

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

THIS DAY

# Style

SUNDAY, APRIL 2, 2023



PAOLO SISIANO

IDERA OYENEHIN

DUMEBI IYAMA

DAMI OLUKOYA

BAYO OKE LAWAL

## TRENDSETTERS

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COVER NOTE



Within the past ten years, the world has witnessed tremendous growth in the Nigerian fashion industry. The shift from relying solely on westernised elements in telling our fashion stories to incorporate ingenious designs and techniques has shed a spotlight on the Nigerian fashion scene, slowly pushing us towards becoming a major player in the global space.

EDITOR'S LETTER



EXECUTIVE EDITOR

A new era in fashion

The fashion industry, in general, has always been dynamic, constantly evolving and adapting to new trends and consumer demands. And yes, since I joined this space, I can pretty much say our Nigerian designers have played by the same rules but stayed well within the lines. Beautiful, stunning and stylish clothes, but that was just it, really.

However, in recent years, I have noticed a surge of young, daring designers who are challenging the status quo and changing the face of fashion. These designers are pushing boundaries, embracing sustainability, and creating garments that are not only beautiful but also socially conscious.

One thing about them is that they don't shy away from creativity in the service of self-expression. They see fashion as a solo high-wire act where the only way to look is forward: in terms of gender identity, craft, representation, community, sustainability, and, last but not least, making utterly thrilling and audacious clothes. While we are not people accustomed to change, you can't help but embrace their craft. I have also noticed their willingness to take risks. They are unafraid to experiment with new materials, shapes, and silhouettes and are not bound by traditional fashion rules, constantly pushing the limits of what is possible, creating garments that are both innovative and exciting. They are also well aware of the fashion industry's environmental impact and are committed to reducing their carbon footprint.

Let's not forget their focus on inclusivity, creating garments that cater to a diverse range of body types and skin tones. They understand that fashion should be accessible to everyone, regardless of gender, size or background, and are actively working to make this a reality.

I could go on and on as it really is so refreshingly different.

This week, we feature a few of these names who are the driving force behind the changing face of fashion and deserve all the support they can get. As consumers, we have the power to shape the future of fashion by supporting emerging designers. Please do your part in supporting their growth. Attend their events, follow them on social media, purchase their designs, spread the word, and collaborate with them however you can. Let's ensure they use fresh and innovative ideas to shape the fashion industry for years.

Love,

*Kanye*

THIS DAY Style

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## THE PLAY ROOM

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Ten Things

“DOMITILLA: THE REBOOT” TO RELEASE 27 YEARS AFTER THE ORIGINAL.

Zeb Ejiro Production Company, FilmOne Entertainment, and Film Trybe have teamed up to produce a new blockbuster movie, “Domitilla: The Reboot,” which will debut in April. It’s an action, crime, and thriller film that depicts the life of prostitutes in Lagos, a sprawling city of about 21 million people. Domitilla, which industry veteran Zeb Ejiro produced, is a Nollywood classic of the 1990s. It’s full of action and suspense as one event sets off a chain of additional events.

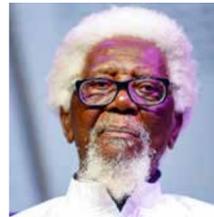


“When we first made Domitilla, it was a story inspired by societal challenges that, over time, have proven to be not only akin to the ‘90s but trans-generational,” says producer Zeb Ejiro. “And so, in recognition of its relevance in these times, we have decided to make a reboot to the story, factoring recent socio-cultural advancements.”

Davido To Tour Three Countries For Timeless Album Release For ‘Timeless’, his highly anticipated studio album, Davido, will perform gigs in three countries. The artiste recently took to his Instagram page to thank his followers and fans for their support since he announced the coming of the music project and the tour.

“London, New York City, Lagos, join me for ‘A Timeless Night’, a special live event where we’ll make memories that will last forever!”

The U.S. concert will be held on April 2, while that of the U.K. will take place on April 5. The singer will hold the Nigerian concert on April 25



DEMAS NWOKO GOLDEN LION FOR LIFETIME ACHIEVEMENT OF THE BIENNALE ARCHITETTURA 2023.

Demas Nwoko, Nigerian-born artist, designer and architect, is the recipient of the Golden Lion for Lifetime Achievement of the 18th International Architecture Exhibition of La Biennale di Venezia entitled The Laboratory of the Future (Giardini and Arsenale, May 20 - November 26, 2023). The decision was approved by La Biennale’s Board of Directors, chaired by Roberto Cicutto, upon recommendation of the Curator of the 18th International Architecture Exhibition, Lesley Lokko.

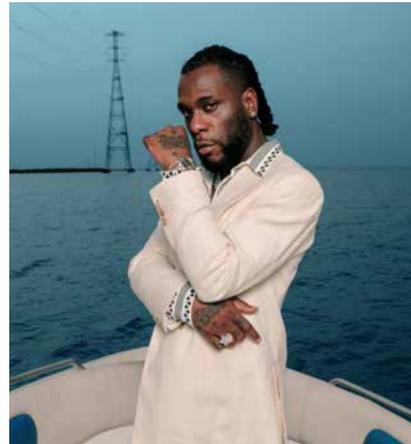
The awards ceremony and inauguration of the Biennale Architettura 2023 will be held on Saturday, May 20, 2023, at Ca’ Giustinian, headquarters of La Biennale di Venezia.



U.S. VICE PRESIDENT KAMALA HARRIS BEGINS TOUR OF AFRICA IN GHANA

Vice President Kamala Harris has arrived in Ghana for the start of a weeklong visit to Africa intended to deepen U.S. relationships amid global competition over the continent’s future.

