

...NOT IN THISDAY STYLE? THEN YOU'RE NOT IN STYLE

# THISDAY Style

SUNDAY, JANUARY 21, 2024

MODEL FOR ATAFO

CHARLES OKPALEKE

OBI ASIKA

TOLA AKERELE

EMMANUEL OKORO

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TEMS

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## THE NIGERIAN CREATIVE INDUSTRY IN 2024 A GLOBAL MOVEMENT

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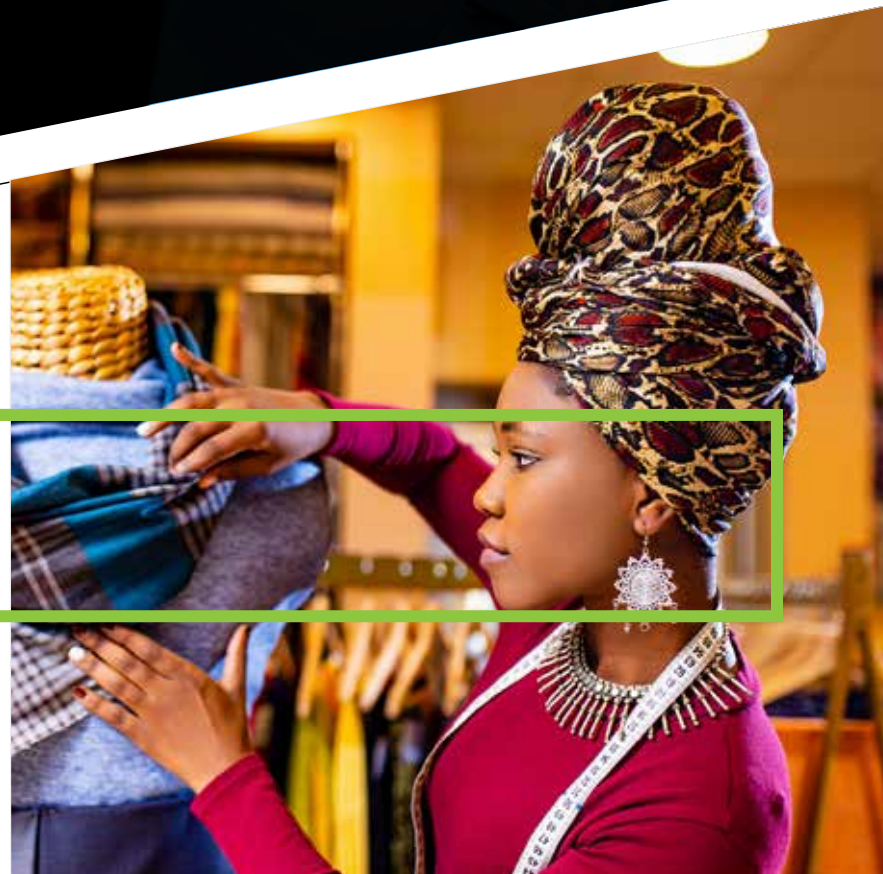
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## COVER NOTE



The Nigerian creative industry is a testimony to its people's relentless spirit and boundless creativity. This sector, pulsating with young, talented, and ambitious individuals, has metamorphosed into a crucial component of the nation's cultural and economic framework.



## Society

**A GRAND WELCOME FOR RT. HON. BENJAMIN KALU**  
The Peace In the Southeast Project (PISE-P), in partnership with the residents of Bende in Abia State's Bende Local Government Area, held a grand homecoming event to honour the Deputy Speaker of the House of Representatives, Rt. Hon. Benjamin Kalu

6

Double celebration for Bimbo & Kemi Ashiru 8

## Lifestyle & Fashion

10 Reasons Why Your Looks Matter 9

Black Is The Fashion Colour Of the Year 10

The Ex Factor: Is Getting Back Together A Good Idea? 11

Jewellery: Five Must-Have Investment Pieces For Every Woman 18

The Word Reset Is Already Used 19

Reset Your Relationship With Social Media 20

The Only In/Out List You Need For 2024 21

5 Lagos Restaurants To Visit This Weekend 22



## Style

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## EDITOR'S LETTER



EXECUTIVE EDITOR

### When Passion Meets Purpose

It's no longer news that Nigeria's creative sector stands tall as one of the foremost pillars of our national identity and has made its mark not just within our borders but across the entire African continent and the world. I would say what makes this achievement even more remarkable is that it is primarily driven by our young and talented individuals who have transformed what was once considered "informal work" into a dynamic hub for exporting Nigeria's rich culture and creativity.

From Nollywood to afrobeats, fashion and even art, they are harnessing their passion and talent, turning it into a source of inspiration and income, all while sharing our culture and heritage with the world.

At a time when Nigeria faces numerous challenges, including unemployment, it's truly heartening to witness this. The creative sector has become the second-largest employer of labour in our country. And recent data from various sources indicate that this vibrant sector currently employs more than 4 million individuals.

What's even more exciting is the prospect that lies ahead. The same data also suggest that, with the right conditions in place, the creative sector can potentially create a staggering 2.7 million jobs in the next five years. This would undoubtedly make a significant impact on reducing unemployment and uplifting our nation. Of course, this ambitious goal hinges on several crucial factors, including creating an enabling environment, investing in skills development, and bolstering the necessary infrastructure.

At present, a significant portion of activities within the creative sector operate under a personal business model. If you are in this space, you definitely can relate to this - "The freelancers". While freelancing offers flexibility, it often translates into a daily fee structure, making it challenging for individuals to thrive in a relatively fragmented and unregulated industry. These are just some of the issues.

However, from all indications, the Nigerian government has taken a keen interest in this direction by establishing the Ministry of Art, Culture, and the Creative Economy. The industry is pretty excited, and we all eagerly await the outcomes of this new initiative. Fingers crossed, it will usher in a bright era of possibilities for everyone involved.

How's your weekend going? I hope you are all settled into the new year. And I sincerely hope you are embracing the opportunities coming with it. What's your Sunday looking like? Please take a moment to relax with our magazine's content while you get ready for an amazing week.

Love,

Konye

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# AWARDS CONTENDERS

An inside look at global movies creating the most buzz in the run-up to awards season



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# A GRAND WELCOME FOR RT.HON. BENJAMIN KALU

The Peace In the Southeast Project (PISE-P), in partnership with the residents of Bende in Abia State's Bende Local Government Area, held a grand homecoming event to honour the Deputy Speaker of the House of Representatives, Rt. Hon. Benjamin Kalu. This event also marked the official launch of PISE-P, an initiative spear-headed by members of the 10th National Assembly from the Southeast, with the Deputy Speaker at the forefront. The celebration took place at the Bende Sports Ground and was a major success, reflecting the community's unity, pride, and gratitude towards Rt—Hon. Benjamin Kalu for his significant contributions.

The event attracted diverse attendees from various parts of Nigeria, encompassing different tribes, religions, and professions. This included politicians, federal and state executive council members, industry leaders, clergy, cultural figures, traditional leaders, military and police personnel, other security forces, current and former national and state legislators, former governors, and media representatives. This gathering was seen as a divine celebration in honour of Rt. Hon. Benjamin Okezie Kalu, who represents the Bende Federal Constituency and currently serves as the Deputy Speaker of the House of Representatives in Nigeria.



