

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

THIS DAY

# Style

SUNDAY, FEBRUARY 9, 2025



**NEYA KALU**  
LEADING WITH PURPOSE



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COVER NOTE



It's not every day you meet someone who seamlessly merges business acumen with a deep commitment to social impact, but Neya Kalu does it with an effortless grace that commands attention. A lawyer by training, an entrepreneur by passion, and a media executive by responsibility, she is redefining leadership in ways that transcend boardrooms.

EDITOR'S LETTER



EXECUTIVE EDITOR

Love, Time, and the Art of Savouring

Oh my God, we're in February already. Did January even happen? I swear, I blinked, and suddenly we're knee-deep in heart-shaped chocolates, red roses, and the relentless march of time. Maybe it's the caffeine-fueled deadlines or the whirlwind of resolutions we're all still pretending to uphold, but this year feels like it's sprinting while we're still tying our shoelaces.

Meanwhile, February's crown jewel, Valentine's Day, is just around the corner. Now, I'll admit: I'm a sucker for a handwritten note or a surprise cup of coffee from someone who gets my caffeine dependency. But lately, scrolling through ads for diamond necklaces and overpriced prix-fixe menus has me wondering if Valentine's Day has a totally new meaning.

The commercialisation seems to be drowning out the quiet magic of genuine connection. Don't get me wrong—I'm not anti-Valentine's. Love deserves celebration! But maybe we've lost the plot. Love isn't a competition for the most Instagrammable gesture. It's the elderly neighbour who waves hello every morning, the friend who listens to your 2 a.m. rants, or the family who are always firmly in your corner. This month, let's reclaim love in its rawest forms: a text to say "I'm here," a shared laugh over evening drinks, or even a solo dance party to your guilty-pleasure playlist.

To the romantics: Skip the clichés. Cook together. Write a letter—yes, with a pen. To the sceptics: Host a Galentine dinner party. Celebrate platonic soulmates. Or lean into radical self-love—because treating yourself to a spa day or a guilt-free Netflix binge is just as valid.

Here's the thing: Time moves fast, but love—real love—is patient. It's in the mundane moments we often overlook. This month also, I'm challenging myself (and you!) to slow down. Notice the small acts of kindness and let go of the pressure to perform.

So, how's your February in general shaping up? Are you drowning in deadlines or savouring slow mornings? However you're navigating this whirlwind month, I hope you carve out space for joy. Let's make it a fun month, whether that means a spontaneous road trip, a nostalgic movie marathon, or simply letting yourself hit snooze one more time.

Here's to love—messy, unscripted, and gloriously uncommercial. Here's to February: a month that demands we pause, even as it races by.

Wishing you a week filled with tiny victories, quiet laughter, and the kind of love that feels like coming home.

Happy Valentine's Day in advance. Love,

*Konye*

A Night of Elegance and Generosity: The Martell Tower Auction

The Martell Tower's ten-week experience ended in a remarkable event recently. This event featured the Limited-Edition Legacy Jewellery Cage Silent Auction, which seamlessly combined boldness, artistry, and purpose within a stunning environment.

The centerpiece of the evening was the Legacy Jewellery Cage, a stunning embodiment of sophisticated elegance. This exquisite piece, adorned with 574 blue sapphires (12.53 ct, VS2, Color D), 964 diamonds (25.77 ct, VS2, Color D), and crafted from 650 grams of 10k yellow gold, exemplifies a perfect fusion of traditional craftsmanship and contemporary luxury. Its intricate design and rare materials left a lasting impression on attendees.

During the event, Evane Chenuet, Marketing Director of Pernod Ricard Nigeria, highlighted the auction's charitable objectives, stating, "This evening, we honour not only luxury but also the boldness of craftsmanship and the transformative power of art to inspire and contribute. The Legacy Cage Auction pays homage to Martell's enduring elegance while taking a significant step towards empowering the next generation of Nigerian artists."

The evening provided more than just an auction; guests enjoyed exclusive tours of the Martell Tower, exploring its breathtaking architecture, intimate lounges, and sweeping rooftop vistas. Each area showcased Martell's commitment to sophistication and innovation, leaving attendees thoroughly impressed.

For those unable to attend the live event, the auction remains open for an additional two weeks, providing everyone with an opportunity to bid on this iconic piece.



ELOZONAM OGBOLU



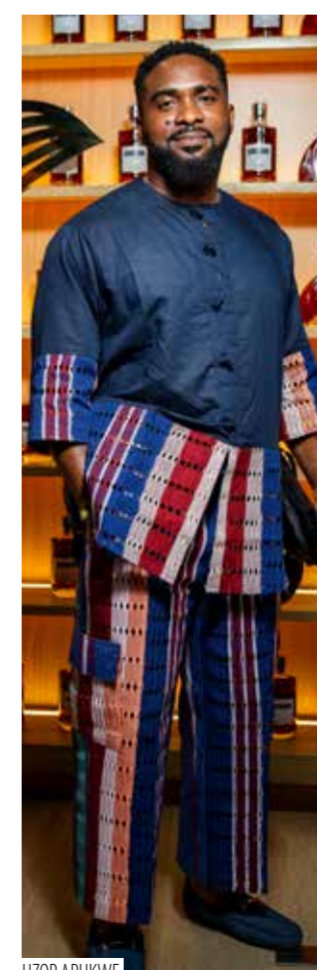
HILLARY UGOCHUKWU NWAUKOR



OBIDA OBIOHA



STEPHANIE COKER



UZOR ARUKWE



FOLK BAND PERFORMING



Society

A NIGHT OF ELEGANCE AND GENEROSITY: THE MARTELL TOWER AUCTION

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**Style**

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# ADEBAYO & IYANUOLUWA TIES THE KNOT

It was a joyous celebration of love as Ade-Dayo and his beloved, Iyanuoluwa, exchanged vows in a beautiful wedding ceremony. The couple sealed their union with a church service at the Redeemed Christian Church of God (RCCG), Throne of Grace, located on Aremu Lawal Street, Ahmadiyya, Abule Egba, Lagos. Following the solemnization, family, friends, and well-wishers gathered for a lively reception at 10 Degrees Event Centre on Billings Way, Oregun, where the festivities continued in grand style.



ADEDAYO AND IYANUOLUWA KUNLE



HRM BABATUNDE DANIEL (2ND LEFT); HRM FUNSHO AYENI; ALHAJI ISIAQ AJIBOLA; AKOGUN SHINA BANKOLE, OTHERS



FEMI MOKIKAN AND DELE ADESINA



MOTHER AND FATHER OF THE BRIDE, MR. AND MRS. ENIOJUKAN; FATHER OF THE GROOM, MR. DAN D. KUNLE; AND MOTHER OF THE GROOM, MRS. OLOBUNMI KUNLE



