

Personal Interest

When given the choices for our countries, I looked a few up and found Benin to be not only beautiful but truly interesting. Benin has a culturally rich background, and I am excited to show how it affects their clothing.



Explanatory Case Study of Benin

• This explanatory case study <u>aims</u> to answer the question of why people in Benin wear the clothes they do.

- The <u>purpose</u> of this case study is to show the phenomena that form Benin's culture, which will determine the clothing worn in Benin.
- This is an <u>investigation</u> of the components of culture and the results of clothes worn in Benin.
 - This study will answer the research <u>questions</u> of why people wear the clothing they do, what they wear, and what cultural components impact the clothing worn.
 - This research study has no control over the occurrence of events and solely focuses on real-life situations.

Location

- Land: 43 thousand miles (Approximately the same size of Pennsylvania)
- Population: 15 million (World Rank 74th)
- Capital: Porto-Novo



The World Factbook. Edition: Sep 26, 2024. Washington, DC: Central Intelligence Agency. (*United States*). https://www.cia.gov/the-world-factbook/.



Benin Background Facts

- Climate- tropical
 - Tropical; hot, humid in south; semiarid in north
- Natural Resources- Small offshore oil deposits
 - Limestone and marble
- Ethnicity- 38% Fon and Related
 - 15% Adja and Related (Minority)
- Language- French (Official)
 - Fon, Yom, and Yoruba (National)
- Religion- 28% Muslim
 - 25% Roman Catholic







Brief History of Benin

- Formerly known as Dahomey
- Occupied by native tribes
- Elite Female soldier corps called Ahosi (The king's wives) were instituted
- French colonized country in 1893
- Country name changed to Benin in 1990





- Kerekou (the First President) Lost to Nicephore Soglo in the 1991 election
- Substantial apology issued by Kerekou in 1999 for Benin's role played in the Atlantic Slave Trade
- Patrice Talon changed the size of the government from 28 to 16 members in 2021
- In 2022 President Patrice Talon inaugurated an exhibition with 26 pieces of sacred art returned to Benin by France

Cuisine In Benin

Djewo

- Known as Amiwo in Fon
- Flour dish served with tomato sauce, diced green peppers, and chicken
- Popular in Central and Southern Benin



Web: Ebby. (2024, February 29). *A journey through benin republic: Exploring its traditional dishes.* Inspiration with Lois Lifestyle | Nigeria.

https://loispiration.com/2024/02/29/a-journey-through-benin-republic-exploring-its-traditional-dishes/



Yovo Doko

- Street food that translates to "white man's belly"
- Cooked in peanut oil
- Covered in powdered sugar

Web: TasteAtlas. (2016, May 16). *Yovo Doko: Traditional sweet pastry from Benin: Tasteatlas*. World Food Atlas: Discover 17089 Local Dishes & Ingredients.

https://www.tasteatlas.com/yovo-doko#:~:text=Yovo%20doko%20is%20typic

doko#:~:text=Yovo%20doko%20is%20typical%20Beninese,wat er%2C%20yeast%2C%20and%20sugar.