RT HON BENJAMIN KALU AND WIFE EZINNE



VICE PRESIDENT KASHIM SHETTIMA



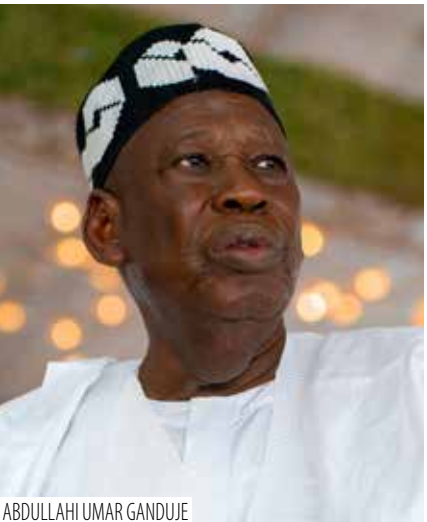
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EMMANUEL IWUANYAWU



HENRY IKECHUKWU IKOH



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SEN JUBRIN BARAU



SEN NKECHI NWAOGU



UCHECHUKWU SAMPSON OGAH



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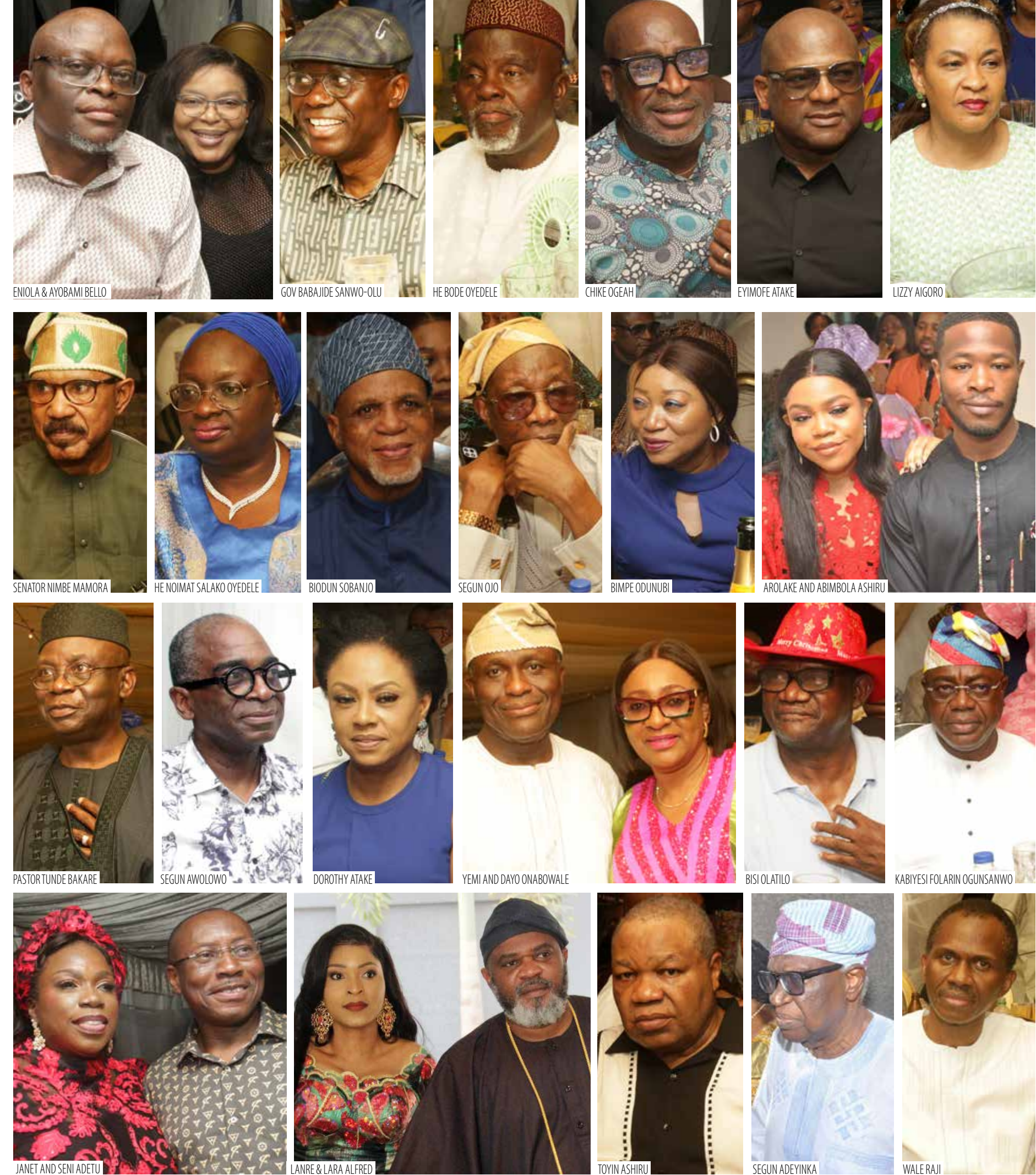


# DOUBLE CELBRATION FOR BIMBO & KEMI ASHIRU

Bimbo and Kemi Ashiru enjoyed a double celebration as they marked Otunba's 60th birthday and their 32nd wedding anniversary with a splendid soiree. This gathering brought together Nigeria's elite to join in their joyous festivities.



GOV ABDULRAHMAN ABDULRAZAQ, BIMBO & KEMI ASHIRU GOV DAPU ABIODUN



# 10 REASONS WHY YOUR LOOKS MATTER

Appearances often get a mixed reputation: some say they shouldn't matter, but reality tells a different story. They do have a significant impact on various aspects of our lives, from forging personal connections to climbing the professional ladder.

Diving into this topic, let's uncover ten compelling reasons why paying attention to your looks isn't just about vanity – it's a strategic move that can be a real game-changer.

- 1. First Impressions Are Everything.**  
They say you only get one chance to make a first impression, which couldn't be more accurate. Your appearance is the first thing people notice about you, often influencing their initial judgment. Whether it's a job interview, a date, or a meeting with a potential client, looking your best can set a positive tone right from the start.
- 2. Boosts Self-Confidence.**  
Taking the time to groom yourself, dress well, and feel put together can boost your self-confidence significantly. Confidence is attractive to others and helps you perform better in various aspects of life. When you believe in yourself, others are more likely to believe in you.
- 3. It's a Form of Self-Respect.**  
Caring for your appearance is a way of showing self-respect. It's a tangible reflection of how much you value yourself and your well-being. When you put effort into your looks, you're sending a message to the world that you're worth taking care
- 4. Attracts Opportunities.**  
Studies have shown that individuals who dress well and maintain a polished appearance are more likely to attract opportunities. People are drawn to those who present themselves professionally and put together. Investing in your appearance is a great place to start if you want to open doors in your career or personal life.
- 5. Fosters Better Relationships.**  
Looking your best can lead to improved relationships, both personally and professionally. People are naturally drawn to those who radiate confidence and take care of themselves. This can lead to stronger connections in romantic relationships, friendships, or even networking.
- 6. Encourages Healthy Habits.**  
Taking pride in your appearance often goes hand in hand with adopting a healthier lifestyle. People who are conscious of their appearance



SHAFIFY BELLO



NICOLE CHIKWE



OSAS IGHODARO

are more likely to exercise regularly, maintain a balanced diet, and get enough rest. These healthy habits improve your physical appearance and contribute to your overall well-being.

attention to the small things, which often translates to more dedication and commitment.

