



# AFRIKADES

## CRAFT/PROFESSION

Marie GENTHON set up her company Afrikades in January 2018, with the design and crafting of fabric accessories as her key activity. She creates all her designs (children's clothing, homewares, etc.) using African wax print fabrics. African wax prints are made by weaving cotton yarns into cloth, with designs printed onto both sides of the cloth using molten wax, a process which makes the fabric waterproof. The wax resins and dyes are vibrantly colourful and create amazingly varied and beautiful designs.

## BACKGROUND

Marie completed a master's degree in literature and civilizations then worked as a journalist for a few years. She later obtained a position working with the European Commission's European Civil Protection and Humanitarian Aid Operations (ECHO) where her work involved frequent stays in West and Sub-Saharan Africa.

During this period, she encountered a number of local craftspeople who worked with wax print fabric. They introduced her to the various techniques used to create designs and use the cloth to make apparel and other items. Marie was fascinated.

She moved to New Caledonia and began creating designs using African wax print fabrics. Her key aim is to make people aware, through her designs, of the high quality of the fabric and its infinite potential and adaptability.

## INSPIRATION AND ART/DESIGNS

Marie has been passionate about African wax print cloth since she was first introduced to it and she draws her inspiration from her travels. She now offers an impressively wide range of crafted items, including children's clothing, fashion accessories, bags, pouches, wallets, jewellery and decorative homeware.