Baobab Tee Identity Dossier

AL/006 / Landscape and storytelling



Afrika Labels garment design reference. Not archival imagery.

Identity and origin

Baobabs are distinctive trees with lives and uses that vary by species and place. Kew's botanical records provide a source for African baobab information, while its public writing discusses the longevity and adaptations of baobabs more broadly. Afrika Labels uses the tree as an original interpretation of endurance, gathering and generational memory. These are the brand's themes, not a claim that every African community assigns the same meaning to the tree.

Cultural context

Botanical facts and brand symbolism are distinguished. No universal cultural meaning or health benefit is claimed for the garment.

The design and its care

Artwork

A baobab tree identity mark on the front, with a larger tree-and-sun landscape and BAOBAB lettering on the back. The StoryCode QR is designed for the reverse of the AfrikaLabels brand label inside the tee, keeping the exterior artwork uninterrupted.

Fit and material

240 GSM. An easy oversized fit for customers who prefer a quieter heritage piece. Premium cotton jersey specified for tonal print and soft everyday wear.

Care

Wash inside out, dry naturally, and preserve tonal artwork by avoiding high heat.

Research and acknowledgements

Kew, African baobab botanical profile

Kew, baobab longevity and adaptations

Original editorial writing informed by the named sources. Sources do not imply museum affiliation or endorsement. Research reviewed 2026-10-10; artwork and QR updated 2026-10-12.

StoryCode is a design-level heritage record, not a garment serial-number verification, numbered-edition certificate or proof of NFC installation.

Continue your story

Read the StoryCode page

Explore the garment