**7. Helps You Stand Out.**  
In a crowded world, standing out can be a challenge. Your appearance can be a unique identifier that sets you apart from the crowd. You can make a memorable impression and leave your mark by showcasing your style and taking care of your grooming.

**9. Adapts to Different Situations.**  
Your appearance is a versatile tool that allows you to adapt to various situations. Whether you need to dress formally for a business meeting, casually for a social gathering, or athletically for a workout, your ability to adjust your appearance accordingly shows your adaptability and respect for the occasion.

**8. Conveys Attention to Detail**  
Paying attention to your appearance demonstrates an ability to focus on details. This trait is highly valued in both personal and professional settings. Employers, for example, appreciate employees who pay

**10. Boosts Overall Well-Being.**  
Lastly, taking care of your looks can positively impact your overall well-being. When you look good, you often feel good. This boost in self-esteem and happiness can lead to a more fulfilling life. Plus, the compliments and positive feedback you receive can be gratifying.



CHARLIMAR ABDQ, ANGEL OBASI, VALERIE



BLACK IS THE FASHION COLOUR OF THE YEAR

When it comes to fashion, trends are ever-evolving, reflecting the mood of society and the desires of the moment. Colours play a pivotal role in this dynamic world, often serving as a canvas for designers to convey their messages. In 2024, all signs point to black emerging as the year's fashion colour. And it's not just a trend; it's a statement. Here are some reasons why.

A Timeless Elegance

Black stands as a symbol of timelessness and elegance. It's a colour that transcends trends and speaks to the soul of fashion. Black has always been a quiet force in the background, but it's stepping into the spotlight this year. It's a colour that exudes confidence and sophistication, making it the perfect choice for those who want to make a statement without saying a word.

A Versatile Palette

One of the reasons black will dominate the fashion scene this year is its remarkable versatility. It can be bold and understated, depending on its use. Designers are incorporating black into a wide range of styles, from edgy streetwear to classic evening gowns. Black can be sleek and minimalistic or adorned with embellishments for a more opulent look. It's a colour that adapts to any occasion, making it a staple in every fashionista's wardrobe.

A Blank Canvas for Creativity

Black is not just a colour; it's a canvas for creativity. It serves as the perfect backdrop for showcasing intricate designs, textures, and patterns. This year, designers will push the boundaries of what can be achieved with black. From intricate lacework to bold geometric shapes, black is being used to create stunning visual contrasts that captivate the eye. It's a colour that allows designers to express their artistic vision in the most striking way.

Sustainability and Timelessness

As the fashion industry evolves, sustainability has become a central focus. With its timeless appeal, Black aligns perfectly with the sustainable fashion movement. When you invest in black pieces, you're not just following a trend; you're building a timeless wardrobe that will serve you for years to come. It's a conscious choice that combines style and sustainability.

The Power of Minimalism

In a world inundated with information and noise, there's a growing appreciation for the simplicity and purity of Black. Minimalism is a design philosophy that values the essence of an object, and black embodies this principle perfectly. Whether it's a sleek black dress or a minimalist black suit, there's an undeniable beauty in the simplicity of Black.



BALMAIN



JIMMY CHOO



LOEWE EYEWEAR



THE ROW



LOEWE

LORO PIANA



WAIMARI



YVONNE LEON EARRINGS



DELPHINE OKORONKWO



EKU EDEWOR



NIMI BRIGGS AND EFE TOMMY ADABAMU



Is Getting Back Together A Good Idea?

That text message from your ex pops up on your phone like a ghost from the past. Suddenly, memories of candlelit dinners, whispered sweet nothings and romantic escapades flood your mind. You're tempted to take a trip down memory lane, but should you really open that door again?

This situation is hardly unique. At some point, many of us face the 'should I or shouldn't I' dilemma of reuniting with an ex. It's a plotline as old as time, yet every time, it feels like uncharted territory. Do you sail back to familiar shores or chart a course for new waters? It's the million-dollar question, but is there a one-size-fits-all answer?

Let's start with the basics. Rekindling an old flame is tempting. There's a comfort in the familiar, a safe haven in knowing what to expect. You've shared history, inside jokes, and maybe even a Netflix password. It's like slipping into your favourite pair of old jeans – they may not be the perfect fit anymore, but they feel like home. But here's the twist – comfort doesn't always equate to compatibility. People change and evolve, and sometimes, they grow in directions that are no longer parallel. It's crucial to ask yourself, have you both changed in ways that make you more compatible, or have the same old issues just been gathering dust? There's the case of Tonia. Biodun was her 'almost right' – charming, familiar, but with a knack for pushing her buttons like they were going out of style. Their relationship was a rollercoaster of highs and lows, never quite finding a steady rhythm. Now, after months of radio silence, he was back with promises of change.

Change – it's a powerful word, but it's not just about swapping bad habits for good ones. It's about growth, understanding, and, sometimes, the realisation that some patterns are too ingrained to be ironed out. It's about recognising that the person who was right for you at 18 might not be the right fit at 28, or 38, or beyond.

Nostalgia is a tricky thing. It paints our memories with a rose-tinted brush, smoothing out the rough edges, leaving us yearning for a past that was perhaps not as perfect as we remember. Getting back



with an ex can sometimes be an attempt to recapture a moment in time, a version of ourselves that no longer exists.

Of course, there are success stories – couples who parted ways only to find their way back to each other with a new-found appreciation and maturity. These stories are heart-warming, but they're often the exception, not the rule. They require a level of introspection, communication, and commitment that not all are willing or able to muster.

While we are still contemplating, let's not forget the allure of the unknown and the excitement of new connections. There's a whole world of potential partners out there, each with their own quirks, stories, and Netflix passwords to share. While the devil you know might seem less daunting than the devil you don't, sometimes the gamble pays off in ways you never expected.

So, should you get back with your ex? It's a question only you can answer. It requires a deep dive into the murky waters of your past relationship, an honest assessment of what's changed

and what hasn't, and perhaps most importantly, a clear-eyed look at what you truly want for your future.

In the end, whether you choose to rekindle an old flame or light a new one, the journey is about growth, self-discovery, and the realisation that the most important relationship you'll ever have is the one you have with yourself. And sometimes, the best way to honor that relationship is by stepping out of your comfort zone, whether that means giving an old love a new chance or bravely venturing into the uncharted territory of the unknown.

The next time you find yourself pondering the 'ex' factor, remember this – the heart may want what it wants, but sometimes, it's the head that needs to do the talking.

Getting back with an ex can sometimes be an attempt to recapture a moment in time, a version of ourselves that no longer exists.





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# THE NIGERIAN CREATIVE INDUSTRY IN 2024

## A GLOBAL MOVEMENT

The Nigerian creative industry is a testimony to its people's relentless spirit and boundless creativity. This sector, pulsating with young, talented, and ambitious individuals, has metamorphosed into a crucial component of the nation's cultural and economic framework.