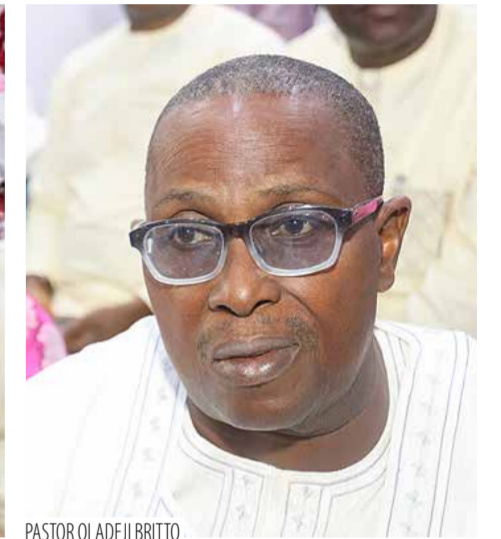
FMR GOV OLLUSEGUN MIMIKO



ALIKO DANGOTE



AYO OLORUNFEMI, PASTOR BUOLA IREWOLE; PASTOR BEN FEMI



PASTOR OLADEJI BRITTO



TUNDE AYENI



WOLE OLANIPEKUN AND SAM IWUJOKU



LEKAN OYELEYE, JANI IBRAHIM, YINKA OMOROGBE, MR. MOHAMMED M. IBRAHIM



ABDULRASHEED BAWA



TUNDE ODUSINA



BAYO & FOLASADE OJO



MAJOR GENERAL AND MRS. OWONIBI



REUBEN OLU & AYODELE OBARO



KAYODE ADEYEMI, OLA GARBA & MALCOLM FABIYI



OSTON OLORUNSOLA AND ENIOLA BELLO



REUBEN AND KIKELOMO ABATI



SEGUN IBITOGBE; PASTOR KOLA ODESANMI, OLADELE & OLLUYEMISI OYELOLA



BRIDAL TRAIN

# 10 VALENTINE GIFTS FOR THAT NIGERIAN ODOGWU IN YOUR LIFE

Valentine's Day is the perfect time to show that special man in your life just how much he means to you. In Nigeria, gift-giving on Valentine's Day is becoming more creative, combining both romantic and cultural elements. These Valentine's Day gift ideas blend practicality, luxury, and meaningful cultural elements to make your gift stand out. Whether he loves fashion, tech, unique experiences, or sentimental gifts, these 10 options will help you make his day special. It's all about showing that you've put thought and effort into picking something that resonates with his personality and style.

By **Funke Babs-Kufeji**



FAROUQ OREAGBA



WINSTON LEATHER BAG



PEDRO'S PREMIUM OGOGORO



KEEXS SNEAKERS



APPLE WATCH



EKO HOTEL AND SUITE



BB CONTENT



TOM FORD FRAGRANCES

Here are 10 unique and thoughtful gifts that can make his day unforgettable -

## 1. Custom-Made Agbada or Bespoke Outfit

For the stylish Nigerian man who loves to look sharp, a custom-made Agbada, Buba, or Suit is a thoughtful and personalized gift. Get it tailored to his exact measurements, with intricate embroidery or unique fabric choices like Aso-Oke, Damask or Ankara. A well-fitted outfit is always appreciated, especially for the man who loves to look his best at special occasions.

## 2. Luxury Leather Accessories

High-quality leather bags, wallets, or belts make for elegant and practical gifts. Brands like Winston Leather, The Luu Brand (TLB), Luxury watch roll or have stylish, well-crafted pieces that will elevate his look. Choose a sleek leather wallet, watch case, a sophisticated laptop bag, or a classy belt that will reflect his personality and elevate his everyday style.

## 3. A Fine Bottle of made in Nigerian Spirit

Nigerian wines and spirits are rapidly growing in quality and recognition. Consider gifting a premium bottle of Nigerian spirit like Pedro's Ogogoro pair it with a stylish set of glasses or a decanter for a more complete gift.

## 4. Customized Sneakers

If your man loves sneakers or sportswear, a customized pair of sneakers could be a perfect Valentine's gift. You can collaborate with local sneaker brands or Nigerian artists to create a one-of-a-kind design, featuring elements that are meaningful to both of you. Nigerian sneaker brands like Keexs often offer customized designs for a personal touch.

## 5. Tech Gadgets (Smart Watch or Wireless Earbuds)

For the tech-savvy man, gifting him a smartwatch or wireless earbuds is both practical and stylish. Brands like Samsung or Apple offer high-quality tech accessories that can be tailored to his needs—whether it's for fitness tracking, music, or notifications. These gadgets blend functionality with luxury, and they'll definitely come in handy in his day-to-day activities.

## 6. Experience Gift: Weekend Getaway or Spa Retreat

Sometimes the best gifts are experiences rather than material items. Treat him to a weekend getaway to a luxury resort in Lagos, Calabar, or Abuja. Alternatively, you could book a spa retreat where you both enjoy a relaxing day of massages and pampering. Nigerian resorts like La Campagne Tropicana Beach Resort, Lakowe Resort, Eko Hotel & Suites, or The Wheatbaker offer exclusive packages for couples.

## 7. Personalized Jewelry (Bracelet or Pendant)

Personalized bracelets or pendants can add a sentimental touch to your Valentine's gift. Consider having his name, initials, or a meaningful date engraved on a gold, silver,

or beaded bracelet. There are many Nigerian jewelers who create custom pieces that reflect the modern man's style and taste. Stores like Tooshup and Lade Closet offer these kinds of personalized, luxury items. Personalized Bracelets

## 8. Scented Candles or Perfume

A luxurious scented candle or premium cologne is a great way to appeal to his senses. Look for local brands like Lohn, Auroe Nigeria that offer unique, quality diffusers. If he's into colognes, gifting him a fragrance from Tom Ford, Creed, or a local artisan-made scent could give him that special feeling of being pampered.

## 9. Nigerian Art or Custom Portrait

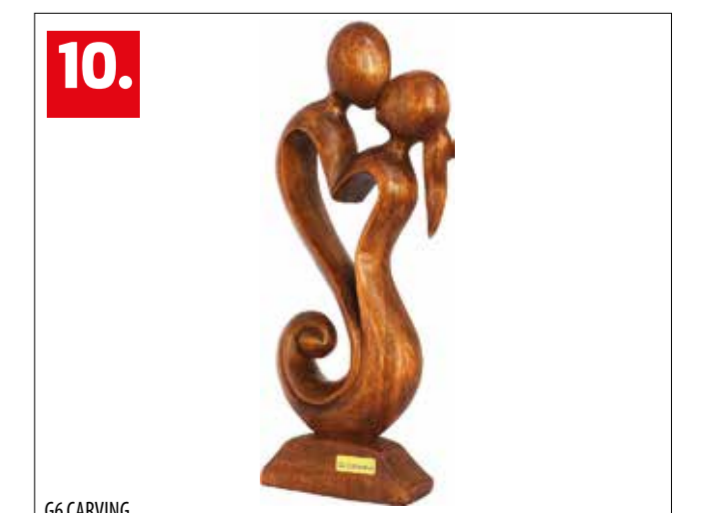
A piece of Nigerian art from a local artist could make a truly unique and meaningful gift. Whether it's a contemporary piece featuring elements of Nigerian culture or a custom portrait of the two of you, art is a beautiful way to preserve memories. Instagram is full of talented Nigerian artists who specialize in creating custom portraits, which you could frame for a personal touch.

## 10. Handmade Nigerian Craft: Beaded or Wooden Accessories

Handcrafted beaded jewelry, wooden cufflinks, or carved wooden figurines are some of the most special gifts that carry a cultural and emotional significance. These handcrafted gifts often carry deep symbolic meaning, as they reflect the craftsmanship of Nigerian artisans. You can find these items in various local markets or online shops, and they can be personalized to suit your man's taste.



TOLU ALIKI ART



GG CARVING



**The Cost of the Grind**

Femi is a 29-year-old digital marketer who spends his weekdays managing clients, his evenings running an e-commerce store, and his weekends at networking events. "I haven't had a full night's sleep in months," he admits. "It's like I'm constantly on a treadmill I can't get off." Femi's story isn't unique. A 2021 study by the World Health Organization found that nearly 60% of Nigerians suffer from work-related stress, with many not realising they're on a dangerous path until it's too late. High blood pressure, mental health issues, and strained relationships are just some of the tolls this lifestyle takes.

The truth is, you can't pour from an empty cup. Constantly running on fumes isn't sustainable. So, how can we thrive without sacrificing our well-being?

**How to Find Balance**

**Redefine Success**

Success isn't just about the car you drive or the house you own; it's about how fulfilled you feel in your life. Instead of chasing external validation, focus on personal growth, meaningful relationships, and your overall happiness. Ask yourself: what truly makes me feel accomplished?

