Usage of Traditional Textiles as Formal Attire among the Yoruba Working Class: A Case Study of Aso-Oke and Adire.

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Abstract

The study was aimed at exploring the use of traditional fabrics like Asooke and Adire as formal wear among the Yoruba working class in the southwest. The study was conducted to understand the attitudes and beliefs of the FUNAAB staff towards using traditional fabrics as formal wear, and also to identify the factors that influence the use of traditional fabrics as formal wear. A sample of elites were selected through multistage sampling technique and a structured questionnaire was used to gather data. The findings of the study revealed that a majority of the respondents did not accept the use of Asooke and Adire as formal wear. The results showed that 40.0% of the respondents disagreed that Asooke and Adire are formally worn to occasions and 53.3% of the respondents also strongly disagreed that prices of Asooke and Adire are affordable. A Table also revealed that there are several factors that influence the use of

traditional fabrics as formal wear, including the availability of suitable patterns, colors, and affordability. The study tested the hypothesis that there is no significant relationship between the prevalence of traditional fabric use among the Yoruba respondents and factors that influence the use of traditional fabrics.

Introduction

The use of traditional textile as formal attire has long been a part of cultural practices in many societies around the world (Forsythe, 2010). In Nigeria, traditional textile such as Asooke and Adire are often worn on special occasions, such as weddings and traditional ceremonies (Adebayo, 2017), and are seen as symbols of cultural pride and identity (Labode, 2021).

These fabrics, which have been produced for centuries using techniques passed down through generations, are an integral part of the country's culture and heritage (Encyclopedia Britannica, Inc., 2021). Traditional textile in Nigeria is produced using a variety of techniques, including dyeing, weaving, printing, and are made from a range of materials such as silk, cotton, and wool (Encyclopedia Britannica, Inc., 2021). These fabrics are used to create a wide range of garments and accessories, including dresses, roots, wraps, and head ties, and are worn by people of all ages and walks of life (Encyclopedia Britannica, Inc., 2021). Traditional textile in Nigeria is often associated with specific ethnic groups or regions within the country, and they are an important part of the country's cultural identity (Encyclopedia Britannica, Inc., 2021). Traditional textile are also an important part of the country's economy, as they are often sold both within Nigeria and internationally (Encyclopedia Britannica, Inc., 2021). The production of traditional textile in Nigeria is typically a labor-intensive process that involves skilled artisans who use techniques passed down through generations (Encyclopedia Britannica, Inc., 2021). These techniques are an important part of the country's cultural heritage and are an integral part of the traditional textile of Nigeria (Encyclopedia Britannica, Inc., 2021).

One of the most well-known traditional textiles in Nigeria is "Adire," which is produced by Yoruba women in the southwestern part of the country (Encyclopedia Britannica, Inc., 2021). Adire is made using a resist dyeing

technique called "tie and dye," in which sections of the fabric are tied off with string or cloth before being dyed. This produces intricate patterns and designs on the fabric (Encyclopedia Britannica, Inc., 2021). Adire is often worn by both men and women and is used to make a variety of garments, including wraps, roots, and headties (Encyclopedia Britannica, Inc., 2021).

The use of traditional textile as formal attire in Nigeria is a testament to the enduring cultural significance of these fabrics. They are an integral part of the country's cultural heritage and are worn with pride by men of all ages and walks of life. The popularity of traditional textile as formal attire is also a testament to the timeless appeal and versatility of these fabrics, which have been embraced by men and women alike for centuries.

Other traditional textile in Nigeria includes "ankara," which is made from wax-printed cotton and is popular throughout the country (Encyclopedia Britannica, Inc., 2021), and "kente," which is a brightly coloured, striped fabric produced by the Ashanti people in Ghana and worn by many West Africans (Encyclopedia Britannica, Inc., 2021).