By **Konye Chelsea Nwabogor**

At the heart of this cultural renaissance are the content creators, filmmakers, musicians, artists and fashion designers – a new generation of creatives who are not just content with local success but are driven by a vision to imprint their narratives on the world stage. Nigerian cinema, popularly known as Nollywood, has emerged as a powerhouse, renowned for its prolific output and unique storytelling that resonates with audiences across Africa and beyond. The narratives, often rooted in Nigerian culture and experiences, offer a window into the country's soul, blending traditional motifs with contemporary themes. With the successes from 2023 into 2024, it is evident that Nollywood is on a trajectory of unprecedented growth and success. 2024 commenced on a resounding note, with Funke Akindele's "A Tribe Called Judah" shattering box office records and propelling the industry to surpass a billion naira in earnings. This phenomenal achievement at the start of the year holds immense significance for the Nigerian film industry. It demonstrates the industry's ability to create captivating and commercially successful content and highlights the insatiable appetite of Nigerian audiences for homegrown productions. The billion-naira milestone sends a clear message to local and international investors that Nollywood is a force to be reckoned with and a lucrative market to explore.

The momentum of success from 2023 can also be attributed to the influx of major film releases, with streaming giants like Netflix and Showmax investing heavily in Nigerian content. These platforms recognised the potential for growth and wisely included a substantial number of Nigerian titles in their content libraries. Shows like "Shanty Town" captivated audiences and garnered global attention, serving as a testament to the story-

telling prowess that exists within the Nigerian movie industry. Similarly, the Nigerian action thriller "The Black Book" achieved remarkable success by spending three consecutive weeks among Netflix's top 10 English-language titles worldwide. These achievements underline the international appeal and quality of Nollywood productions.

As we look ahead to 2024, it is evident that Nollywood is poised for even more outstanding achievements. The previous year's success has set a high benchmark, and filmmakers are striving to surpass it. The focus in 2024 is on producing higher-quality movies with exceptional casts, superior production values, and compelling narratives. This dedication to excellence reflects the industry's commitment to continuous improvement and a desire to meet or exceed the standards set in 2023.

Play Network Studios, one of the prominent players in the Nigerian film scene, has promised audiences an exciting lineup of releases for 2024. Their commitment to curating a diverse selection of movies spanning various genres and narratives ensures that viewers will have a wealth of entertainment options to choose from throughout the year.

Meanwhile, the music industry has witnessed an explosion of global interest, with artists like Davido, Burna Boy, Wizkid, Tems and Tiwa Savage leading the charge in placing Afrobeat on the international music map. Their music, a fusion of traditional African rhythms with contemporary sounds, has

dominated charts worldwide and played a pivotal role in redefining the perception of African music globally. The year 2023 marked a significant turning point for the industry, as it emerged as a powerhouse on the global stage, solidifying its presence in the international music scene. One of the most amazing moments was its recognition from the prestigious Grammy Awards. The inclusion of the "Best African Music" category in the Grammy list was a watershed moment, and Nigerians dominated the nominations. Notably, Burna Boy's "Alone" and Davido's "FEEL" were nominated for "Best Global Music Performance," reflecting the global appeal of Afrobeats. Blessing Offor, a Nigerian gospel singer, also made headlines with two Grammy nominations.

Furthermore, the involvement of Nigerian artists in Grammy-nominated projects was significant. Rema, Bloody Civilian, and Tems contributed to the Grammy-nominated "Black Panther: Wakanda Forever" album, while Fireboy DML was featured on Jon Baptiste's nominated album, "World Music Radio." Also, Janelle Monae's nominated "Age of Pleasure" album featured CKay and Seun Kuti. This remarkable recognition demonstrated that Nigerian artists were not just content with being heard locally but were making their voices heard on the global stage.

As we look ahead to 2024, it's clear that Nigerian music is on an upward trajectory that shows no signs of slowing down. New faces



However, the shift towards sustainability is occurring against the backdrop of an uncertain economy, which will, in turn, significantly influence consumer behaviour



# COVER

are emerging in the industry, riding on the shoulders of the current giants. With their fresh talent and innovative sounds, they are poised to achieve world dominance in an even shorter time frame.

In fashion, Nigerian designers are increasingly gaining recognition on international platforms. With a knack for bold colours, intricate patterns, and an aesthetic that seamlessly marries traditional fabrics with contemporary designs, our designers are redefining fashion and placing Nigerian couture on the global fashion radar. In 2024, the industry stands at a fascinating crossroads, where the interplay of changing consumer preferences, technological advancements, and a growing emphasis on sustainability is reshaping its landscape. This dynamic evolution is already evident in the works of brands like Emmy Kasbit, Nkwo, Desiree Iyama, Ninie and Zashadu, who are not just riding the wave of change but actively steering it towards a more sustainable and environmentally conscious direction.

However, the shift towards sustainability is occurring against the backdrop of an uncertain economy, which will, in turn, significantly influence consumer behaviour. The Nigerian fashion industry will witness a rise in the popularity of resale and secondhand markets. This growing sector offers a more affordable and sustainable option for consumers, allowing them to indulge in fashion in a more conscientious way. The resale market, which already experienced significant growth in 2023 with celebrities taking the lead by organising closet sales, is expected to continue its upward trajectory, driven by a combination of economic considerations and a collective shift towards more sustainable consumption habits.

Artificial intelligence (AI) will also emerge as a key player in this evolving landscape. AI's role in the fashion industry is multifaceted, offering personalised shopping experiences and product recommendations tailored to individual tastes and preferences. This level of customisation is not just about enhancing the consumer experience but also about optimising

inventory, design, and marketing strategies for brands. AI-powered tools will enable designers and retailers to make more informed decisions, from predicting fashion trends to managing supply chains more efficiently.

The above changes, however, will not be devoid of their fair share of challenges. The creative industry, as a whole, for a long time, grappled with issues like informal business structures, piracy, and limited funding – hurdles that have historically hampered its growth. However, in recent years, there has been a paradigm shift which will continue in 2024. Enhanced business structures, increased investment, and growing support from regulators and policymakers are reshaping the landscape. This newfound support is evident in initiatives aimed at providing financial aid, creating favourable policies, and establishing platforms for international exposure.

For the very first time, the industry has a dedicated Minister in the person of Hannatu Musawa, who will serve as the head of Nigeria's Art, Culture, and Creative Economy, and this isn't just a symbolic move. It signifies a seismic shift in recognising the immense potential of the creative sector as a powerhouse for economic growth.