**Set Boundaries**

Saying "no" is a superpower in the hustle economy. Not every opportunity is for you, and that's okay. Learn to prioritise tasks and avoid overcommitting yourself. Whether it's limiting work calls after hours or carving out time for rest, boundaries are non-negotiable.

**Embrace Rest as a Strategy**

Rest isn't laziness; it's a vital part of productivity. Many Nigerians feel guilty for taking breaks, but rest allows your body and mind to recharge, improving focus and creati-



# HUSTLE CULTURE: HOW TO FIND BALANCE

Nigerians are no strangers to the grind. It's in the techpreneurs building apps in Yaba, the market women selling wares in Balogun, and the corporate executives juggling multiple side gigs. But as much as hustle culture drives our ambition, it begs the question: at what cost? We live in a society that glorifies busyness. The more packed your schedule, the more worthy you seem. Phrases like "No time to rest" and "Sleep is for the weak" are often seen as badges of honour. However, beneath the glitz of "soft life" Instagram posts and endless productivity is a quiet epidemic of burnout, anxiety, and exhaustion. So how do we maintain the hustle while protecting our well-being? The answer lies in finding balance.



ity. Consider adopting practices like power naps, regular vacations, or even daily scheduling a few hours of downtime.

**Cultivate Hobbies Outside Work**

When was the last time you did something purely for fun? Whether it's playing football, learning to cook, or taking up photography, hobbies remind us that life is not just about work. They provide an outlet to decompress and reconnect with yourself.

**Build a Support System**

The journey to balance isn't one you should take alone. Lean on your friends, family, or mentors for support. Sometimes, just talking to someone about your struggles can lighten the load. Surround yourself with people who encourage you to prioritise self-care.



**The Quiet Revolution**

There's a shift happening among Nigeria's younger generation. While our parents were content with grinding in silence, millennials and Gen Z are boldly embracing self-care and work-life balance. Influencers are vocal about the importance of mental health, and the rise of wellness communities in cities like Abuja and Lagos signals a growing demand for balance.

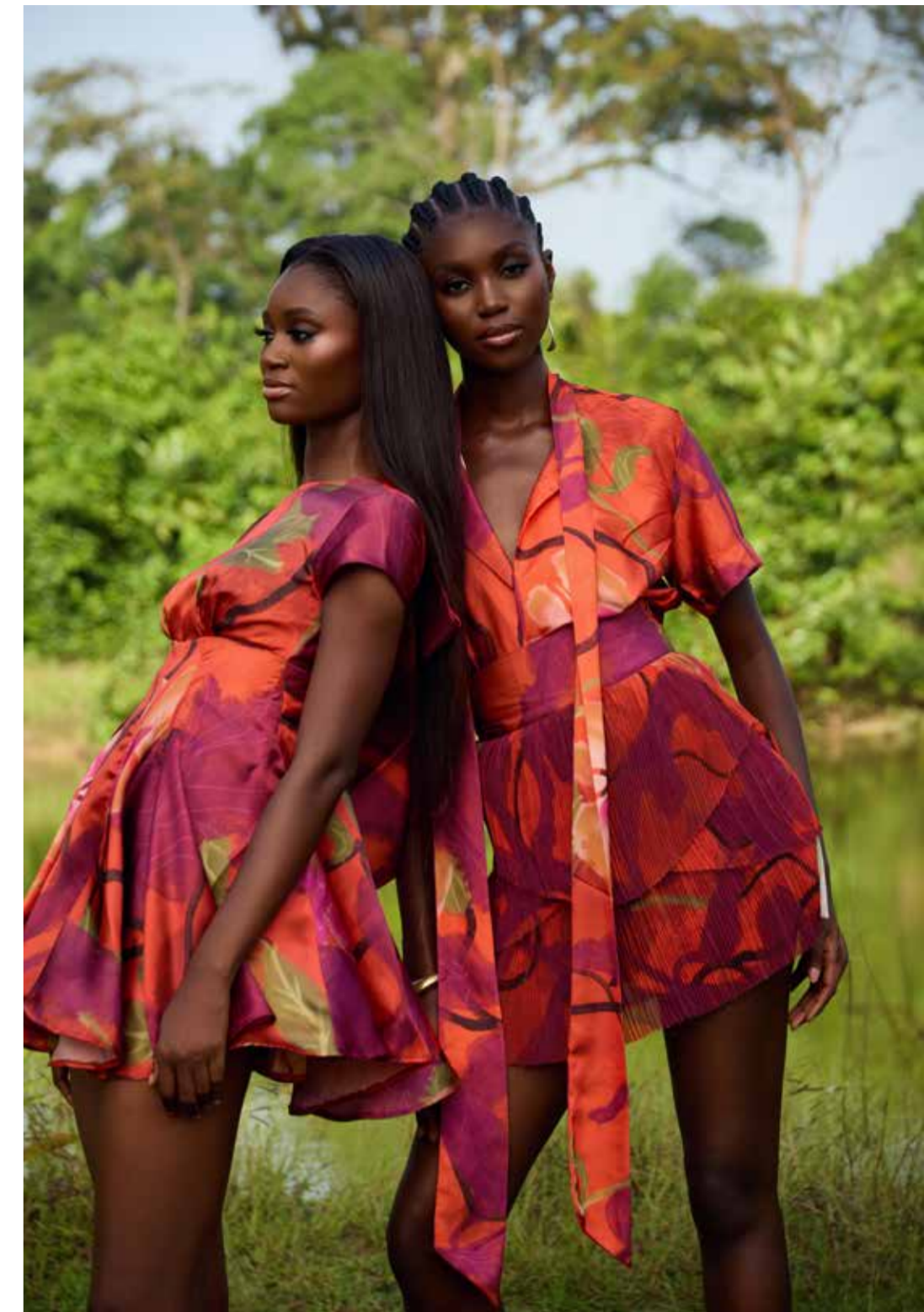
Tech innovations are also helping. Apps like Calm and Headspace are gaining traction among young people seeking mindfulness, while the flexibility of remote work has allowed more people to manage their schedules better. Slowly but surely, we're redefining the hustle.

**Finding Balance is a Journey**

The hustle culture isn't inherently bad. It has given us some of the world's most innovative minds and resilient spirits. But balance is key. The ultimate goal is to build a life where ambition and peace coexist. It's about acknowledging that while the hustle can be fulfilling, rest and joy are just as important. As you strive to "secure the bag," remember to pause, breathe, and celebrate how far you've come. After all, life isn't just about the destination — it's about the journey.



## "A SENSE OF PLACE." ; LAVISH RESORT 2025 COLLECTION.



Lavish, the luxury fashion house renowned for redefining contemporary style, has unveiled its much-anticipated Resort 2025 collection, "A Sense of Place." This latest offering is a masterclass in marrying personal identity with global luxury, signalling a new chapter in the brand's journey.

Inspired by the sunlit vineyards of Tuscany and deeply rooted in the vivacious energy of Lagos, "A Sense of Place" is an ode to duality. It challenges conventional ideas of belonging, drawing from the dynamic interplay of cultural heritage and cosmopolitan allure.

"For me, a sense of place is deeply personal," says Temi-tope Kayode-Ojo, Lavish's visionary Creative Director. "It's the bustling streets of Lagos, where tradition meets innovation and style knows no bounds. This collection celebrates finding your place in the world while honouring your roots."

Kayode-Ojo's inspiration shines through every stitch and seam. The 21-piece ready-to-wear collection features two signature prints that are as evocative as they are stunning. The Magnolia Print, a contemporary take on classic placements, reflects the natural beauty of Tuscany's lush flora, while the Cala Print pays homage to Nigeria's rich cultural tapestry. Together, they weave a visual narrative that transitions effortlessly from Lagos to London, Milan to Manhattan.