2. Roles of Traditional Textile

Traditional textile plays a significant role in the cultural identity of Nigeria. These fabrics, which are produced using traditional techniques passed down through generations, are an integral part of the country's rich cultural heritage and are worn by people of all ages and walks of life (Encyclopedia Britannica, Inc., 2021). Traditional textile, such as Adire and aso-oke, have long been used as formal attire in Nigeria (BBC News, 2017). Adire, which is produced by Yoruba women in the southwestern part of the country, is made using a resist dyeing technique called "tie and dye," which produces intricate patterns and designs on the fabric (Nigeria Fashion Hub, 2019). Aso-oke, which is produced by the Yoruba people in the southwestern part of the country, is made from silk or cotton and is often woven using a supplementary weft technique, which creates intricate patterns and designs on the fabric (Nigeria Fashion Hub, 2019).

Both Adire and aso-oke are traditionally worn by men and are used to make a variety of formal garments, including agbada, a long flowing robe, and fila, a type

of cap (BBC News, 2017).
These garments are often worn on special occasions, such as weddings and other formal events, and are a symbol of cultural pride and identity (BBC News, 2017). In recent years, traditional textile has also become popular as formal attire in more mainstream settings, such as business meetings and formal parties (Al Jazeera, 2018).

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3. Traditional Fabric- Adire

Adire fabric is a symbol of cultural pride and identity, and it is worn with pride by those who appreciate its beauty and craftsmanship (Nigeria Fashion Hub, 2019).\Adire fabric is often associated with special occasions, such as weddings and other formal events, and it is worn as a symbol of cultural pride and identity (BBC News, 2017). In recent years, the production of Adire fabric is typically a labor-intensive process that involves skilled artisans who use techniques passed down through generations according to (BBC News, 2017). The production of Adire fabric is an important part of Nigeria's economy, as the fabric is often sold both within the country and internationally (Nigeria Fashion Hub, 2019). The popularity of Adire fabric is a testament to the enduring cultural significance of this traditional fabric and its timeless appeal (Ikpe, 2017).

Adire fabric is highly prized for its intricate patterns and designs, and it is often considered a work of art (Ikpe, 2017).

Statement of the Problem

The problem of the study is the underutilization of traditional textile (Asooke and Adire) in modern fashion, particularly in the production of formal wears. This has resulted in a lack of diversity and creativity in formal fashion, leading to a

homogenized and unappealing appearance.

4. Broad Objective of the Study

The broad objective of the study is to explore the utilization of traditional textile (Asooke and Adire) in the making of formal attires among FUNAAB academic staff.

5. Specific Objectives

1. To determine the socio-demographic characteristics of the respondents.
2. To determine the prevalence of traditional fabric use by the Yoruba people.
3. To determine the factors influence the use of traditional fabrics .

1.5 Hypothesis

Ho1 There's no significant association between the socio-demographic characteristics of Yoruba people and the usage of traditional textile (Asooke and Adire) as formal attires.

Ho2 There is no significant difference between the usage of traditional textile (Aso-oke and Adire) among the various people in Yoruba fashion.

1.6 Significance of the Study

The significance of the study lies in its potential to positively impact various stakeholders in the fashion industry. By examining the utilization of traditional fabrics (Aso-oke and Adire) in the creation of formal wears, the study aims to provide insights for fashion designers and professional tailors on the potential of incorporating traditional fabrics in elevating the aesthetics and originality of formal fashion. Additionally, the study has the potential to increase the variety of styles available to men as formal wear, as well as contribute to the preservation of cultural heritage.

1.7 Scope of the Study

This study focuses on the use of traditional fabrics (Asooke and adire) in the making of formal wears among the Yoruba working class.

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Method of Data Analysis

For this study, descriptive statistics such as frequency chart, percentage, mean and standard deviation will be used to analyze the data, while influential statistics will

be used to analyze the hypothesis. For hypothesis 1, PPMC will be used to analyze the data while ANOVA will be used to analyze hypothesis 2.

