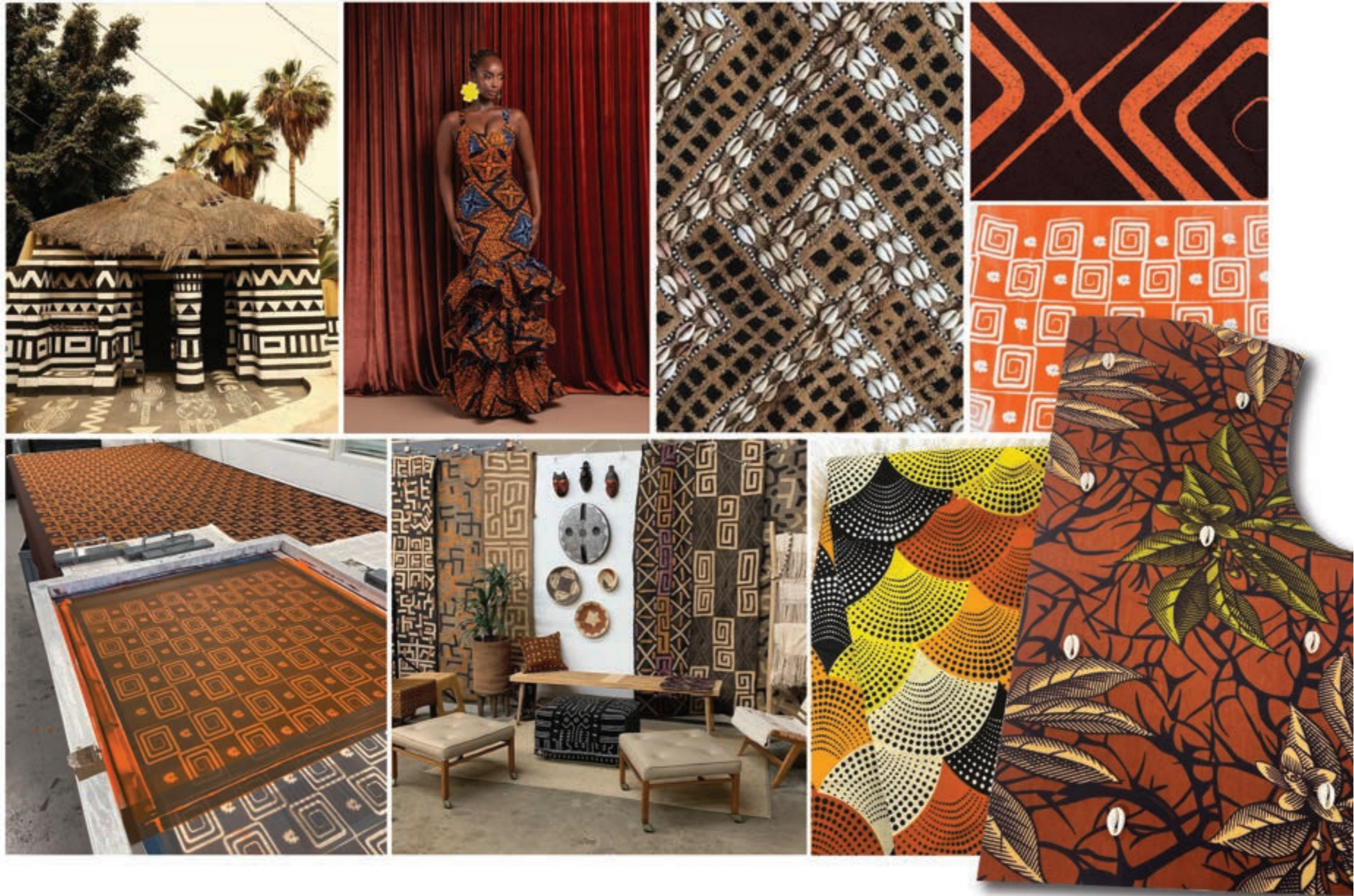
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DESIGN PROCESS (Pinterest, Owner)

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TEXTILE/MATERIAL DESIGN PROCESS (Pinterest, Owner)