“We are looking forward to this trip as a further statement of the long and enduring very important relationship and friendship between the people of the United States and those who live on this continent,” Harris said.



BURNA BOY TO PERFORM AT THE CHAMPIONS LEAGUE FINAL

GRAMMY® Award-winning and multi-platinum selling singer, songwriter and producer Burna Boy will co-headline the 2023 UEFA Champions League Final Kick-Off Show by Pepsi® at the Atatürk Olympic Stadium in Istanbul on Saturday, June 10.

Known for his global chart-topping hits Last Last and It’s Plenty, the Nigerian star will bring his energy and signature soulful vibes of afrobeats to millions of fans before the biggest club fixture in football gets under way. Now in its seventh year, the UEFA Champions League Final Kick-Off Show by Pepsi® – formerly known as the UEFA Champions League Opening Ceremony – unites music, sport and culture through a show-stopping performance.



AYRA STARR IS THE FIRST NIGERIAN FEMALE ARTIST TO SURPASS 100 MILLION STREAMS ON SPOTIFY

Ayra Starr has made history as the first female Nigerian singer to surpass 100 million streams on Spotify. This is according to a tweet by Chart Data.

“@ayrastarr’s “Rush” becomes the first solo song by a female Nigerian artist to surpass 100 million streams on Spotify”, the tweet read.

Reacting to it, Ayra Starr noted how things that were once a dream were becoming her reality.

“The things that were once just dreams”, she tweeted.



PAYSTACK CEO SHOLA AKINLADE ACQUIRES MAJORITY STAKE IN DANISH FOOTBALL CLUB

The Co-founder and Chief Executive Officer of Paystack, Shola Akinlade, has bought a 55 per cent stake in a second-division Danish club, Aarhus Fremad. The 76-year-old Danish club will become a sister club to Sporting Lagos FC, a Lagos-based football club in the Nigeria National League founded by Akinlade in 2022. According to a statement by Sporting, the deal will create opportunities for European exposure for its best teams and further help its efforts to develop youth football in the country.

Speaking on the acquisition, Akinlade said, “I am truly honoured and excited to embark on this new chapter with Aarhus Fremad and further our shared commitment to engaging and empowering local communities.”

NDIDI NWUNELI APPOINTED AS DIRECTOR OF STANBIC IBTC

IBTC has announced the appointment of Mrs Ndidi Nwuneli as the new Independent Non-Executive Director following the receipt of all required regulatory approvals. She will replace Ms Ngozi Edozien, who retires from the Board of the Company after completing her regulatory prescribed tenure in compliance with the CBN’s new circular dated February 24, 2023. Nwuneli is an expert in social innovation, agriculture, nutrition, and youth development, with over 25 years of international development experience, and is a recognized serial entrepreneur, author, public speaker, and consultant. She was the pioneer Executive Director of the FATE Foundation, supporting young entrepreneurs to start and scale their businesses.



DAVIDO TO TOUR THREE COUNTRIES FOR TIMELESS ALBUM RELEASE.

For ‘Timeless’, his highly anticipated studio album, Davido, will perform gigs in three countries. The artiste recently took to his Instagram page to thank his followers and fans for their support since he announced the coming of the music project and the tour.

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SIMI BECOMES THE FIRST FEMALE ARTISTE IN AFRICA TO HIT 100 MILLION PLAY ON AUDIOMACK.

In similar news to Ayra Starr, Nigerian singer Simi Ogunleye had broken a record by becoming the first female artiste to get 100 million plays on audiomack. She took to her Instagram page to share the good news.

“@audiomackafrica, thank you so much for the honour. First female to get 100 million plays on audiomack. I like it very much. Thank God for growth, and thank God for my amazing fans for always supporting me.”



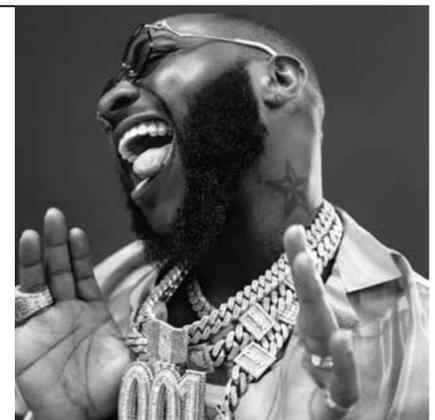
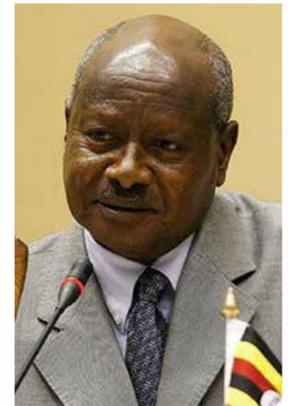
UGANDA PASSES ANTI-HOMOSEXUALITY BILL

Ugandan lawmakers have approved stringent anti-gay laws, making some crimes punishable by death and imposing up to 20 years in prison for people identifying as LGBTQ+.

According to the bill, the death penalty can be invoked for cases involving “aggravated homosexuality” – a broad term used in the legislation to describe sex acts committed without consent or under duress against children, people with mental or physical disabilities, by a “serial offender,” or involving incest.

As well as making merely identifying as gay illegal for the first time, friends, family and community members must report individuals in same-sex relationships to the authorities.