At its core, "A Sense of Place" is about versatility. The pieces are designed to accompany the modern woman — someone who feels equally at home sipping wine in the Italian countryside as she does navigating the vibrant streets of Lagos or stepping into Manhattan's bustling energy. With bold silhouettes, sophisticated detailing, and a vibrant colour palette, this collection delivers wearable art for every corner of the globe.



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COVER



# NEYA KALU

## LEADING WITH PURPOSE

It's not every day you meet someone who seamlessly merges business acumen with a deep commitment to social impact, but Neya Kalu does it with an effortless grace that commands attention. A lawyer by training, an entrepreneur by passion, and a media executive by responsibility, she is redefining leadership in ways that transcend boardrooms. From steering The Sun Newspaper as Chairman to running Basecoat, her successful chain of nail salons, and championing women's empowerment through the Neya Kalu Foundation, she wears many hats—but each with an unwavering dedication to excellence and impact.

Recently, she added another feather to her already impressive cap when she was named one of THISDAY Newspaper's Young Global Leaders, a recognition that underscores her influence across industries. As the daughter of former Abia State Governor and Senator Orji Uzor Kalu, success might seem like a natural inheritance, but Neya has carved her own distinct path, proving that it really is not just about legacy but about vision, grit, and the ability to create lasting change.

In this exclusive interview, we enter into the world of Neya Kalu—the entrepreneur, the media girl, the philanthropist, and most importantly, the 'Sister's Keeper'. Her exper

**Let's talk about your role in the media space. Taking on the position of Chairman of The Sun Nigeria at such a young age must have been a whirlwind. What were your first thoughts when stepping into this leadership role?**

Taking on the Sun's chairman role was somewhat intimidating, especially since it came as a surprise. I learned about it along with the rest of Nigeria. However, this unexpected turn allowed me to embrace the challenge with less preparation, giving me the freedom to make mistakes and ultimately refine my skills in the process.

**What were some of the biggest challenges you faced early on, and how did you overcome them?**

One of my greatest challenges was navigating the media landscape, which is predominantly male-dominated, making it difficult for me to find my footing. Additionally, being young made it challenging to be taken seriously in the role of chairman. However, I view these as minor speed bumps on the path to greatness. I also had limited experience in media, so I dedicated myself to self-education and learning from my colleagues, from entry-level staff to executives.

**As one of the 25 most powerful women in journalism, how do you hope to inspire and empower women to break barriers in the media industry?**

Being recognised as one of Nigeria's top 25 most powerful women in journalism was a tremendous honour and opened many doors for me. My message to women is to keep pushing forward, no matter the obstacles. In the various spaces I've shared my story, I emphasise the importance of learning

from mistakes and understanding that life's path isn't always straightforward. I receive numerous emails and messages daily, and I believe that acknowledging these communications is a small way to inspire others. I make it a priority to respond to as many as I can with advice and encouragement. While many see me as an inspiration, I am equally motivated by the countless women who reach out, seeking guidance as they pursue their dreams.

**Many younger Nigerians know you more as the CEO of Basecoat Nails. What sparked your interest in launching the brand, and how has your journey been as a beauty entrepreneur in such a dynamic market been?**

I actually prefer being recognised as the CEO of BaseCoat rather than just The Chairman of The Sun, as it allows me to embrace my age authentically. I've loved nails since I was young and always dreamed of owning nail salons, though I never thought it would become a reality since my education and career path didn't align with that vision. It wasn't until I had my son and resigned from my banking job that I decided to pursue my true passion.

That's how BaseCoat was born. The joy I feel from seeing so many women enjoy their manicures and pedicures is unparalleled. While I wear many hats, being the CEO of BaseCoat brings me the greatest happiness. In the beauty industry, there are endless opportunities, and I recognised a gap in the market that I was able to seize.

**You wear many hats—Chairman of The Sun Nigeria, CEO of Basecoat Nails, and leader of The Sun Heavens Hotels and Resorts. How do you balance all these responsibilities while staying**



**on top of your game?**

I juggle much more than that, and it's a miracle I haven't lost my mind yet! I've always had a strong drive and determination to excel in everything I do, and that mindset has helped me stay grounded. I'm skilled at compartmentalising and rarely bring work home. I believe there's a right time and place for everything, just as the greatest book of all time, the Bible, teaches us.

**Running a business in Nigeria comes with unique challenges. What is one misconception people have about entrepreneurship here, and what is the reality?**

The reality of entrepreneurship in Nigeria is that it can be incredibly challenging. While many successful entrepreneurs might create the impression that it's easy, the complexities are vast. I've often said that if the bureaucratic red tape surrounding regulations for entrepreneurs could be eased, especially given our economic challenges, it would make a significant difference. Women represent a substantial percentage of entrepreneurs in Nigeria, sub-Saharan Africa and globally, yet we don't receive enough recognition for our contributions to the nation's GDP. There are 23 million female entrepreneurs, which account for 41% of the country's micro businesses. Although the potential rewards can be great, the uphill battle can be daunting enough to make one consider giving up.

**Your foundation, the Neya Kalu Foundation, is deeply rooted in empowering women. Could you tell us about a recent project that made you feel particularly proud?**

The Neya Kalu Foundation has been active for over a decade, but the project I'm most proud of is Femgineers. I have been working closely with a group of girls from public schools on this initiative, which was started by a dedicated headteacher at a school in Lagos. The project focuses on empowering girls to step outside their comfort zones and pursue knowledge in fields that are traditionally male-dominated.

**The phrase 'Sister's Keeper' is often associated with your advocacy work. What does it mean to you, and how does it guide your foundation's initiatives?**

The term "sister's keeper" has been around long before my time, but it holds deep significance for me, especially during my outreach programs, where I focus on supporting women and children. I understand what it feels like to be alone and the uplifting power of being surrounded by incredible women who support and encourage you. If I can be even a small part of that for someone else, I believe I would have fulfilled my purpose on this earth. Unfortunately, I don't document the activities of the Neya Kalu Foundation because I want to avoid putting anyone in a position of ridicule or making them feel small. I truly wish more people could witness the amazing women I meet during my outreach efforts.

**Your father, Orji Uzor Kalu, is a prominent political figure in Nigeria. How has his leadership journey influenced your approach to leading people and building businesses?**

My relationship with my father is truly special. I see him primarily as my dad rather than just a public figure or leader. I concentrate on who he is at home and how he interacts with the staff and those around him. From a young age, I wanted to be close to him, admiring his kindness and thoughtfulness toward others. I've always aimed to embody those qualities in my own life. My leadership style has been significantly influenced by how he relates to people, particularly those from whom he has nothing to gain.

**What's the best piece of advice you've ever received, and how has it shaped your career and decision-making process?**



*The reality of entrepreneurship in Nigeria is that it can be incredibly challenging. While many successful entrepreneurs might create the impression that it's easy, the complexities are vast.*



The best advice I've ever received, which resonates with me, is that comparison truly is the thief of joy and peace of mind, and for me, nothing is more important than those two. I focus on my own path and do what I can.

**If you weren't leading The Sun Nigeria, Basecoat Nails, or running other ventures, what career path would you have chosen?**

If not for my current path, I might still be working at the bank. I appreciate the security that comes with a 9-to-5 job. Being a creature of habit, having a schedule helps me stay organised and motivated. While the entrepreneurial life has its rewards, the unexpected challenges can sometimes feel quite overwhelming.

**What does a typical day in Neya Kalu's life look like, juggling your many roles and responsibilities?**

What does a typical day look like for me? No two days are the same, and I haven't experienced a "typical" day in quite a while. However, if I could envision one, it would involve spending the entire day in bed, unplugged from my phone and responsibilities.