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COLOUR AND SURFACE DESIGN (Pinterest, Owner)

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SHAPE AND SILHOUETTE (Pinterest, Owner)

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CONSTRUCTION DETAILS (Owner)

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African Heat



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RANGE PLAN (Owner)

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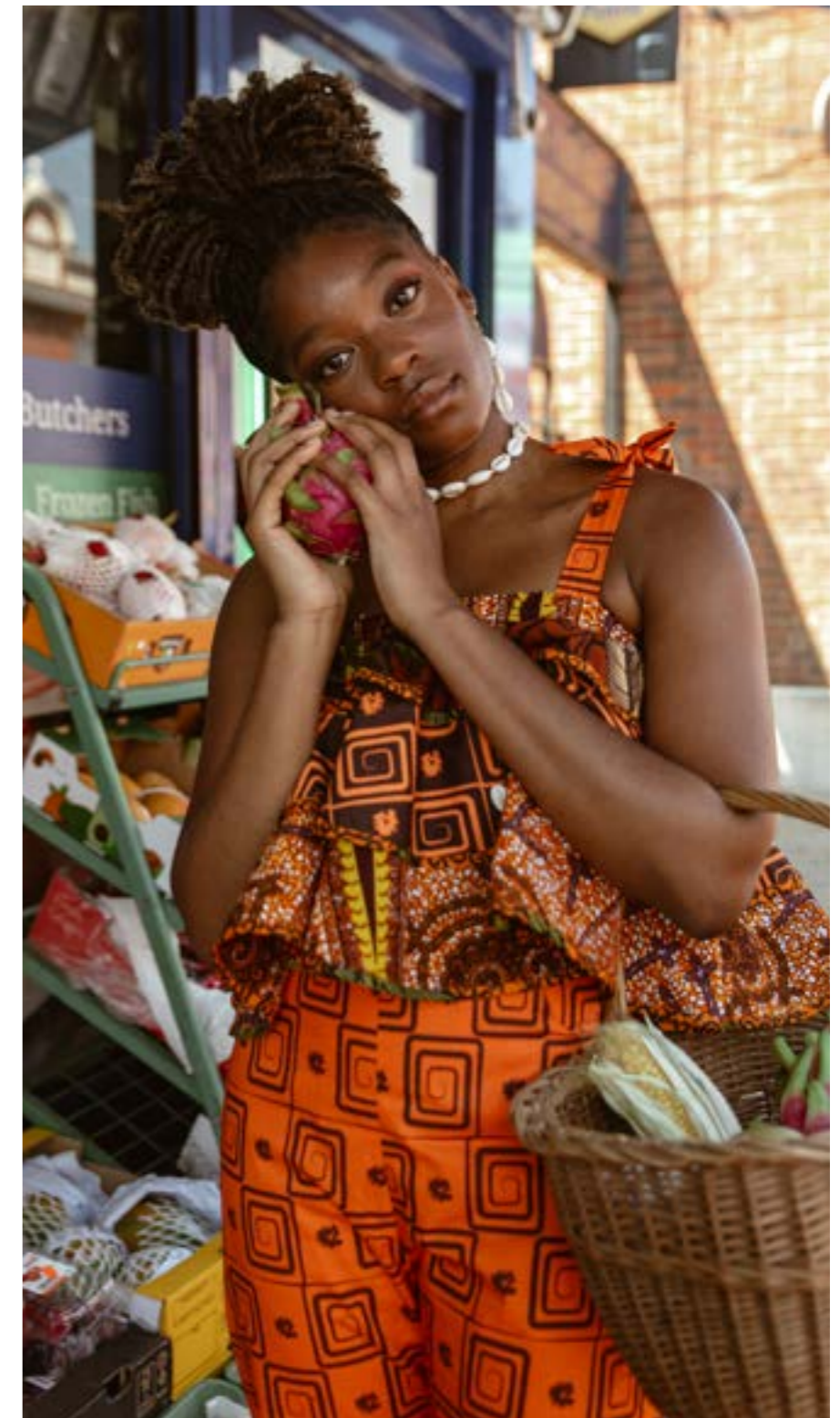
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PHOTO SELECTION 1 (@agneslorkphotography)

