

Welcome to my local community



Here is a photo of the manufactures manjack woven loincloth



Made entirely by hand by master weavers, its manufacture requires, meticulous patience, and our physical strength. Generally this demanding know-how is passed on from father to son. Craftsmen use looms with horizontal arms several meters long. Little by little, cotton thread after cotton thread, the patterns of the loincloth are delicately revealed. The reasons can be religious, political, societal, family, ... The best weave between 3 and 5 meters of loincloth woven per day, the fabric thus produced is both heavy and supple, with elegant patterns and often shimmering colors.

Today, the production of woven loincloth is mainly done in Guinea Bissau, Gambia, Senegal (from Casamance to Saint Louis via Dakar and Cape Verde). The Manjack are found in various countries of West Africa.

The cultural identity of the Manjack "bléenj" people, or the Manjack woven loincloth, is of rare beauty. Its manufacture is an art which is passed on from generation to generation and requires exceptional know-how.

Title: Commercial promotion of the Manjack woven loincloth.

Description and methods of implementation:

Brief description :

Manjack woven loincloth is a traditional West African fabric renowned for its quality and beauty.

The Manjack woven loincloth is a textile that has become over the years a benchmark of woven loincloth in West Africa. The superior quality of the weave, the harmony and the beauty of the colors, symbols of the Manjack people, make this loincloth a textile of remarkable elegance which is prized by stylists, decorators and others.

It is hand-woven by artisans, it is very physical work, because the whole body works. It is also important for the weaver to have a knowledge of the culture of the Manjack people, because behind every motif hides a cultural message that dates back decades.

Goals :

- Organize local artisans into groups (weavers, finishers and dressmakers):

Bring them together in a practical workshop for the manufacture and complete composition of the Manjack woven loincloth (from weaver to designer).

- Formalize contracts / specifications for production supplies based on the Manjack woven loincloth:

The specifications will establish the different types of products to be made from Manjack woven loincloth; for example collections of fabrics, shoes, necklaces, bracelets, ... etc.

Everything will only be made with the Manjack woven loincloth.

- Develop a marketing strategy for finished products based on Manjack woven loincloth:

Create a physical and online store that will promote the woven manjack loincloth.

different types of Manjack loincloth.







THANK YOU FOR YOUR ATTENTION

