







# DRESS IN CONGO D.R.

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For the Congolese, Niarkos is not the name of a Greek billionaire, but that of the Pope of Elegance, or rather of the SAPE "Société des Ambianceurs et Personnes Elégantes", the Society of Atmosphere and Elegant People. In the Congo, the tribe of the Japanese are those dressed in Yamamoto, those of the Italians dressed in Armani and those of the Brits dressed in Paul Smith. You'll be surprised to discover that in order to pay homage to the movement's founder, a member of the SAPE is prepared to burn a jacket which cost him three months' salary.
During the reign of the dictator Mobutu, people threw away the rags of colonialism and wore the abascost, THE anti-suit of all suits worn without a tie and held in contempt by white ruling class.
For each important event in the calendar, wearing a commemorative pagne is a must : for the visit of the Pope for ex., for Women's Day, or for the Day of Independence.
In the Congo, the dress cult is a veritable religion that concerns everyone, even the evangelical pastors who don't shrink from preaching abstinence dressed in out-priced suits.

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