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PHOTO SELECTION 2 (@agneslorkphotography)

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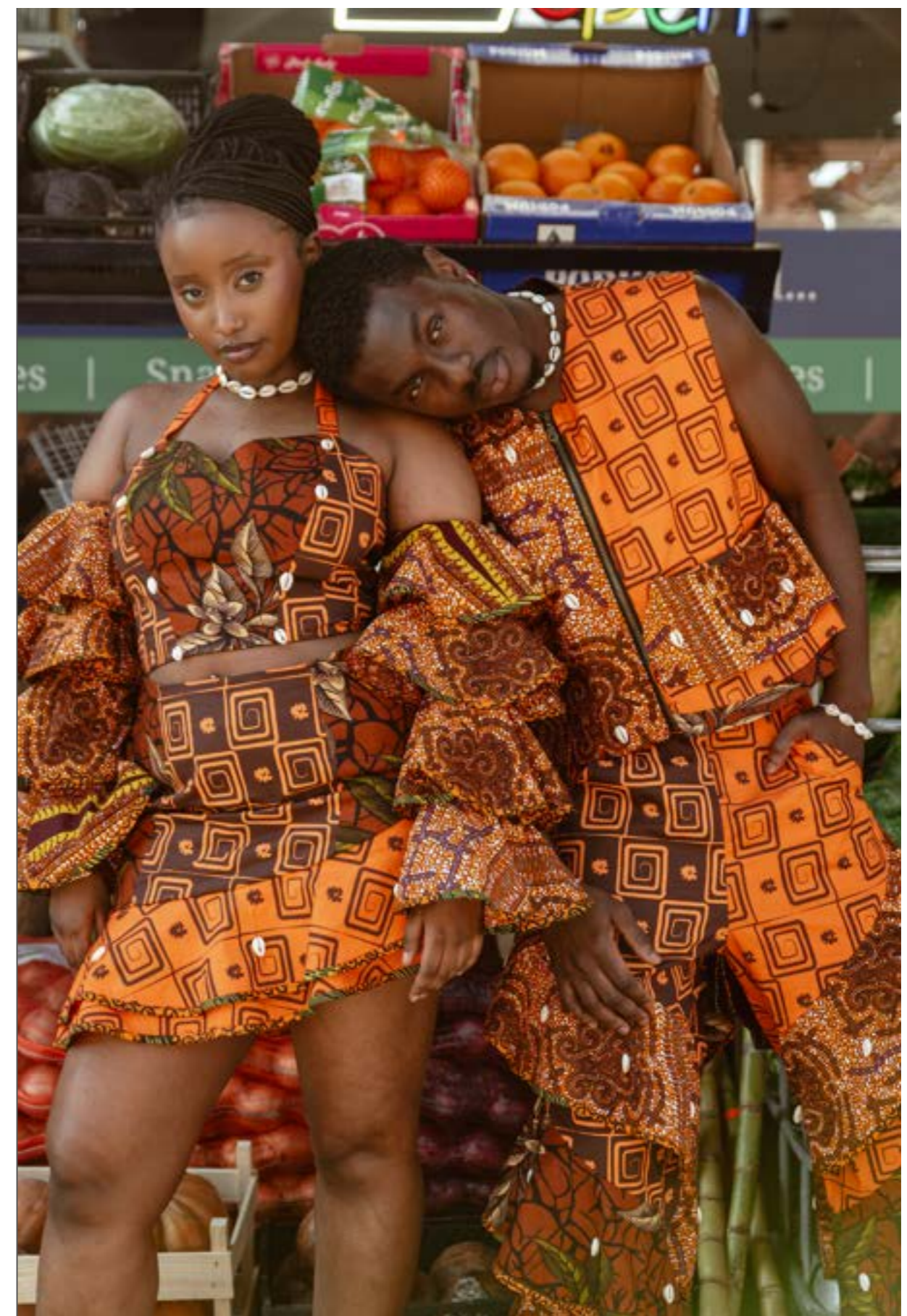
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PHOTO SELECTION 3 (@agneslorkphotography)

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PHOTO SELECTION 5 (@agneslorkphotography)

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