**The media industry in Nigeria is undergoing significant shifts. What excites you most about its future, and how do you see The Sun Nigeria contributing to that transformation?**

As we all know, media plays a crucial role in any country. The most exciting aspect of the future is its digitalisation, allowing us to reach more people and remote areas. With the help of AI, we can disseminate accurate information more quickly and efficiently. There is tremendous potential in the media space, and it just needs to be harnessed effectively. Every day at The Sun, we strive to study ongoing trends as a traditional media house. We aim to strike a balance between satisfying our long-standing customers while also attracting new ones with fresh trends and innovations.

**Looking back on your career so far, what's the moment you're most proud of, and why does it stand out to you?**

My proudest moment in my career is knowing that my father always believed in me. He consistently gave me the opportunity to prove myself and never allowed gender or age to be barriers to my success. He supported and trusted his daughter wholeheartedly, and to me, that is the greatest achievement in my career.

**Finally, where do you see yourself in the next decade—as a leader and a woman shaping the future of business, media, and philanthropy in Nigeria?**

For a long time, I've found it challenging to answer that question. While I've already shared one of the best pieces of advice I've received, another wise suggestion was to take it one day at a time. That's exactly what I'm trying to

# 14 THINGS TO DO AS A SINGLE PRINGLE ON VALENTINE DAY

Valentine's Day as a single person doesn't have to be a downer. In fact, it can be a fantastic opportunity to focus on self-love, celebrate friendships, and indulge in activities that make you feel good. Here are 14 ways to celebrate Valentine's Day as a single person:

By **Funke Babs-Kufeji**

**1. Treat Yourself to a Self-Care Day**

Take the day to pamper yourself. Treat yourself to a spa day, a face mask, a relaxing bath, or a massage. You deserve the attention, and self-care is the ultimate form of self-love!

**2. Host a Singles' Brunch or Dinner Party**

Invite your single friends over for a fun brunch or dinner. Think themed decor, heart-shaped pancakes, cupcakes and the lots or a potluck dinner. It's a great way to celebrate friendship and enjoy good food and laughter.

**3. Go on a Solo Adventure**

Take yourself on a date—whether going to watch a movie, visiting a gallery, or exploring a new city or neighborhood. The day should be all about enjoying your own company and making memories.

**4. Have a Movie Marathon**

Grab your favorite snacks and have a Valentine's Day movie marathon—whether it's rom-coms, classics, or a guilty pleasure like "When Love Happens, All fair in Love." Watch whatever makes you feel happy and cozy.

**5. Get Crafty with DIY Gifts**

Get creative and make personalized gifts for your friends or family. You can make homemade candles, baked goods, or even a scrapbook full of memories. It's a great way to show your love without the need for romance.

**6. Volunteer**

Spreading love doesn't have to be romantic. Volunteer at a shelter, food bank, or charity organization. Helping others can be incredibly fulfilling and heartwarming.

**7. Treat Yourself to a Shopping Spree**

Valentine's Day is the perfect excuse to treat yourself. Buy

yourself something you've been eyeing for a while—whether it's a new outfit, accessories, or something to indulge in that makes you feel good.

**8. Do Something You've Always Wanted to Do**

Cross something off your bucket list. Always wanted to try pottery, take a cooking class, or go to kayaking? Now's the time to do it!

**9. Write Yourself a Love Letter**

Take some time to write yourself a letter of appreciation. Acknowledge your strengths, celebrate your accomplishments, and remind yourself of everything that makes you amazing. It's a beautiful act of self-love.

**10. Have a "Galentine's" or**

**"Palentine's" Day**

Galentine's Day (celebrating your gal pals) or Palentine's Day (for friends of all kinds) is becoming a fun tradition! Plan a fun hangout with your besties—complete with snacks, games, and laughter.

**11. Plan a Getaway**

If you've got the time and budget, treat yourself to a solo weekend getaway. Whether it's a cozy staycation at a fancy hotel, a beach resort, or a vibrant city, exploring somewhere new on your own can be incredibly liberating.



**12. Indulge in Your Favorite Treats**

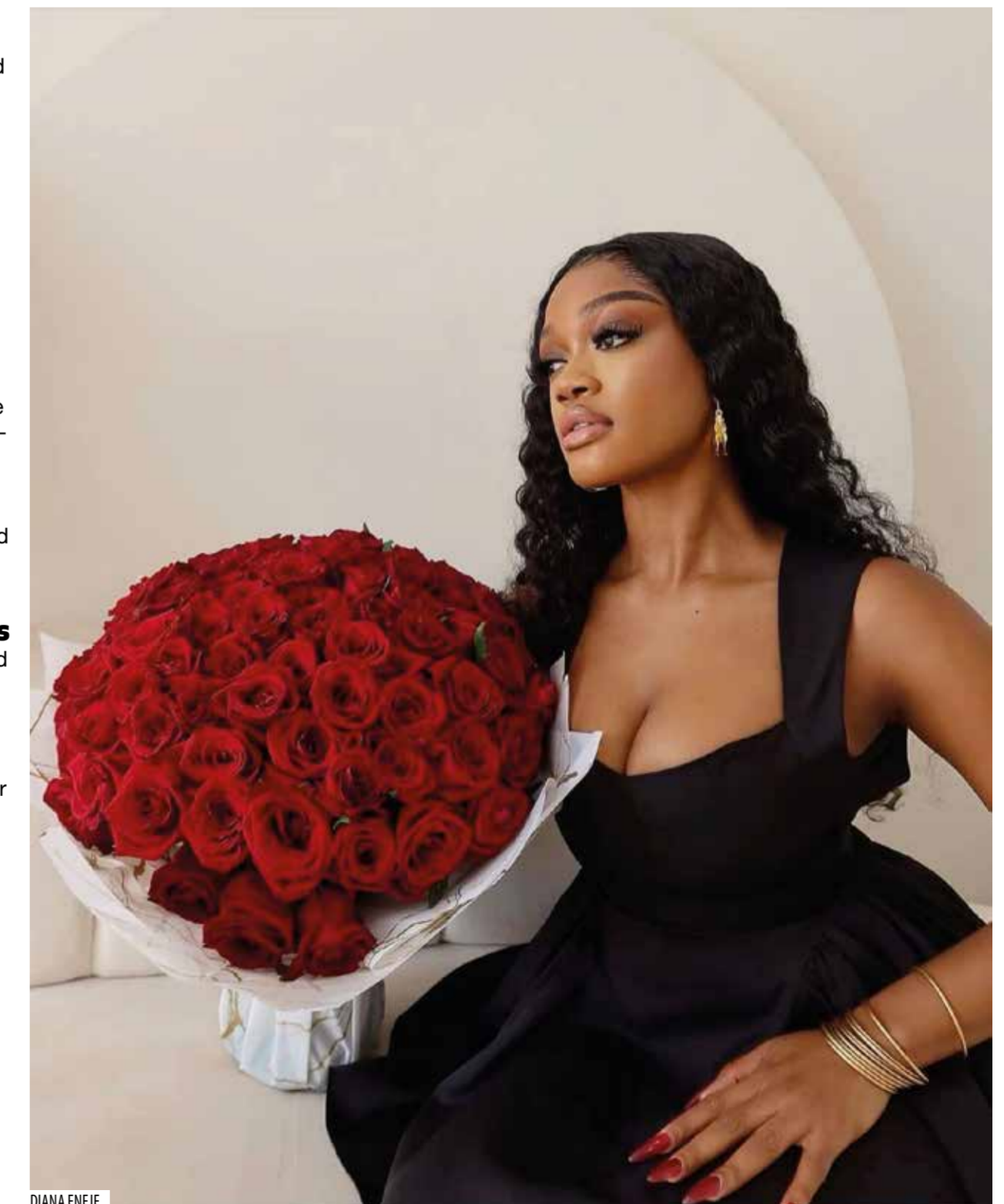
Get your favorite chocolate, cake, or candy, and indulge in the sweetness of life. You deserve it! If you're feeling extra, you could even make a heart-shaped dessert.