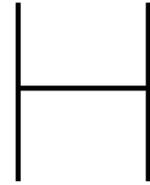
“A person who commits the offence of aggravated homosexuality and is liable, on conviction, to suffer death,” read the amendments, which were presented by the chairperson for legal and parliamentary affairs, Robina Rwakoojo. Lawmaker Asuman Basalirwa introduced the Anti Homosexuality Bill 2023 to parliament, saying it aims to “protect our church culture; the legal, religious and traditional family values of Ugandans from the acts that are likely to promote sexual promiscuity in this country.”





TANIA OMOTAYO

## THE ULTIMATE LADY'S GUIDE TO MIXING AND MATCHING PRINTS .



Hey, you! Yes, you! Quit playing it safe with how you define your style. This year is a golden opportunity for you to step out of your comfort zone and experiment. And one of the best ways to do this is to ditch plain clothes and opt more for printed ones. Contrary to what you might think, styling prints is relatively easy. In addition to their versatile function, prints are a great way to add a touch of personality to your wardrobe. To give you an extra dose of confidence the next time you wear print dresses, here are a few tips to help turn the streets into your runway.

By **Shola-Adido Oladotun**

### IT TAKES THE RIGHT PRINTS TO TANGO

A rule of thumb when mixing and matching prints is to choose patterns that complement each other. There are two ways to do this: select prints that share either same pattern or colour.



VANESSA COLE

### USE SOLID COLOURS

Sometimes, it takes the right colour to add that "Yass" effect to an outfit. This is true because you can always use solid colours to break up an outfit. Trust us, a printed dress with a solid-coloured blazer or cardigan would look more polished and put-together.

### A LITTLE BIT MONOCHROME

If you are in doubt about how to match a print, you can stick to a single pattern. However, you could choose a different print for your accessories if you want a more interesting style.

### VARY THE SIZE OF THE PRINTS

Varying the size of the prints can also create a dynamic outfit. Let's say you want to wear a large floral print dress with a smaller polka dot scarf or accessory. This will help balance out the outfit and prevent it from looking too busy.



FALANA



CECILE FAKHOURY



## PPOIZN GOES TO PARIS

Paris Fashion Week is always the place to be if you want to catch a glimpse of the latest fashion trends and styles. And this year, one brand that caught the attention of everyone was the Nigerian fashion brand, Ppoizn, which made its Paris debut during an off-site runway event organised by Flying Solo, New York.

Founded by talented designer Ify Umeniyora, Ppoizn is a new and emerging fashion brand that has already taken the fashion world by storm. The brand's collection showcased at the Paris Fashion Week was a testament to the designer's creativity and unique perspective on fashion. The collection featured various pieces, from standout jackets and pants to intricately detailed dresses and skirts.

What sets Ppoizn apart from other fashion brands is its innovative use of materials and texture to create eye-catching, edgy and sustainable pieces. The attention to detail was evident in every piece, with intricate embroidery and beadwork adding an extra touch of elegance.

The colour palette of the collection was also noteworthy. The designer chose bold and vibrant colours like purple and red, adding a unique and playful element to the collection. The collection's versatility also stood out, with many pieces that can be styled in different ways to suit different occasions.

Another notable aspect of Ppoizn's collection was its inclusivity. The designer made sure to include pieces that cater to different body types and sizes, sending a message of body positivity and inclusivity.



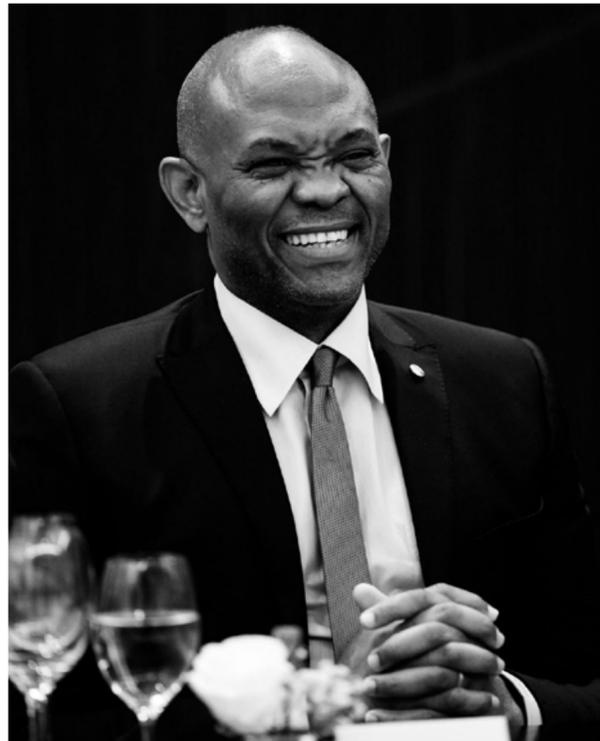
# THE YEAR OF TONY

By Yomi Owope

He stepped out of his black S63 AMG and onto the snowy pavement of the Congress Centre at the World Economic Forum in Davos. Dressed in a black overcoat, custom-made suit and trademark red tie, the Nigerian business mogul exuded confidence and charisma with every step he took. As he made his way through the busy centre, heads turned, and a few wondered who this Black African businessman was. World leaders, CEOs, and celebrities wanted to shake his hand and get a photo op. Tony Elumelu had arrived.