Musawa's role isn't just ceremonial; it's

*Musawa is already taking bold steps to bring her vision to life by appointing influential figures from Nigeria's creative industry, such as Obi Asika of Storm Records, Tola Akerele from Bogobiri House, and Ali Nuhu from Nollywood, into the Federal Ministry of Art, Culture, and the Creative Economy*



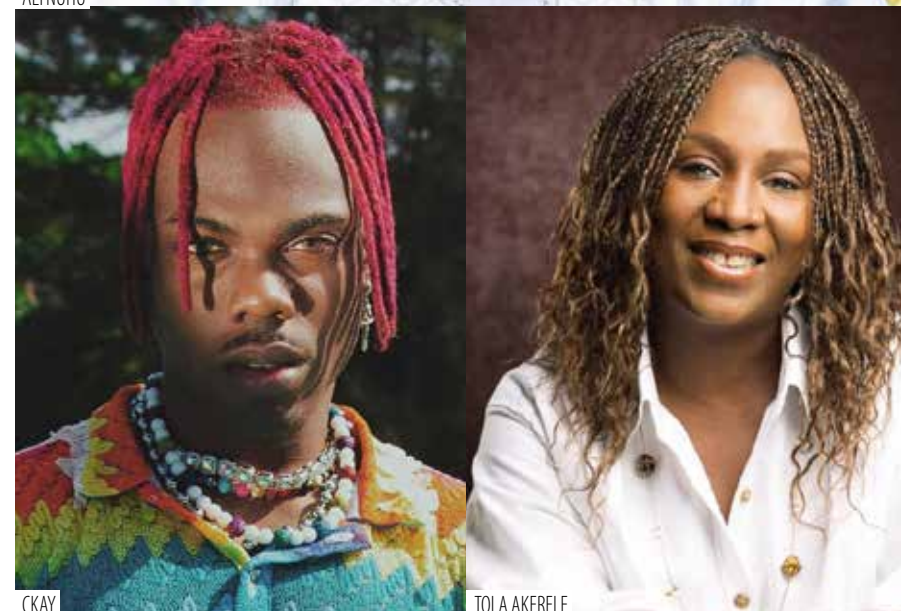
HANNATU MUSAWA, HONOURABLE MINISTER OF ART, CULTURE AND THE CREATIVE ECONOMY



DAVIDO

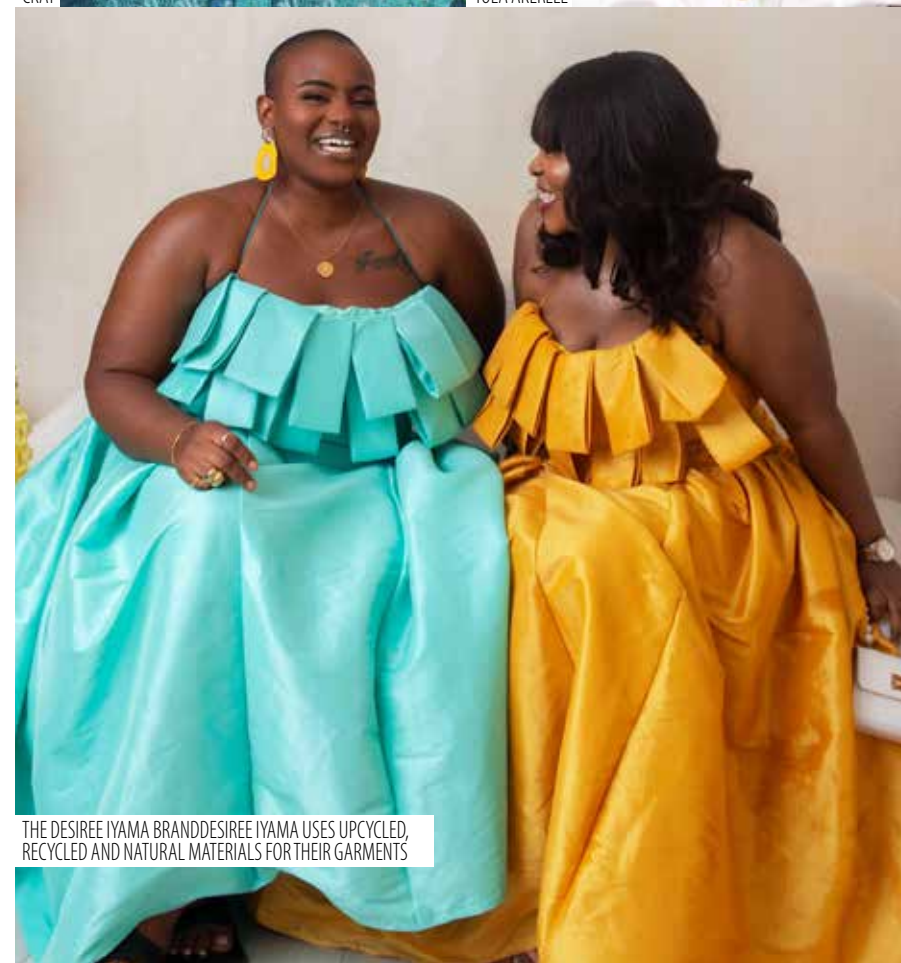


ALINUHU



CKAY

TOLA AKERELE



THE DESIREE IYAMA BRAND/DESIREE IYAMA USES UPCYCLED, RECYCLED AND NATURAL MATERIALS FOR THEIR GARMENTS



EMMANUEL OKORO IS THE CREATIVE DIRECTOR OF EMMY KASBIT



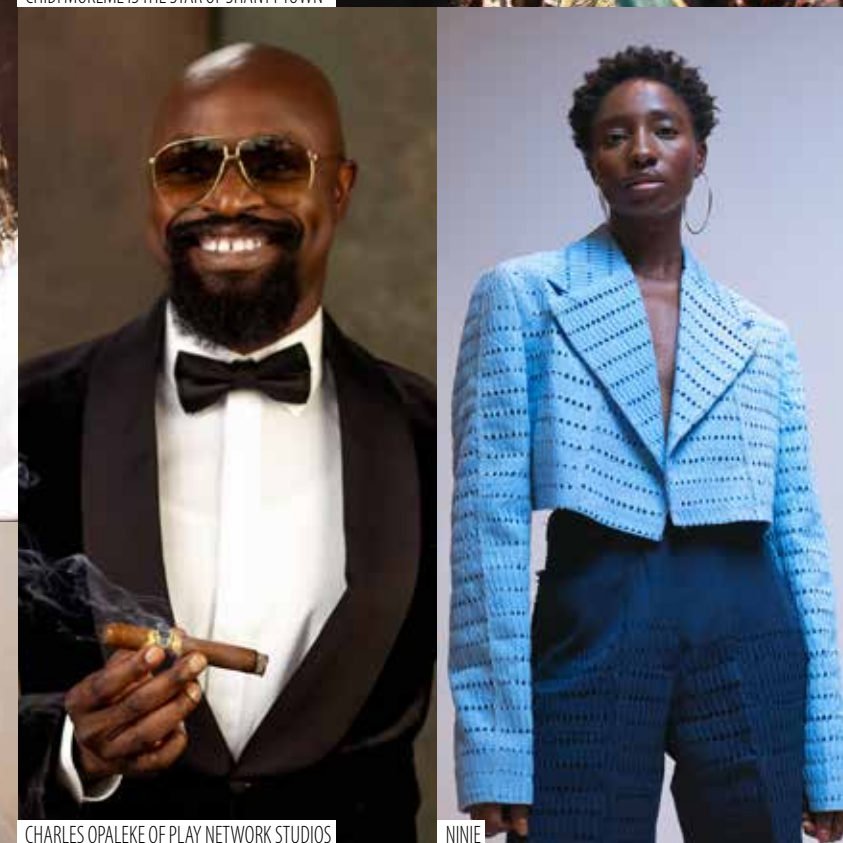
STILL SHOWING IN CINEMAS



OBI ASIKA



CHIDI MOKEKE IS THE STAR OF SHANTY TOWN



CHARLES OPAKEKE OF PLAY NETWORK STUDIOS

NINIE

a game-changer. Her vision perfectly aligns with Nigeria's aspirations of transforming the creative industry into a dynamic and economically significant force. She's not just talking the talk; she's walking the walk. Musawa is already taking bold steps to bring her vision to life by appointing influential figures from Nigeria's creative industry, such as Obi Asika of Storm Records, Tola Akerele from Bogobiri House, and Ali Nuhu from Nollywood, into the Federal Ministry of Art, Culture, and the Creative Economy. Together, they will champion local artists, boost cultural tourism, and usher in a new era where the creative industry thrives at the heart of our nation's economic framework.