**13. Learn Something New**

Take a class or start a new hobby. It could be anything from learning a new language to picking up a musical instrument or starting a knitting project. Valentine's Day is a great excuse to focus on your personal growth and try something different.

**14. Practice Gratitude**

Use the day to reflect on all the things you're grateful for in your life—friends, family, health, opportunities, and your own personal strength. Gratitude is a powerful way to boost your mood and remind yourself of all the love you already have in your life.



DIANA ENEJE

# MAKE YOUR VALENTINE'S DAY ABOUT LOVE AND FASHION

By Funke Babs-Kufeji

Valentine's Day definitely has a vibe of both love and fashion! It's one of those holidays that not only celebrates romance but also provides an opportunity for people to express themselves through style. Whether you're in a relationship or single, it's a day where fashion can become a statement, a mood, or just a bit of fun. Here's things to do to make your valentines day truly a day of love and fashion



### Red, Pink, and Everything In Between:

Valentine's Day brings out the bold, romantic colour palette. Red and pink are the obvious choices, but it's also a time when people get creative with those hues—maybe a hot pink jacket or a deep red velvet dress. It's an easy way to make a statement, and people seem to love embracing these festive hues for everything from date nights to casual outings. Model for Niovo Official

### Dress Up or Dress Down, It's Your Choice:

Whether you're going all out with a chic date-night look, or keeping it casual with a cute outfit for brunch with friends, fashion on Valentine's Day is all about reflecting your personality and the vibe you're going for. Some people love using the day as an excuse to wear something extra glam, while others lean into cozy and romantic vibes. It's the day to wear something that makes you feel good about yourself!



MODEL FOR NIOVO OFFICIALA



JEWELRY GIFTS

### Gifting and Receiving:

Valentine's Day is one of those occasions where you might get a thoughtful piece of jewelry or a nice outfit from a partner, or maybe you're the one giving. It becomes a way to symbolize love through style. Jewelry Gifts

### Self-Love Fashion:

For those who aren't in a relationship, Valentine's Day can be a celebration of self-love, and that often extends to fashion too. Many people like to treat themselves to something special—a cute outfit, a new accessory, or even just an afternoon of pampering. It's a reminder that love for yourself is just as important.

### Date Night Dress Codes:

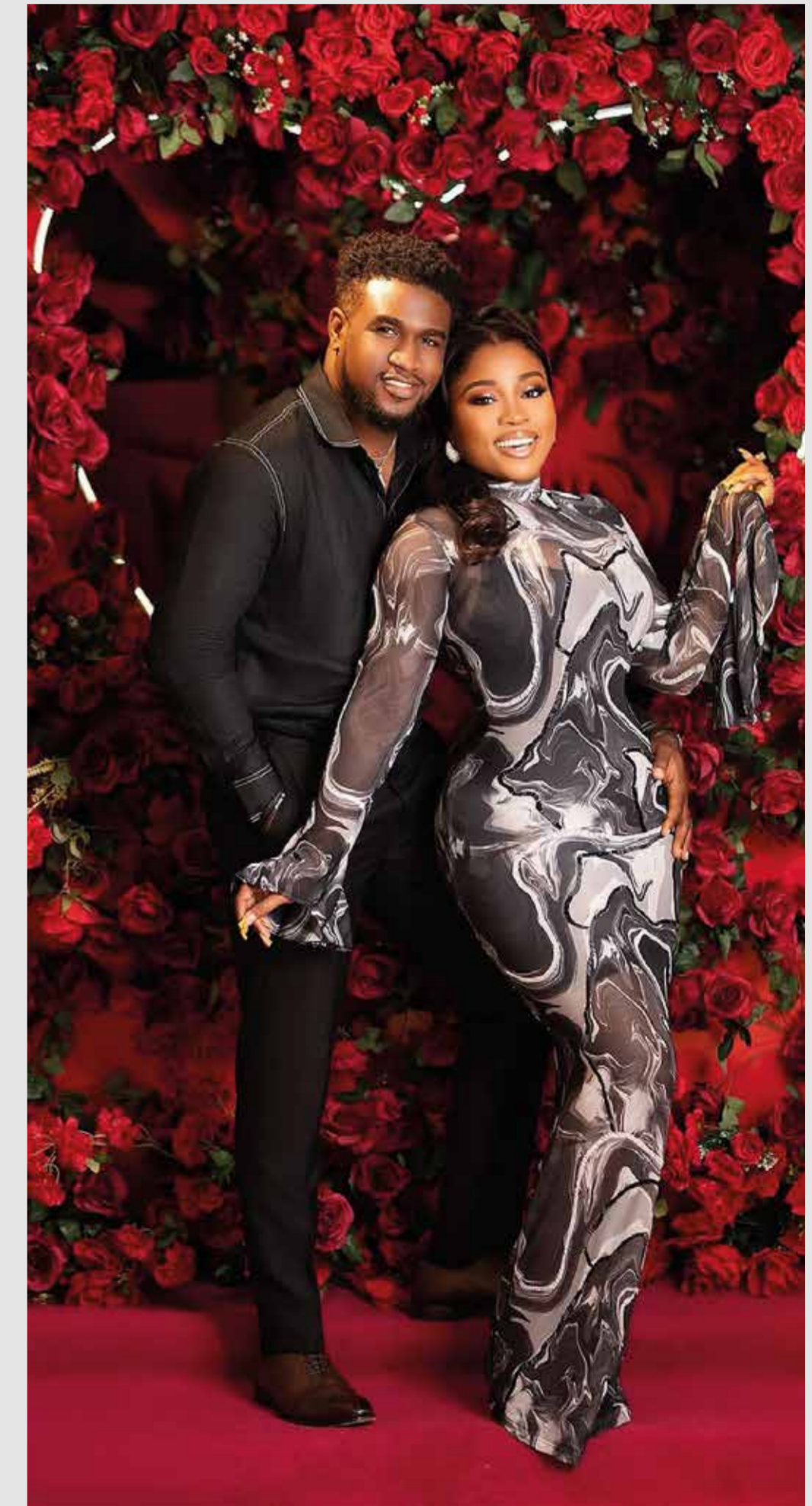
For couples, Valentine's Day often means date night, and that often comes with a dress code: fancy, casual, or themed. Whether you're dressing up for a swanky dinner or going for a fun theme (like red and white, or something quirky like heart-shaped everything), let fashion plays a big part in setting the tone for the evening.

### Instagram-Worthy Moments:

Let's face it—Valentine's Day is basically a built-in photo op, and fashion plays a huge role in that. Whether it's posing with a partner or friends, or simply enjoying the day, people love to share their outfit details and moments from the day on social media. It's kind of like the fashion version of spreading love!



ZACK & KAREN ALL



FEMI ATERE & VEEKEE JAMES

# WHAT YOUR PERFUME CHOICE SAYS ABOUT YOU

Your perfume is more than just a scent; it's a signature. A whiff of your favourite fragrance can leave a lasting impression, tell your story without words, and reveal fascinating layers about your personality. Have you ever wondered why you're drawn to certain notes—be they floral, woody, or citrusy? Let's take a look at the different perfume personalities and see what your fragrance choice says about you.



CLIVE CHRISTIAN PERFUME

TOKE MAKINWA PERFUMES

## 1. The Floral Lover: Romantic and Optimistic

If you find yourself reaching for perfumes filled with rose, jasmine, or peony, you're likely a romantic at heart. Floral fragrances are timeless, much like your love for the classic things in life. You adore moments that feel like scenes from a romance novel—picnics, handwritten letters, and soft sunlight streaming through windows. People might describe you as warm, caring, and the type who sees the beauty in every situation.