Tony Elumelu is a man of many parts - a banker, oil and gas magnate, electricity sector leader, power dresser, celebrated CEO, mentor, philanthropist, and Instagram sensation. One minute he's all business, attending a board meeting in Abuja or paying a site visit to a power plant in Ughelli; the next, he is playing daddy with the kids or taking a mirror selfie in an elevator. Elumelu, who turned 60 in the past week, has had an incredible journey that has led him to become one of Africa's most influential figures in business and philanthropy. Not your average Nigerian board Chairman, he gives you a front-row seat to his life, from home to the gym, the office, having afternoon tea on a flight, or merely crossing the street in New York. It is safe to say Elumelu's charismatic personality and unique approach to business have won over a younger generation. But don't let all the pizzazz fool you. Behind the jet-set lifestyle, gilded mansions, and perfectly curated social media pages is a lot of hard work and toil; Tony will tell you his journey has not been an easy one. Never uneasy about sharing anecdotes about his humble beginnings, he is eager to remind young people where he came from, often posting photographs from decades ago as he reflects on his journey through the years. Famed for his hands-on approach to work and a keen eye for talent, some of his closest associates have been with him for decades, choosing to stick it out with him from the days when he transformed the distressed Standard Trust Bank into a top-five financial services player. "Success does not always breed success," he said at a recent speech to executives at Heirs Holdings, "The greatest enemy of leadership is living in one's own bubble - thinking everything is going right - ignoring external perspectives, giving in to complacency."

Elumelu's background in economics and finance has continued to be the foundation of what he truly believes Africa can be. In the past, he has highlighted his belief in the power of banking to drive economic development: "Banking is the oxygen that drives the engine of the economy," he said. He has also made his mark in the oil and gas and power sectors, becoming a leading industry figure and helping drive Nigeria's economic growth. He has spoken passionately about investing in Nigeria's natural resources to drive economic development, saying, "Nigeria has the potential to become a leading player in the global energy market. It's up to us to make that vision a reality." He has also expressed his frustrations - and hopes - about the Nigerian power sector, issuing a rare public reprimand last year about governments seeming inability to address perennial problems in the energy sector. He spoke recently about the importance of sustainable energy and his belief in the power of innovation to drive change. "We need to think



*Not your average Nigerian board Chairman, he gives you a front-row seat to his life, from home to the gym, the office, having afternoon tea on a flight, or merely crossing the street in New York.*



about how we can create energy solutions that are affordable, reliable, and sustainable", he said.

As a silent power broker in business and politics, Tony Elumelu is one of a handful of business leaders who have had the ear of every president since 1999. This probably explains why he received a private visit from President-elect Bola Ahmed Tinubu mere days after winning the 2023 elections. But Elumelu's influence extends far beyond the business world - he is also a mentor and philanthropist who has, since 2010, dedicated substantial time and resources to empowering the next generation of African entrepreneurs. Elumelu has spoken passionately about the importance of investing in Africa's youth. "Entrepreneurship is the key to unlocking Africa's potential", he said in a past interview. "By empowering entrepreneurs and supporting their businesses, we can create a more prosperous, more equitable future for all Africans".

Among Tony Elumelu's notable qualities are his love for family and his impeccable dress sense. He has spoken publicly about these aspects of his life, emphasizing their importance. When it comes to fashion, Elumelu believes that dressing well is crucial

for success, as it not only makes you look good but also helps you feel confident and stand out in a crowd. He has carefully cultivated his style, which is often described as urbane, with a preference for tailored suits and classic accessories. On the other hand, Elumelu's family is central to his life. "Family is everything to me," he says, "they are my support system, my inspiration, and my motivation to keep pushing forward."



*As a silent power broker in business and politics, Tony Elumelu is one of a handful of business leaders who have had the ear of every president since 1999.*

A true pioneer in African business, who has dedicated his life to creating long-term sustainable wealth on the continent, the father of "Africapitalism" - the idea that the private sector can and should play a key role in driving economic development in Africa - has inspired countless others to follow in his footsteps. At 60, we have a feeling that the best is yet to come.

# embrace equity

## Access Bank International Women's Day Conference 2023

Think  
Embrace Equity



The 2023 Access Bank International Women's Day Conference started with a pre-event activity, where the W Initiative of Access Bank recognized and awarded four phenomenal women who have shown strength, resilience, excellence, and outstanding contributions in their various fields.

On March 23rd, 2023, experts, leaders, advocates, and captains of industry from various walks of life gathered to discuss ways in which we can all embrace equity at the 2023 IWD Conference held in Eko Hotels & Suites.

According to this year's theme, Embrace Equity, the conference aimed to explore strategies and initiatives to close this gap and create a more equitable future. The issues faced by women and girls in accessing technology and possibilities in the tech industry, as well as the need for more inclusive policies and programs to facilitate their growth, were thoroughly explored and addressed.

The highlight of the event includes a keynote speech from the wife of the Vice President, Her Excellency, Mrs. Oludolapo Oshibajo, remarkable speeches from the First Lady of Ondo State, Chief (Mrs.) Betty Anyanwu-Akeredolu, Chairman, Access Bank Plc, Dr. Ajoritsedere Awosika, Group CEO, Access Corporation, Dr. Herbert Wigwe, and a host of other VIPs. Loud Urban Choir, a Nigerian choral musical ensemble, and Ara, a female talking drummer and cultural ambassador of the Ife, provided the guests with amazing musical entertainment. The conference was also supported by The W Experience Center, which gave several SME vendors, Zaron, Dew, Healthtracker, and Oriki, the opportunity to exhibit their products and services.

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# TRENDSETTERS

## CHANGING THE FACE OF FASHION

By Shola-Adido Oladotun

Within the past ten years, the world has witnessed tremendous growth in the Nigerian fashion industry. The shift from relying solely on westernised elements in telling our fashion stories to incorporate ingenious designs and techniques has shed a spotlight on the Nigerian fashion scene, slowly pushing us towards becoming a major player in the global space.