The transformative impact of these changes is palpable. The creative sector now contributes significantly to Nigeria's Gross Domestic Product (GDP), highlighting its economic potential. It is a sector that not only entertains but employs, providing a livelihood to millions of Nigerians. This contribution is not just limited to those directly involved in the creative process; it extends to a myriad of ancillary industries like marketing, distribution, and retail, further amplifying its economic impact.


In 2024, the sector's potential for growth is immense. With a burgeoning youth population, a growing middle class, and increasing digital penetration, Nigeria is positioned to become one of the world's fastest-growing entertainment and media markets. The digital revolution, in particular, has been a game-changer. Streaming platforms, social media, and digital distribution channels have democratised content creation and distribution, breaking down barriers and allowing Nigerian creatives to reach a global audience like never before.

However, this growth is not just about economic gains but also cultural influence. The Nigerian creative industry is at the forefront of exporting Nigerian culture to the world. Through art, films, music, and fashion, a narrative of Nigeria, told by Nigerians, is taking centre stage. This cultural export will change perceptions, build bridges, and foster a deeper understanding of the richness and diversity of Nigerian life.


Looking ahead, the trajectory for Nigeria's creative industry is steeped in optimism. The synergy of creative talent, improved business practices, and supportive regulatory frameworks set the stage for an era of unprecedented growth and global influence. It's a future where Nigerian content is not just consumed but celebrated globally.

*The creative industry, as a whole, for a long time, grappled with issues like informal business structures, piracy, and limited funding – hurdles that have historically hampered its growth*





AKUNNA NWALA AKANO




ANITA UWAGBALE


# JEWELLERY: FIVE MUST-HAVE INVESTMENT PIECES FOR EVERY WOMAN

By Funke Babs-Kufaji


Jewellery aren't just fashion statements. They are also a treasure trove of memories, an emblem of grace, and a worthy investment. Here are five essential pieces that embody both style and substance, making them must-haves in every woman's collection.




AUDREY'S DIAMOND BRACELET




GOLD HOOP EARRINGS




INSIDE OUT DIAMOND HOOD EARRINGS




DIAMOND ETERNAL JEWELLERY



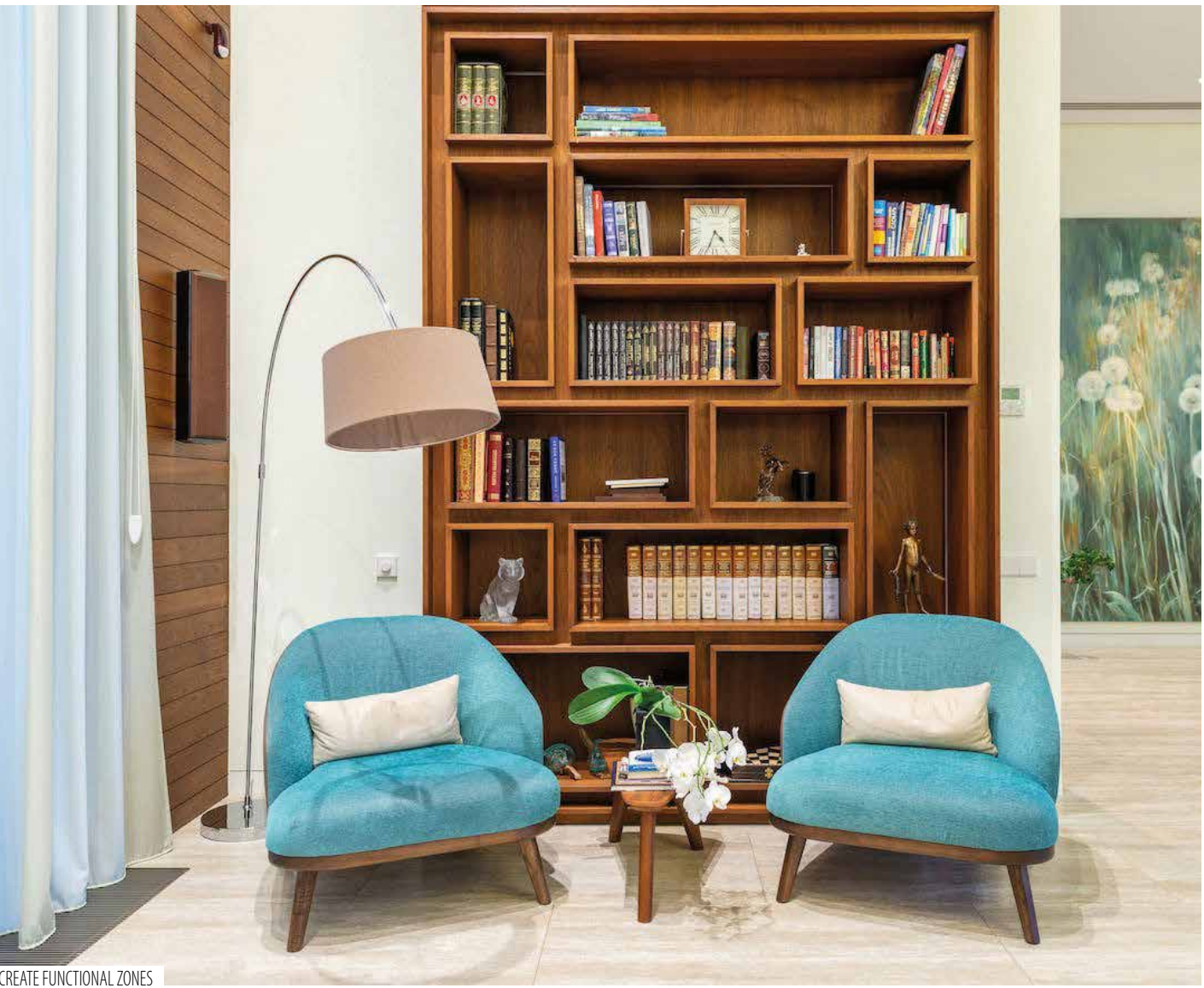
DIAMOND ETERNAL




Audemars Piguet Royal Oak Watch




VAN CLEEF ARPELS COCKTAIL RING



CREATE FUNCTIONAL ZONES



DECLUTTER YOUR SPACE



UPGRADE YOUR LIGHTING

**1. Hoop Earrings**  
Every jewellery box yearns for a pair of hoop earrings. These circular beauties are the epitome of classic style. Their simple design belies their versatility, effortlessly swinging from casual daywear to elegant evening attire. They're not just earrings but the fashion equivalent of a chameleon, effortlessly adapting to any look.