Your floral scent aligns with your optimism, creating an aura of positivity wherever you go.

## 2. The Woody Explorer: Bold and Grounded

Woody fragrances with sandalwood, cedar, or patchouli notes are for those who are confident, adventurous, and deeply connected to nature. If you love a good oud or earthy scent, chances are you're a person who craves authenticity. You're the one people turn to for honest advice, and your grounded personality is often a source of comfort for those around you. Woody fragrances exude quiet power, making them perfect for someone who loves adventure but also values introspection.

## 3. The Citrus Enthusiast: Vibrant and Energetic

Are zesty lemons, tangy oranges, and fresh grapefruits your go-to fragrance notes? Then you're the life of the party! People who gravitate toward citrusy scents are bubbly, outgoing, and always up for a new adventure. Your bright and refreshing personality lights up any room, and your energy is contagious.

## 4. The Oriental Enthusiast: Mysterious and Sensual

If warm spices, amber, and vanilla dominate your perfume shelf, you're the embodiment of allure and mystery. Oriental fragrances are rich and complex, much like your personality. You're not one to reveal all your cards at once,

and that keeps people intrigued.

You appreciate luxury and don't shy away from indulgence, whether it's in fashion, food, or experiences.

## 5. The Fresh Minimalist: Clean and Calm

Do you lean toward scents that smell like fresh laundry, rain-kissed air, or a cool sea breeze? If so, you're a minimalist at heart. You value simplicity, clarity, and a calm environment. Fresh scents are often associated with those who are organized, practical, and deeply in tune with their well-being.

## 6. The Sweet Dreamer: Playful and Nostalgic

If your favorite perfumes are loaded with sweet notes like vanilla, caramel, or candy floss, you're youthful at heart. Sweet fragrances are for the playful and nostalgic who never want to lose touch with their inner child.

Your scent profile reflects a love for fun, laughter, and light-hearted moments.

### How to Find Your Signature Scent

While your fragrance can reveal a lot about your personality, it's not set in stone. You might wear floral scents on some days and woody fragrances on others, depending on your mood or the image you want to project. Perfume is a versatile accessory—it adapts to who you are and want to be.

Choosing a perfume is an intimate journey. Visit a perfume store, take your time, and test fragrances on your skin. A scent that smells divine in the bottle may transform once it mingles with your natural oils. And don't rush! Perfumes reveal their true character in stages—the top notes fade, giving way to the heart and base notes that linger.

Trust your instincts. The fragrance you can't stop sniffing might just be "the one."



# EVERYONE IS GOING BANANAS

No, we're not talking about people losing their minds here—although the hype might make you think so! We're talking about the hottest handbag style for 2025: banana handle bags. These sleek, curved beauties, inspired by the shape of a banana, are taking the fashion world by storm. Their playful silhouette and fresh vibe are turning them into the accessory everyone wants to be seen with.

But what's the big deal about banana handle bags, and why are they suddenly everywhere?

Let's break it down:

By Funke Babs-Kufeyi



BELLA OKAGBUE



DORCAS SHOLA FAPSON

### 1. Fresh and Unique Aesthetic

Banana handle bags aren't just handbags; they're statement bags. Their curved, arch-like handles set them apart from the endless parade of rectangular and boxy styles. It's like carrying a little piece of modern art on your arm—quirky, fashion-forward, and refreshingly unique. Plus, it's the kind of bag that turns heads and sparks compliments wherever you go.

### 2. Compact Yet Functional

Let's be real: no one wants to lug around a tote bag the size of a suitcase every day. Banana handle bags strike the perfect balance between style and practicality. They're compact enough to stay chic but spacious enough to hold all your essentials—think phone, wallet, keys, and maybe even a lip gloss or two. No more struggling with bulky bags that overwhelm your look!

### 3. Sustainable and Stylish

As eco-conscious fashion takes center stage, banana handle bags are stepping up to the plate. Many brands are crafting these beauties from recycled leather, vegan-friendly materials, and plant-based textiles. So, not only do they look good, but they also let you feel good about making a sustainable fashion choice.

### 4. Versatile for Any Occasion

Sure, the banana shape might sound playful, but don't be fooled—these bags are incredibly versatile. Thanks to their sleek, minimalist designs, they can be styled up or down. Pair one with jeans and a blazer for a polished daytime look, or rock it with a cocktail dress for an evening out. The arching handle adds just the right amount of flair to elevate any outfit.

### 5. A Nod to Nostalgia

There's something undeniably retro about the

banana handle bag. Its shape feels like a subtle throwback to vintage styles from the '90s and early 2000s, making it perfect for fashion lovers who adore mixing nostalgia with modern trends. With retro aesthetics ruling the runways, it's no wonder these bags are popping up on every trendsetter's radar.

### Why Banana Handle Bags Are the Must-Have Accessory for 2025

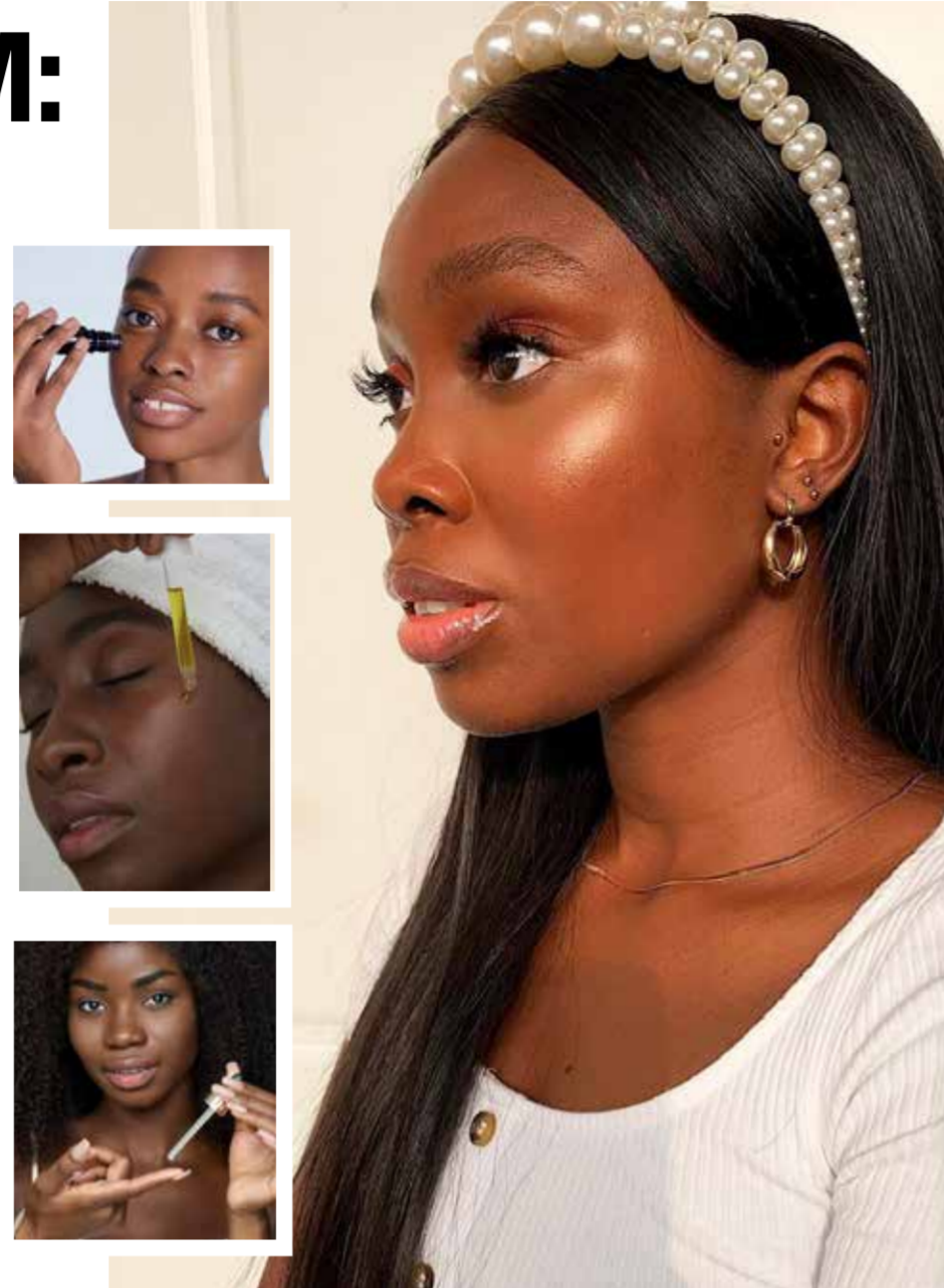
Banana handle bags aren't just another fleeting trend—they're a vibe. They combine functionality, sustainability, and a whole lot of fun into one chic package. Whether you're strutting into the office, brunching with friends, or hitting the town, this bag has your back (or, rather, your arm).