At the frontlines of this relatively new indigenous wave of authentic storytelling via fashion are several Nigerian designers. Whether it's the use of old fabrics to create fashion-forward pieces or shattering gender norms, these designers have found a way to not only set the bar for creativity but also serve as a beacon of hope for a realm of positive possibilities for the nation.

To celebrate how far we have come, here are trendsetting designers you should know about and definitely look out for this year.

### Fruche Official

Four words are synonymous with this design brand: the power of feminism. Having begun making waves with its unique and innovative designs in 2014, Fruche Official, under the direction of its founder Frank Aghuno, is widely known for its creative use of fabrics and textures to make outfits that are both edgy and feminine.

Through its experiments with different materials, Fruche Official has always thought outside the box in its execution of garments.

A good example would be the custom bodysuit-cutout black and purple gown worn by Ayra Starr when she performed at this year's Soundcity Awards. Although not new, the idea of having a detachable skirt was simply genius. And don't get us started on the sensational "Ife Baba," a multicoloured handwoven Aso oke Agbada with a crystal applique neckline. Aside from the carefully tailored cutout designs, Fruche's use of bold prints is eye-catching and unique. This probably explains why the brand has had the opportunity to showcase its incredible collections, especially "See Finish," at events such as Lagos Fashion Week, Arise Fashion Week, and GTCO Fashion Week. With its value towards sustainability and embrace of diversity and inclusivity in the fashion industry, we are excited at what disruptive designs this brand has in store.



### Kenneth Ize

Imagine getting the approval of one of the most influential people in fashion. The year was 2019 when Anna Wintour listed the 32-year-old designer as one of the people she was excited for. Well, she wasn't wrong, as he has turned out several designs that have walked the Paris Fashion Week stage, been worn by the legendary supermodel Naomi Campbell, and been featured in international editorials.

What sets Kenneth apart from the thousands of his peers is his command of fabric, the aso-oke print, to be precise. How he draws modern and fresh designs for a traditional material often referred to as "old school" is astounding. Although he announced taking a break sometime last year, he made a comeback on January 15th, 2023, through his fall/winter collection, Forward Ever, Backward Never." The idea behind his recent showcase was groundbreaking because it felt like guests had a literal glimpse into who he truly is, thereby seeing fashion in its rawest form.



### Orange Culture

When others choose to zig, Adebayo Oke-Lawal likes to... Scratch that; loves to zag. Shattering gender norms through fashion has always been a value this clothing brand has held since its inception. Through its slogans and colours, the Orange Culture is one of the few Nigerian brands whose works continue to create a blur between male and female, championing the new trend of masculinity. Since its inception in 2011, Orange Culture has earned its way into the Nigerian fashion hall of fame while generating a following among people who appreciate fashion and recognise that it transcends gender norms.

Orange Culture's use of African prints and fabrics is another noteworthy brand feature. The brand's designs combine traditional African textiles with contemporary fashion. This has helped to popularise African fabrics and prints on the global fashion stage and has inspired other designers to incorporate African-inspired elements into their designs.

Recently, the brand released its Fall-Winter collection 23/24, What if Love Never Comes? One might easily describe it as a work of art due to its reinforcement in redefining society's definition of masculinity and offering an elevated view into the concept of "him" or "her." The pieces ranged from prints with different shapes to vibrant colours.

### Sisiano

When Sisiano comes to mind, it's hard not to think of its avant-garde designs that push the boundaries of fashion. The brand's designs are characterised by their bold, dramatic silhouettes, intricate details, and unexpected fabric combinations. Simply put, Sisiano takes the saying go big or go home to heart. His designs are classic examples of what happens when fashion meets dance. Being a self-taught designer, Paolo Sisiano, the eponymous brand's founder, has brought a distinct artist's view to his garments. With his background in dance, he employs a professional style of cutting and draping fabrics, allowing for an innate sense of movement. The fabric choice is very spot on, as seen in the recent collection, "Renewed Timelines." There was a lot of sheer, tulle, and cotton; bringing them together felt very polished and forward.



### Andrea Iyamah

Best known for her well-tailored beachwear bound to make its wearer feel and look sexy, Andrea Iyamah is a Nigerian fashion designer who has made a name for herself in the fashion industry with her unique blend of African and Western aesthetics.

Her designs draw inspiration from her Nigerian heritage and travels worldwide. Her collections often feature traditional African fabrics such as Ankara and Kente, which she incorporates into modern designs to create a fusion of cultures. As mentioned earlier, one of the standout features of Andrea Iyamah's designs is her use of swimwear. Her swimwear is designed to be both stylish and functional, with features such as built-in bras and adjustable straps. She was one of the first African designers to incorporate swimwear into her collections, and her designs quickly became popular among women of all shapes and sizes.



COVER



**Aso**

Pronounced Ah-Shaw! Under the creative direction of renowned makeup artist Aanuoluwa Ajide-Daniels, this up-and-coming fashion brand primarily explores the neo-futurism of fashion.

Taking a different approach to how garments and the industry work, designs from ASO have a certain architectural structure to them, paying close attention to details. In addition to the deviation from conventional norms and the incorporation of strong storytelling, this draws us into the postmodern experience.

During its debut collection, tagged "The Emergence," ASO made it loud and clear that it was ready to disrupt the industry when a duo chrome suit, a man wearing a skirt, and a masculine interpretation of the sweetheart neckline were sent down the runway.



**Tia Adeola**

If there is one thing, we are sure of about this fashion designer, it is her ability to celebrate the everyday woman's body by finding a balance between soft and sexy. Thus, contributing to a society where a woman can feel confident and feminine in what she wears.