**2. Cocktail Rings**  
Step back into the glamorous world of the 1920s with a cocktail ring on your finger. These rings aren't just accessories; they're a tribute to the era's flapper women who wore them as bold statements. With a cocktail ring, you don't just wear jewellery; you wear a story of rebellion and glitz, turning heads and sparking conversations.

**3. A Watch**  
A watch is more than a time-keeper; it's the crown jewel of your ensemble. It's an everyday

luxury that speaks volumes about your style. Investing in a classic watch from a renowned brand isn't just a purchase; it's a legacy. Choose a metal that resonates with your style, and let the craftsmanship tell your story.

**4. The Chain Necklace**  
The chain necklace, a recent fashion darling, proves that some trends are here to stay. This versatile piece moves seamlessly from a laid-back, casual look over a white tee to adding a touch of sophistication to a more formal outfit. The chain necklace isn't just jewellery; it's a fashion transformer.

**5. The Diamond Bracelet**  
Finally, the diamond bracelet – the silent hero of your jewellery collection. It's the perfect blend of elegance and versatility. Whether a black-tie event or a day at the office, this piece adds just the right amount of sparkle, making it a universal symbol of sophistication.



- 1. Declutter and Simplify**  
Begin your home reset by decluttering. The question, "Does it spark joy?" is a great place to start. Go through your possessions, room by room, and be ruthless about what stays and what goes. The less clutter you have, the easier it is to create a harmonious and peaceful living environment.
- 2. Organise with Purpose**  
Once you've pared down your belongings, it's time to get organised. Invest in storage solutions that fit your space and needs. Clear containers, shelving units, and drawer dividers can work wonders in maintaining a tidy environment. Assign everything to a designated place, making it easier to find what you need when you need it.
- 3. Freshen Up Your Space with Paint and Decor**  
A fresh coat of paint can do wonders for your home's atmosphere. Choose colours that promote relaxation and rejuvenation. Also, add decorative elements like artwork, cushions, and curtains that resonate with your style and make your space more inviting.
- 4. Upgrade Your Furniture**  
If your budget allows, consider upgrading your furniture. Investing in high-quality, comfortable pieces can significantly enhance your daily life. Look for ergonomic chairs, cosy sofas, or a new mattress to improve your overall comfort and well-being.
- 5. Create Functional Zones**  
Divide your rooms into functional zones to optimise space usage. For example, create a cosy reading nook in your living room with a comfortable chair and good lighting. In the kitchen, designate an area for meal prep and cooking. Creating these zones can help you make the most of your space while keeping it organised.
- 6. Embrace Natural Elements**  
Bringing elements of nature into your home can create a serene and calming environment. Consider adding indoor plants, natural wood accents, or stone surfaces. These elements not only look beautiful but also promote a sense of well-being.
- 7. Let in Natural Light**  
Maximise natural light in your home by choosing light, airy window treatments and keeping windows clean. Natural light not only brightens up your space but also positively impacts your mood and energy levels.
- 8. Upgrade Your Lighting**  
In addition to natural light, carefully selected lighting fixtures can transform the ambience of your space. Opt for warm, dimmable lights for cosy evenings and brighter options for tasks like reading or cooking. Don't forget to replace old, inefficient bulbs with energy-saving LED options.
- 9. Personalise Your Space**  
Make your home uniquely yours by incorporating personal touches.
- 10. Establish a Cleaning Routine**  
Maintaining a clean home is essential for your well-being. Develop a cleaning routine that suits your lifestyle and stick to it. Regular cleaning keeps your space looking its best, reduces stress, and promotes a sense of control.
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EMBRACE NATURAL ELEMENTS
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INVEST IN STORAGE SOLUTIONS THAT FIT YOUR SPACE



## RESET YOUR RELATIONSHIP WITH SOCIAL MEDIA.

In the age of smartphones and ever-connected lives, social media has become an integral part of our daily routine. It's where we share our experiences, keep up with friends and trends, and often find ourselves spending hours scrolling mindlessly. But what happens when the love affair with social media starts to sour? It's time for a reset, a fresh start to bring back the joy and purpose to your online interactions. Following these nine tips will help get you started.

### 1. Reflect and Reevaluate

Before diving into any changes, take a step back and reflect on your current social media usage. Ask yourself why you use it, how it makes you feel, and what you hope to gain from it. This self-assessment is the first step in understanding what needs to change and why.

### 2. Define Your Boundaries

Once you've reflected on your social media habits, it's time to set clear boundaries. Decide when and how often you'll check your accounts. Establish specific time limits to avoid the endless scrolling that often leads to mindless consumption. Setting boundaries will help you regain control of your online life.

### 3. Curate Your Feed

Social media can feel overwhelming when your feed is cluttered with irrelevant or negative content. Take the time to curate your feed by unfollowing accounts that no longer resonate with your interests or values. Follow accounts that inspire, educate, and bring positivity into your life. Your feed should reflect who you are and what you want to see.

### 4. Disable Notifications

Constant notifications can be distracting and pull you into your social media accounts when you should be focused on other tasks. Consider disabling non-essential notifications or setting specific times to check them. This simple step can reduce the constant urge to check your phone.

### 5. Practice Mindful Scrolling

Mindful scrolling involves being present and intentional when using social media. Instead of mindlessly scrolling through an endless feed, take a moment to ask yourself if what you're seeing is adding value to your life. Engage with posts that resonate with you, and don't hesitate to unfollow or mute accounts that bring negativity.

### 6. Embrace Digital Detox Days

Occasionally, disconnecting from social media can be incredibly refreshing. Plan digital detox days where you go offline and focus on other activities. Use this time to reconnect with hobbies, spend quality time with loved ones, or enjoy some peace and quiet.

### 7. Engage Meaningfully

Rather than just liking and scrolling, engage in meaningful conversations with your online community. Leave thoughtful comments, share your insights, and connect with people who share your interests. Building genuine connections can make your social media experience more fulfilling.

### 8. Educate Yourself

Social media is a powerful tool for learning and personal growth. Use it as a platform to educate yourself on topics that interest you. Follow accounts that share informative content, read articles, and engage in discussions that expand your knowledge. Social media can be a valuable source of information if used wisely.



### 9. Take Breaks When Needed

Finally, feel free to take extended breaks from social media if it becomes overwhelming or detrimental to your well-being. A hiatus can help you gain perspective and assess whether your relationship with social media needs a more significant reset.

## THE ONLY IN/OUT LIST YOU NEED FOR 2024

Are you tired of sifting through endless lists of trends that promise to define the year ahead? From fashion fads to tech innovations, getting lost in the whirlwind of predictions is easy. That is why we've done the hard work for you and curated the only In/Out list you need to read for 2024. Grab your favourite drink, settle into your comfiest chair, and let's take an insightful journey through the trends that will shape our year.

### IN: SUSTAINABLE CHIC

2024 is the year to make eco-conscious fashion choices. Say hello to sustainable fabrics, upcycled treasures, and brands that put the planet first. Your wardrobe should be as green as your smoothie, darling.