Yam Balls

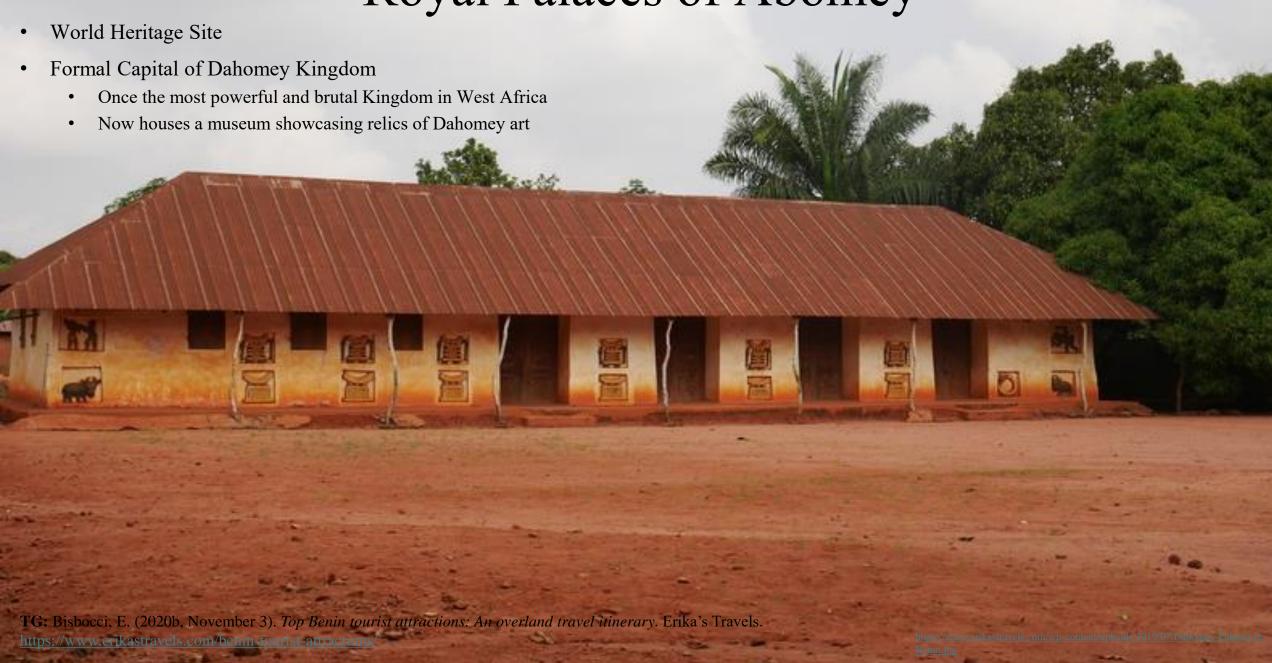
- Butter, chopped onions, red and green pepper, sardine, egg yolk, salt, thyme
- Main crop of Benin is yam (important and traditional food)