Fresh off her New York Fashion

Week show, which included outfits with intricate lace and sheer frilly silhouettes, Tia Adeola is not scared to go up against conservative values by creating several peek-a-boo outfits moments.

From a very impressive showcase of her resort wear at Lagos Fashion Week to causing a positive stir in the global scene, Tia Adeola embodies the popular saying, "Nigeria to the world."



**Imad Eduso**

Imad Eduso's designs are elegant and timeless, with a focus on flattering silhouettes. The brand's collections feature classic and modern styles, emphasising clean lines and bold colours.

With over eight years in the game, Imad Eduso has become the perfect go-to option for women who want to make a statement with their fashion choices while maintaining a sense of sophistication.

She also brings innovations to the industry, referencing her introduction of "Mummy and Me," a collection of dresses for kids and their mothers, and tweed fabric to create unforgettable pieces like the Jackie crop jacket and Tina pants. Don't even get us started on the use of holographic discs and the BECCA jumpsuit that lives rent-free in our minds.



**Hue by Idera**

Every collection from this fashion brand, especially the Spring/Summer 23 collection, screams "Artistic Revolution." The textile, the artwork, the cutting, the draping, the sewing—basically everything—clearly states that an intentional story is being told through the pieces.

Through its designs, Hue by Idera celebrates the vibrancy and diversity of African culture, offering several versatile pieces. It also helps that functional yet stunning accessory like the DIDDION bucket bag complement pieces.

The ROPE dress exhibited at the GTCO Fashion Weekend is an outfit that stands out for all the right reasons. Using an unconventional material to achieve a beautiful, well-structured design is genius.



**Ugo Monye**

Every collection from this Ugo Monye is a menswear designer, a fashion visionary, and an artist in every sense of the word. His designs blend cultural heritage, contemporary elegance, and cutting-edge technology.

He celebrates the beauty and richness of Nigerian culture while still being modern and sleek. In contemporary designs, his innovative use of traditional fabrics, such as the Adire, Aso-Oke, and Akwete, sets him apart from other fashion designers.

His recent collection, Konipari, is a testament to his vision of elevating menswear from an indigenous perspective. The use of pastel colours and patterns embodied luxury in its finest form.





LEFT TO RIGHT ONYINYE OJOKORO, TENIOLA ALADESE, ZEB EJIRO, UZOAMAKA ANIUNOH, EJIRO ONOJAIFE, CHIOMA OKAFOR

## HOW DOMITILLA: THE REBOOT IS HIGHLIGHTING THE DANGERS OF SEX WORK IN NIGERIA

Behind the glitz and glamour of Lagos' bustling nightlife, a dark reality looms for young girls who are lured into the world of sex work. This reality is the subject of the highly anticipated release of 'Domitilla: The Reboot', a film that serves as a stark reminder of the challenges these girls face in Nigeria's sex industry. As the film hits theatres this weekend, it is clear that the issue of sexual exploitation in Nigeria is one that cannot be ignored. Despite sex work being illegal in Nigeria, it remains a prevalent occupation in many urban areas, with young girls often being coerced or forced into it.

By Yomi Owope



UZOAMAKA ANIUNOH

Poverty is a vicious cycle that feeds prostitution in Nigeria, and young girls from impoverished families are often the most vulnerable to its clutches. The lure of coming to big cities like Lagos and Abuja is high; higher still is the cost of living in these cities, with limited access to even necessities like food, shelter, and clothing, many young girls feel they have no other option but to sell their bodies to survive. For many, the promise of quick cash and an escape from destitution is the only way out. The sad reality is that without proper education and job opportunities, these girls are trapped in a cycle of poverty and exploitation that can have devastating consequences.

The world of sex work in Nigeria is murky, and young girls are often lured into it, in part, through human trafficking. Traffickers exploit their vulnerabilities, promising them a better life in the city or abroad, only to force them into the sex industry once they arrive at their destination. This creates a cycle of debt bondage, where the girls are trapped in sex work to pay off their travel expenses. Once they are trapped, they face a host of dangers, from physical and sexual assault to contracting sexually transmitted infections and murder through ritual killings.

The release of 'Domitilla: The Reboot' is a poignant reminder of the complex issues surrounding sex work in Nigeria, particularly for young girls. Poverty, human trafficking, and limited access to education and economic opportunities create a vicious cycle that traps many girls in prostitution and sex slavery. While we must address these root causes to create a safer and more equitable society in our country. It's equally important to acknowledge the nuanced experiences of those involved in sex work and strengthen law enforcement around violence against women while providing economic opportunities for women and girls. By approaching the issue with empathy, compassion, and a commitment to dismantling systemic oppression, we can move towards a society where all women and girls can live with dignity and respect.



LAMIDE



MAKIDA MOKA ONYEKWELI



TUBOBERENI

## LESS IS MORE: EMBRACING MINIMALISM IN FASHION

In an ever-evolving world filled with many fashion trends, there will come a moment when you need to shut them out and adhere to the timeless saying, "Less is more." Certain occasions will require you to stick to only neutral colours, ditch bulky accessories, and select design pieces that are not avant-garde. In other words, "keeping your style minimal." Minimalism is a concept in the fashion industry that is slowly gaining traction among its members. If you are relatively new to this term, here is the ultimate starter guide.

By Shola-Adido Oladotun

### Stick to a Simple Colour Palette

Again, minimalist fashion is all about keeping things simple. So, sticking to a simple colour palette like black, white, grey, and beige is perfect for a minimalist wardrobe. These colours are easy to mix and match, and they create a classic, effortless cool look.

### Back to the basics

Investing in quality basics, such as a classic little black dress, a well-fitting blazer, or a tailored coat, is important when building a minimalist wardrobe. These clothing pieces' versatility provides several timeless pairing options.