So, if you're looking for a bold, practical, and head-turning accessory to refresh your wardrobe, you might want to hop on the banana handle bag train. Trust us, this trend is going to be bananas!

# SKINIMALISM: THE MINIMALIST APPROACH TO SKINCARE

At one point, owning a 12-step skincare routine was the ultimate badge of honour. But as shelves overflow and bathroom counters buckle under the weight of countless products, many are asking: does it really need to be this complicated? Enter skinimalism, the minimalist approach to skincare that's taking the beauty world by storm—and simplifying lives in the process.

Skinimalism is more than just a buzzword; it's a movement. It's about ditching the clutter and embracing a "less is more" philosophy. For years, the beauty industry has sold us the idea that flawless skin is only achievable through multiple products, each promising miracles. Now, a growing number of people are turning away from these overwhelming routines and focusing on quality over quantity



### The skinimalist approach emphasises:

**Understanding your skin:** Before buying products, it's important to know your skin type, concerns, and goals.

**Multi-functional products:** Think moisturisers with SPF or serums that hydrate and brighten simultaneously.

**Patience over quick fixes:** Skinimalism is the antidote to trendy miracle cures. It values long-term consistency over short-lived gimmicks.

### Why It Works

The genius of skinimalism lies in its simplicity. Skincare isn't just about products—it's also about habits, environment, and lifestyle. Overloading your skin with active ingredients or layering too many products can disrupt your skin barrier, causing irritation, dryness, or breakouts. Cutting back to the basics allows your skin to reset and find balance.

This minimalist approach can also work wonders for your mental health. There's a certain peace in decluttering your routine and focusing on just a handful of products. Not to mention, it saves time. Who wouldn't want a skincare routine that takes five minutes instead of 45?

### Building a Skinimalist Routine

Ready to embrace skinimalism? Here's how to build a streamlined routine:

#### 1. Cleanser

Start with a gentle, non-stripping cleanser. Your goal is to remove dirt and makeup without disrupting your skin's natural barrier. Forget the notion that squeaky-clean skin is good skin—it's not.

#### 2. Moisturiser

Hydration is key, no matter your skin type. Choose a moisturiser that suits your needs,

whether that's lightweight for oily skin or deeply nourishing for dry skin. Bonus points if it contains antioxidants or ceramides.

#### 3. Sunscreen

Non-negotiable. A broad-spectrum SPF is the single most important product in your skincare arsenal. It prevents sun damage, premature ageing, and even hyperpigmentation.

#### 4. Targeted Treatment (Optional)

If you have a specific skin concern—like acne, dark spots, or fine lines—use a targeted treatment sparingly. Skinimalism doesn't mean ignoring problems; it just means being intentional about how you address them.

### The Results? Effortless Glow

Skinimalism isn't about achieving perfection. It's about working with your skin rather than against it. That means embracing your natural texture, imperfections, and quirks. It's about understanding that real skin has pores, occasional blemishes, and fine lines—and that's perfectly okay.

The movement has also given rise to "skin-first" beauty trends. Instead of covering up your skin with heavy foundation, you can focus on sheer, breathable products that enhance your natural glow. Think tinted moisturisers, skin tints, and lightweight concealers.

The beauty industry is catching on to this shift. Brands are launching multipurpose products and highlighting transparency in their formulations. Minimalist skincare lines are emerging, promising efficacy without the excess. While the road to skinimalism looks promising, the real success lies in the mindset shift it promotes: we don't need a cabinet full of products to have healthy, beautiful skin.

# THE ULTIMATE LBD EDIT FOR EVERY OCCASION

There's a reason the little black dress (LBD) has held its iconic status for decades. It's not just a piece of clothing; it's a wardrobe superhero. From the red carpet to brunch with friends, the LBD has an uncanny ability to transform itself, adapting to the mood of the moment and the demands of the occasion. Whether you're channelling Audrey Hepburn's timeless elegance or looking for something more daring, the right LBD can make all the difference. Here's our ultimate guide to choosing the perfect LBD for every occasion, proving once and for all that this wardrobe staple is anything but basic.

### The Romantic LBD for Date Night

Date night calls for an LBD that whispers sophistication and romance. Opt for softer fabrics like silk, satin, or lace that skim the body without being overly tight. A slip dress or one with delicate details like a sweetheart neckline or sheer sleeves can strike the perfect balance between sultry and sweet. Pair it with strappy heels, a clutch, and bold red lips for a head-turning ensemble.

**Style Tip:** If you want to add a modern twist, throw on a jacket for that effortlessly cool vibe.



ELIZABETH ANTHONY

### The Casual-Chic LBD for Brunch or Errands

Who says an LBD can't be casual? For a laid-back yet stylish vibe, opt for a loose-fitting T-shirt dress or a jersey wrap style. These LBDs are as comfortable as they are chic, perfect for brunch with friends or running errands. Pair them with sneakers, flat sandals, and a denim jacket for a cool, off-duty look.

**Style Tip:** Accessorise with layered necklaces and a cross-body bag for a touch of effortless style.



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### The Edgy LBD for When You Want to Stand Out

For moments when you're feeling rebellious and want to make a statement, reach for an LBD with unexpected details. Think leather, mesh, or corset-style bodices that exude attitude. Pair it with chunky boots or platform heels, oversized hoops, and a bold eyeliner look for that unapologetically edgy vibe.

**Style Tip:** Layer with an oversized blazer or a trench coat for an "I-just-threw-this-on" level of chic.

### The Party-Ready LBD for the Dance Floor

When the night is young, and the music is calling, you need an LBD that's ready to move with you. Look for playful details like sequins, fringe, or asymmetrical cuts to bring the fun factor. A mini dress with an open back or cutouts adds a hint of drama while still letting you own the dance floor with ease. Pair it with statement earrings, sky-high heels, and a confidence that says, "I own this night."

**Style Tip:** A glittery clutch and smoky eyes will complete your party-ready look.

### The Glam LBD for Formal Events

When the occasion calls for black-tie glamour, the LBD still reigns supreme. A floor-length or midi gown with elegant details like a thigh-high slit, beaded embellishments, or a dramatic neckline will have you looking like a Hollywood starlet. Stick to luxurious fabrics like velvet, chiffon, or silk to elevate the overall look. Add sparkling jewellery, a sleek updo, and a pair of metallic heels to steal the spotlight.

**Style Tip:** A bold statement clutch can add personality without overshadowing the dress.

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