Discussion

The findings of this study as shown in the result of data analysis in table 2 revealed prevalence of traditional fabric use about 45% of the respondents disagreed that Asooke and Adire are formally worn to occasions, about 36% of the respondents are strongly disagreed that colleagues always wear traditional fabrics such as Asooke and Adire as formal wear, about 53% of the respondents also strongly disagreed that prices of Asooke and Adire are affordable, it was recorded by about 33% of the respondents to strongly disagree that people value the importance of Asooke and Adire as formal wear, although about 77% of the respondents revealed that Asooke and Adire has cultural significance. The responses above revealed the factors that influence the use of traditional fabrics. About 48% of the respondents strongly disagreed that they always wear traditional fabrics such as Asooke and Adire has formal wear within the university, although about 30% of the respondents are strongly agreed that patterns of traditional fabrics such as Asooke and Adire that fit for formal wear are scare, about 38% of the respondents also strongly disagreed that wearing Asooke and Adire has formal wear makes me feel confident and comfortable, likewise about 43% of the respondents to strongly disagree that Asooke and Adire that are suitable for formal wear are available in wide range of colors, also 45.0% of the respondents strongly disagreed that Asooke and Adire are suitable for different formal occasions and events and about 35% disagree that Asooke and Adire are suitable for different seasons and weather conditions. However, this result is not in-line with finding as speculation that it's being observed that the attitude of adults towards the use of indigenous textile wear at ceremonies as negative; many educated persons among the Yoruba refer to this tradition of indigenous textile wear use as 'old, local, and uncivilized and Nigeria textile products are only of moderate quality as against the expected high quality (measure of the international quality assurance) which is what makes textile acceptable all over the world. Although Braide, (2016) mentioned that Adire as a fabric has gone through so much innovation without actually losing its cultural value. It is worth noting that the foreign intervention and all the changes it brought has giving Adire cloth both the indigenous and contemporary an unprecedented prominence all over the globe. (Labode 2014), stated that the

creativity and the designs in Adire makes it significant both as process and objects of communication in the world of the Yoruba and perhaps beyond. The designs and the decorative elements on the cloth are meaningful part of the people's day-to-day lives. The in-ability for this innovation to be manifest at every stage without losing it significant, will consequently lead to low market acceptance of the products and not accepted for other use than for native wear. Therefore, as a professional designer of textile and a genuine African traditional designer of Adire, it is good to ceaseless struggle to recapture the meaningful past, to state the present and predict the future. And these can be achieved by demonstrated innovation in design using traditional and contemporary subject matters, events and ideas, which will increase the level of acceptance of Adire design more among different age level to any form of garment, either as native, casual or corporate wear.

Conclusion

The research aimed to investigate the utilization of traditional textiles, namely Asooke and Adire, in the production of formal attire among academic staff at FUNAAB. Through the results obtained, it was revealed that the use of these traditional fabrics as formal wear was not widely accepted among the respondents. The findings showed that the respondents did not view Asooke and Adire, or any indigenous design, as appropriate for formal wear.

In light of these findings, it can be concluded that there is a need to promote the use of Asooke and Adire as formal wear and change the perception that these textiles are solely suitable for social gatherings. The study recommends that designers and the fashion industry take the initiative to showcase these traditional fabrics in formal attire, thereby increasing their popularity and acceptance among the general public.

Recommendation

Base on the findings of the study, the following recommendations were made: 1. Design and marketing strategies should be put in place to promote the use of traditional textile in the making of formal attires among the academic staff. This can be achieved through creating awareness and educating the public on the versatility of the traditional textile.

2. The fashion industry should collaborate with local textile makers to introduce innovative designs that could be used for formal wear. This will not only promote the use of traditional textile but also help to revive the textile industry
3. The government should provide financial and technical support for the fashion industry to enable them to modernize and enhance their production capacity. This will also help to increase the availability of traditional textiles for formal wear.
4. Traditional textile makers should take advantage of the growing demand for cultural heritage in the fashion industry and focus on producing high-quality textiles that can be used for formal wear. This will increase the viability and profitability of the textile industry.
5.Finally, the Yoruba working class elites should also play their part by embracing the use of traditional textile in their formal attires, this will go a long way in promoting the use of traditional textiles and also encourage others to do same.

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