### Hello, Simple Accessories

Don't assume you should not use accessories because it's a minimalistic fashion—simple pieces like stud earrings, a sling bag, or a watch complement your outfit. Remember to avoid excessive jewellery or bulky accessories that may overpower your outfit.

### Limit Patterns

Minimalist fashion entails patterns limitation. Clothes with a simple, minimal pattern or no pattern should constitute about sixty per cent of your wardrobe. This helps create a clean and polished look.

### Cluttering... Who?

Less is more! Keep your outfits simple and uncluttered. Simply put, avoid excessive layers or accessories. Instead, focus on creating a clean, polished look.

### Sustainable materials all the way

Fun fact: sustainability is an essential aspect of minimalist fashion. Choose clothes made from sustainable materials such as organic cotton, linen, or bamboo. These materials are eco-friendly and long-lasting, aligning with minimalist principles.

### Functionality is bae

Is this piece functional? This should be your question if you want to explore minimalist fashion. Choose clothes that are comfortable and easy to wear. Fussy details or excess embellishments that can make an outfit feel cluttered should be avoided at all costs. Prioritise clothes that are easy to move in and are appropriate for different occasions.



DERIN ODUGBESANTHOMAS



TITI FOWORA

# TURN YOUR DENIM INTO THE ULTIMATE CHIC WEAR

By Shola-Adido Oladotun



KIKI OJEWALE



There is no disputing the fact that denim is a trend that is here to stay. Having gained major popularity in the early 2000s, denim has won the hearts of millions worldwide, making it a staple in every wardrobe.

However, due to its popularity, styling denim can often be steered in a basic direction. For example, sometimes, when we think of denim, our minds immediately go to pairing a denim jacket with a white tank top and cargo pants. What if we told you there were ways for you to stand out, turning the timeless piece into your ultimate chic wear?

### Customise your denim

Customising denim is one of the best methods to transform it into the ultimate chic wear. You can add patches, embroidery, or even paint to make a pair of jeans or a jacket unique and personalised. This is an excellent opportunity to demonstrate your originality and creativity.

### It's raining textures.

Denim is a versatile fabric that can be used with various textures to create a sophisticated and intriguing design. You can step up your style game by pairing your jeans with a silk blouse or a cashmere jumper. You can also add a leather jacket or a faux fur vest to complete the look.

### Try different cuts and styles.

With a range of shapes and styles, including narrow, wide-leg, high-waisted, and low-rise denim trousers, try to find the one that best suits you. You can opt for a denim jumpsuit or a denim dress for a distinctive and attractive style.

### Accessorise with statement pieces.

Accessories can transform any ensemble from ordinary to extraordinary, and denim is no exception. Accessorise your denim look with a dramatic belt, eye-catching earrings, or a big necklace. These accessories may give your ensemble a splash of colour and individuality, helping it stand out from the crowd.

### Dress Up

This is a friendly reminder that denim does not have to be worn casually. It can be dressed up for a more formal occasion with the correct styling. For example, if you want to go in a beautiful and classy style, pair your denim jeans with a blazer, heels, and a clutch. You can also add some glitz to your look by wearing dazzling jewellery.

### The more, the merrier

Listen up! Denim doesn't have to be blue. Experiment with different colours, such as white, black, or pastels. These colours can give your denim style a fresh and trendy spin. Mix and match different denim colours for a bold and fashionable look.

### Use denim as a statement piece.

Use a denim jacket or skirt with a simple t-shirt or blouse to make denim a statement item. This might result in a daring and attractive ensemble that will turn heads.