### Out: Fast Fashion Frenzy

*Bid farewell to disposable fashion. Those days of flimsy fabrics and the "wear once, toss it" mentality are so last year. Invest in timeless pieces that are kind to both your wallet and the Earth.*

### IN: SKINIMALISM

Less is more, especially when it comes to your beauty routine. Skinimalism is all about embracing your natural beauty with simple skincare and minimal makeup. Say goodbye to cakey foundations and hello to that au naturel glow.

### Out: Heavy Contouring

The days of sculpting your face like a Greek statue are behind us. Leave the chisel at home and embrace your natural features. Your skin will thank you, and so will your bathroom sink.

### IN: MINDFUL LIVING

2024 is the year to unplug, unwind, and reconnect with yourself. Mindful living is all about being present, whether savouring your morning coffee or taking a stroll without your phone glued to your hand. Remember, life happens offline, too!

### Out: Hustle Culture

Adios, hustle culture! It's time to stop glorifying burnout and start prioritising self-care. Your worth is not measured by your productivity, and rest is not a sign of weakness.

### IN: TIMELESS INVESTMENT PIECES

Quality over quantity is the name of the game in luxury for 2024. Invest in classic, enduring pieces that stand the test of time, and let them speak volumes about your impeccable taste.



LOLA OGUNNAIKE



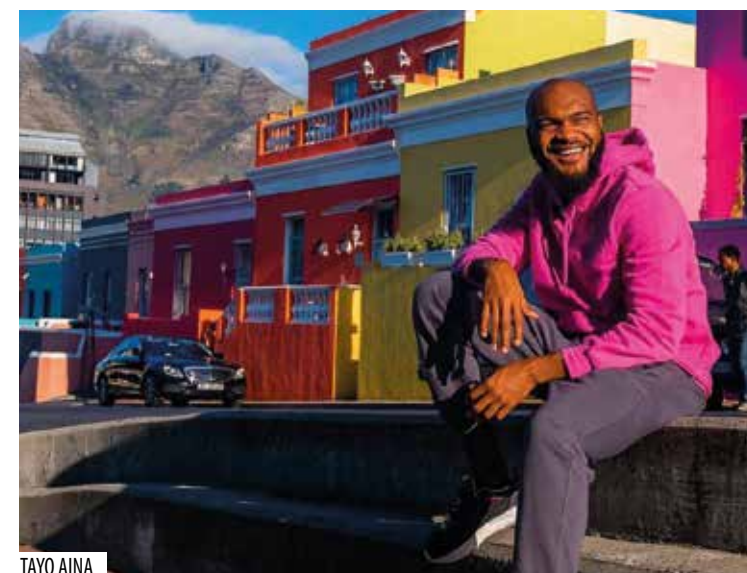
SAY GOODBYE TO CAKEY FOUNDATIONS AND HELLO TO THAT AU NATUREL GLOW



STOP GLORIFYING BURNOUT AND START PRIORITISING SELF CARE



BIOPHILIC DESIGNS ARE IN



TAYO AINA

### Out: Logo Overload

Gone are the days of wearing logos from head to toe. Subtlety is the new extravagance. Choose elegance over ostentation, darling.

### IN: NOSTALGIC REVIVALS

Prepare for a wave of nostalgia as your favourite '90s TV shows, video games, and fashion trends make a triumphant return. It's all about reliving those iconic moments and sharing them with a new generation.

### Out: Celebrity Drama Obsession

Let's leave the social media drama in the past, shall we? Instead of obsessing over celebrity feuds and gossip, focus on the things that truly matter—like your own life's drama, perhaps?

### IN: EXPERIENTIAL OPULENCE

Luxury in 2024 is all about unique experiences. Think bespoke travel, personalised fashion, and one-of-a-kind pieces that reflect your personality.

### Out: Cookie-Cutter Extravagance

Generic luxury is out. It's no longer about the price tag but about the story and experience behind every lavish purchase.

### IN: MENTAL HEALTH PRIORITISATION

2024 is the year to put your mental health front and centre. Meditation apps, therapy, and self-care routines are your new best friends. Remember, it's okay not to be okay, but it's even better to seek help.

### Out: Toxic Positivity

Good vibes only? Not anymore. Authenticity trumps forced positivity. Embrace your true feelings and allow yourself to be human. Life's a rollercoaster, not a carousel of rainbows.

### IN: BIOPHILIC DESIGN

Bringing the outdoors in is the way to go in 2024. Think natural materials, abundant greenery, and a sense of tranquility that only nature can provide. Your home should be your sanctuary.

### Out: Sterile Minimalism

Say goodbye to the stark, lifeless interiors. It's time to infuse warmth and personality into your living spaces. Your home should reflect your unique style, not a showroom catalogue.

### IN: DIGITAL DETOXES

As we become more tech-savvy, there's a growing trend to unplug. 2024 is all about digital detox retreats, screen-free Sundays, and embracing the real world. It's time to control your tech addiction.

### Out: Being a Slave to Screens

While we're on the topic, let's bid farewell to mindlessly scrolling through social media for hours on end. There's a world beyond the screen, and it's waiting for you to explore it. Constant connectivity is so last year. Look up from your devices and rediscover the joy of missing out.



# 5 LAGOS RESTAURANTS TO VISIT THIS WEEKEND

When the weekend arrives, there's no better way to treat yourself than by indulging in delicious cuisine at some of the finest restaurants in town. Whether you're a food enthusiast seeking new culinary adventures or just looking for a cosy spot to unwind and enjoy a memorable meal, we've got you covered.

### 1. THE SMITHS

If you're in the mood for exceptional dining in a sophisticated yet comfortable setting, The Smiths is your go-to spot. With a spacious and gorgeous dining area, this restaurant exudes elegance. The menu features familiar favourites like luxe pasta and prime steaks but with a twist that elevates them to new heights. Innovative presentations and attentive service make dining here a true delight.



### 2. BRISK LAGOS

For a lively brunch or a relaxed bar experience in Ikoyi, Brisk Lagos is the place to be. Whether you're meeting for work or catching up with friends, the warm and inviting atmosphere sets the stage. The menu is a feast for the senses, offering everything from French toast to crispy chicken, all made fresh with care. Don't forget to capture some moments; the ambiance and restroom are perfect for snapping great pictures.



### 3. ZOE'S BISTRO

This enchanting restaurant welcomes you with open arms, offering a cosy ambience adorned with captivating art pieces. The menu boasts a delectable array of options, satisfying even the most discerning palates. Zoe's Bistro is all about extraordinary dining experiences, with a team of friendly and seasoned professionals ensuring impeccable service.



### 4. GRAS RESTAURANT LAGOS

**- Luxurious Ambiance**  
Gras Restaurant is an upscale gem. As you step in, you'll be immersed in a luxurious ambience, complete with a Rolls Royce parked in the reception. The menu offers a variety of dishes, from classic jollof rice to inventive delights like crab salad. Everything is cooked to perfection and presented with exquisite plating.

### 5. THE GOOD LIFE AT PIER HARBOUR

Upscale Waterfront Dining  
Elegance, luxury, and class define The Good Life at Pier Harbour, one of Lagos' most upscale waterfront dining spots. This restaurant redefines fine dining with its poise and sophistication. With breathtaking views and an impressive menu, it's the perfect place to indulge in a lavish culinary experience.





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