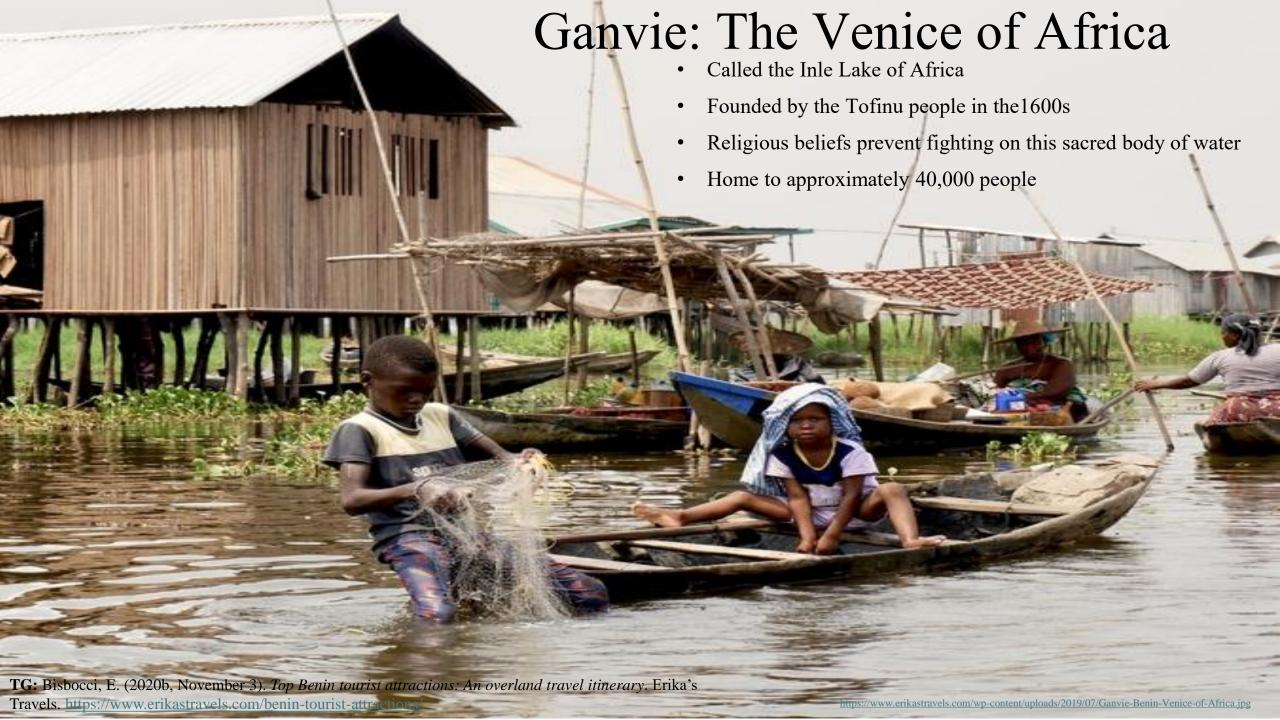


WEB: Radecki, A. (2022, January 6). Cowboy Boots and African roots: West African yam balls - Allison Radecki. Feathered Pipe. https://featheredpipe.com/feathered-pipe-kitchen/west-african-yam-balls/

Benin's Tourist Attractions

Royal Palaces of Abomey





Voodoo Python Temple

• Temple to revere serpent deity, Dangbe

• Contains over 50 lazy pythons

Surrounded by the Sacred Forest





TG: Bisbocci, E. (2020b, November 3). *Top Benin tourist attractions: An overland travel itinerary*. Erika's Travels. https://www.erikastravels.com/benin-tourist-attractions/

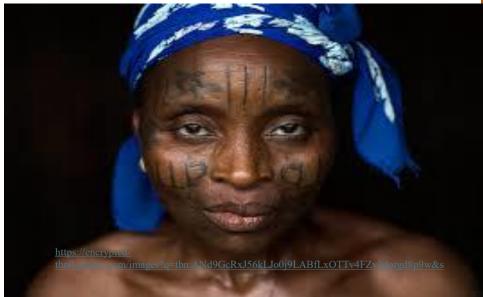


People and Society

• Life Expectancy: 63

• Median Age: 17

• Drinking water/sanitation: 75%/37%







People and Society

• Fertility Rate: 5.34 (5^{th in world})

• High fertility rate

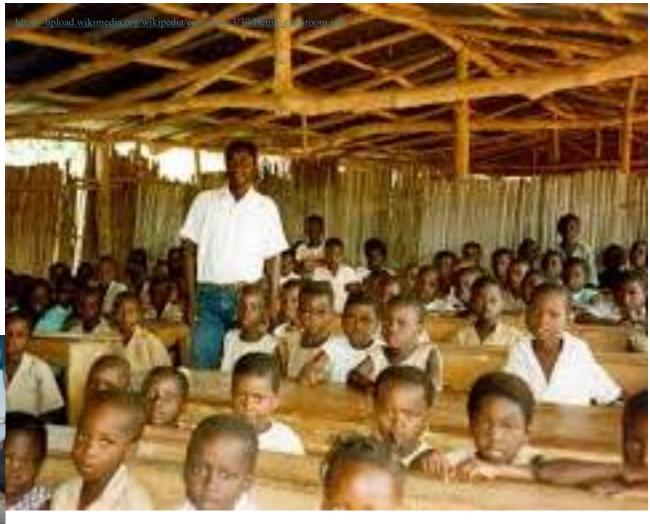
• Low contraceptive rate

• Rise of death during childbirth

• School Life Expectancy: 11

• Literacy Rate: 46%





The World Factbook. Edition: Sep 26, 2024. Washington, DC: Central Intelligence Agency. (*United States*). https://www.cia.gov/the-world-factbook/.

Economy: Lower-Middle Income

- GDP per capita: \$4,000 (186th in the world)
- Below Poverty Line: 38%
- Exports Primary Products: Cotton
 - Gold (27%)
 - \$4 Billion (144th in the world)
- Imports Primary Products: Rice (24%)
 - \$5 Billion (152nd in the world)





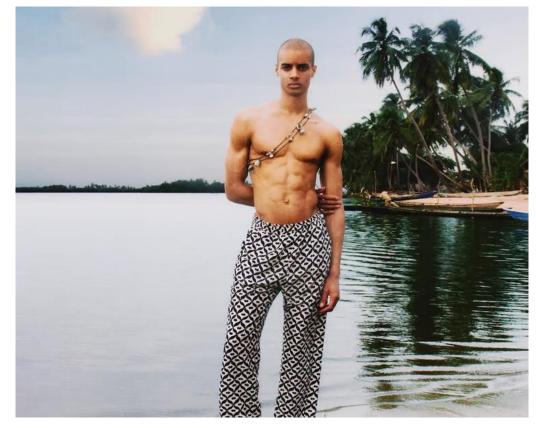
Gender Equality in Benin

- Demographic and Health Survey data was used to investigate exclusively married women who either own land or a house
 - Women who have a property title are more empowered
 - Strong fallback position, higher bargaining power, stronger voice, greater income, and collateral for credit
 - Changes HIV Prevention strategies, improve children's health and nutritional outcomes, and lead to declining poverty
- Benin is a democracy
 - Customary rights on land are assumed but not clearly defined, Customary law prevents women from inheriting land
 - Women have the same legal rights but tend only to get a portion of
- Unemployed, in polygamous unions, and younger women have less say
 - Polygamy is normal
 - Older women have more decision-making responsibility



Kassim Lassissi's New Name Brand In Fashion

- Kassim Lassissi
 - Create an African fashion label that tells beautiful stories about his continent
 - His mother is a long-time importer of quality international fabrics
- Collection of summer cocktail and beachwear
- Inspired by Porto Novo (Benin's traditional capital)
- Giving birth to the brand name
 - Born in Benin
 - Moved to Paris at age two
 - Returned to start a brand name
- Nature print and patterns are what represent Africa



https://media.fashionnetwork.com/cdn-cgi/image/format=auto/m/0133/9b04/a72f/49a6/3614/37be/c8de/f8ca/8b2f/9ebd/9ebd.jpeg

Expansion on Textile Production

- Beginning of a successful collaboration between SIPI-Bénin and Kiabi
 - Two years of discussions and negotiations
 - Growing confidence in Benin's manufacturing capabilities
- First export of children's leggings to Kiabi
 - Source of immense pride
 - Tangible proof of commitment to promoting the Beninese textile industry
- Benin is ideally positioned to seize the new market opportunities
 - Increasingly focusing on collaboration
 - Plans to expand its retail presence
- Company's goal to produce thirty million pieces in Africa



https://www.just-style.com/news/french-retailer-kiabi-taps-benin-for-textile-production-in-africa-expansion/?cf-view

NEWS: Ndure, I. (2024a). French retailer Kiabi sources 80,000 garments from Benin. Retrieved from https://www.just-style.com/news/french-retailer-kiabi-taps-benin-for-textile-production-in-africa-expansion/?cf-view

Forced Eviction is Fought with Women's Rights

- Forced evictions in Kouvènanfidé village
 - Make way for a holiday resort and coastal road
 - Resulted in multiple violations of human rights
 - Parallel report focused on women's rights
- Right to food and nutrition, right to land, right to water, right to adequate housing, right to health, right to education, right to work, right to a clean, healthy and sustainable environment, right to cultural life and the right to obtain justice
- They live in precarious conditions with rising poverty
- Community members sleep outdoors and women in particular are exposed to a range of dangers
 - Including sexual violence
 - Caused physical and psychological suffering



https://www.fian.org/en/press-release/article/cedaw-women-in-benin-facing-violations-of-human-rights-due-to-forced-eviction-3521

Guidebook

- Benin is/has
 - Incredibly diverse with over fifty languages
 - Kings, Chiefs, and palaces
 - A big belief in voodoo dolls
 - Voodoo Festival and roadside Voodoo
 - Birthplace of voodoo
 - Door of no return (marks where slaves left Africa for the New World



Women in Benin

- Women gained more rights after
 - Restoration of democracy
 - Ratification of the constitution
- Human Rights Issues
 - Female genital mutilation (worst case)
 - Prostitution and child prostitution are common
 - Enforcement against these actions is slack
- Work opportunities
 - Selling vegetables at markets
 - Though most women tend to stay home due to violence





Orílè-èdè Olóminira ilè Benin (Yoruba)

- Republic of Benin national apology
 - Issued by President Kerekou in 1999
 - Country's complicated history and involvement with the slave trade
 - Tribal chiefs considerable profit made by selling their people
- Long-term objective to reconcile with descendants in America
 - Called "the absent ones"

Clothing





Rural



Business



College



Holiday





Common Wedding



Wealthy Wedding





Special Adornments



Issues

Violence against women and unequal rights

Low contraception and high fertility rates

Unsafe sanitation rates

Diseased country with a travel alert

Conclusion

- Benin's clothing is based on
 - Culture
 - Religion
 - Tribes
- Most wear traditional clothing with vibrant colors