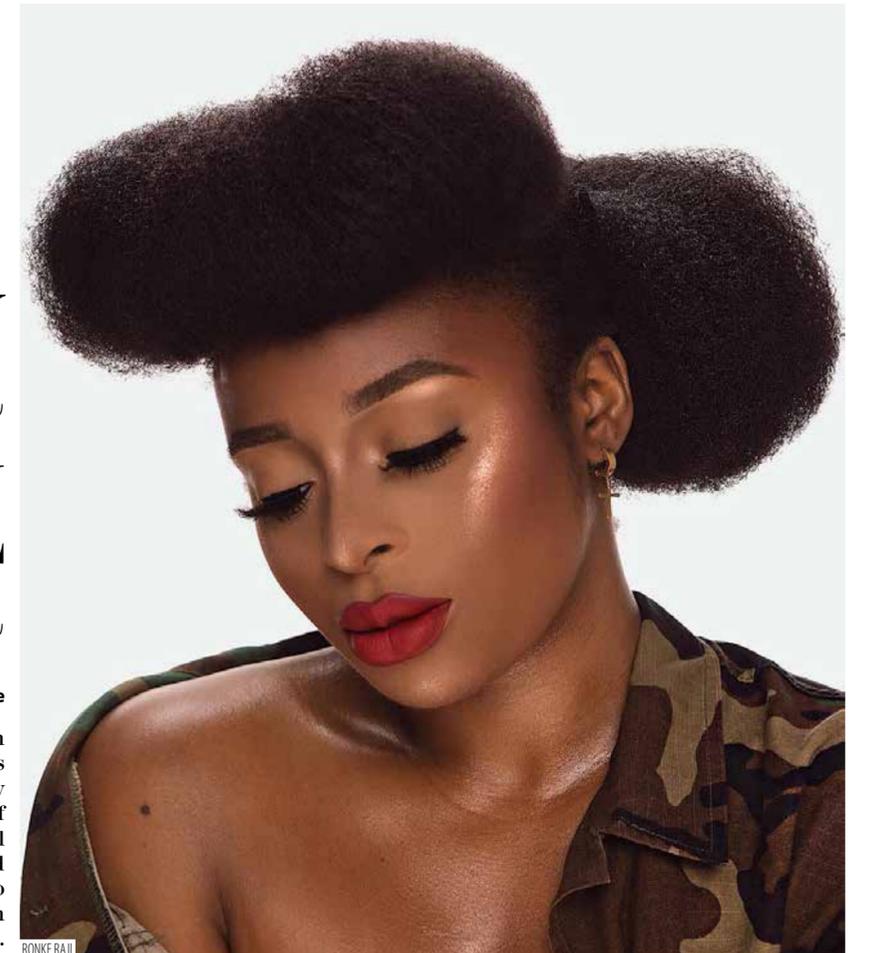


DERIN ODUGBESANTHOMAS

# 5 KEY HACKS FOR MAINTAINING NATURAL HAIR

By Bukola Amoboye

Natural hair seems glamorous from afar until you decide to give it a try. It's even worse when you have extremely coarse and porous hair. Regardless of all this, natural hair is really beautiful when properly maintained. Need help maintaining yours? Or scared to transition? Here are five things you can do to help you get started.



RONKE RAJI



BEVERLY NAYA

**Wash your hair in sections:** It might seem a bit stressful, but depending on the volume of your hair, it is best to wash it in sections. This helps to prevent excessive knotting and tangling. So divide your hair into parts, wash each, and twist before moving to the next section.

**Conditioning:** You should condition your hair at least once in two weeks. You can use ready-made conditioning products or DIY conditioning masks depending on what you want to achieve, moisture, growth, etc.

**Use the right Shampoo:** Keep off shampoo and conditioners that contain sulphur. Many shampoos and conditioners contain sulphur, resulting in frizzy hair and dry scalp. Check the ingredients in your shampoos and ensure it doesn't contain sulphur. Go for moisturising or oil-based shampoos and conditioners.

**Leave-in Conditioner:** The importance of leave-in conditioners cannot be overemphasised. Natural hair is extremely prone to dryness; from a dry scalp to the hair itself, it takes a lot to lock moisture in. One of the ways to prevent dryness is to frequently use a leave-in conditioner. If your hair is going to be left open during the day, use a leave-in conditioner in the morning before heading out and carry a spray bottle containing some water mixed with conditioner along with you.

**Lock-in Moisture Overnight:** To avoid waking up to frizzy hair, moisturise your hair thoroughly with leave-in conditioner and oils like coconut oil, olive oil, castor oil, etc., twist, and cover with a satin scarf or bonnet overnight.



APHOGEE

SUAVE SHAMPOO

VITAL NATURAL BEAUTY SHAMPOO

MIELLE LEAVE-IN CONDITIONER

CANTU FOR NATURAL HAIR

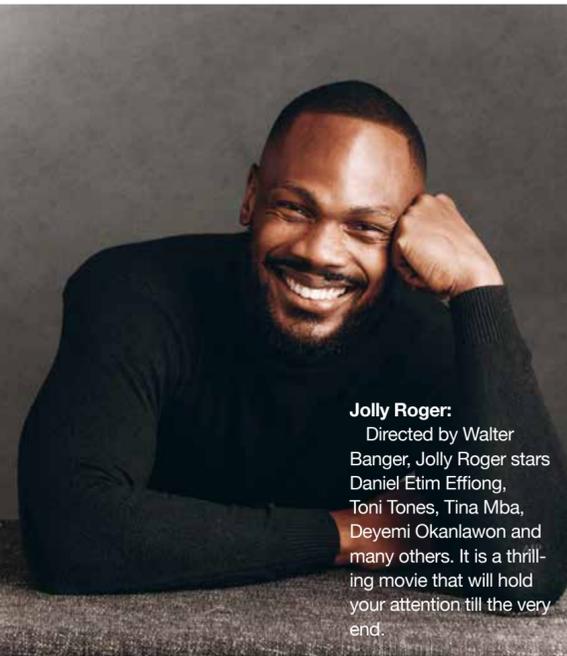
WIDE TOOTH DETANGLING COMB

SHEA MOISTURE JAMAICAN BLACK CASTOR OIL STRENGTHEN RESTORE TREATMENT MASQUE

# 7 MUST-SEE MOVIES TO ADD TO YOUR WATCH LIST

From Nollywood's 'Shanty Town' to Hollywood's 'Antman and The Wasp: Quantumania' and Bollywood's 'Pathaan', movie lovers have had quite the joy ride in the past three months of this year alone. But here's the thing, there's more! Here are seven movies you should totally add to your watch list!

By **Bukola Amoboye**



**Jolly Roger:**  
Directed by Walter Banger, Jolly Roger stars Daniel Etim Effiong, Toni Tones, Tina Mba, Deyemi Okanlawon and many others. It is a thrilling movie that will hold your attention till the very end.



**Murder Mystery 2:**  
Arguably one of the most anticipated sequels this year, Murder Mystery stars iconic comedy duo Jennifer Aniston and Adam Sandler, who play a slightly dysfunctional couple that manages to get entangled in murder cases. It will be released on Netflix on March 31 and promises to be worth the hype!

**The Wait:**  
Available on Netflix since January 13, The Wait tells the moving story of different people in their waiting season. It is a captivating and emotional drama that many people can relate to. It stars Nse Ikpe-Etim, Deyemi Okanlawon, Meg Oتانwa, Ini Dima-Okojie, and many more. You should definitely add it to your watch list and see it if you haven't.



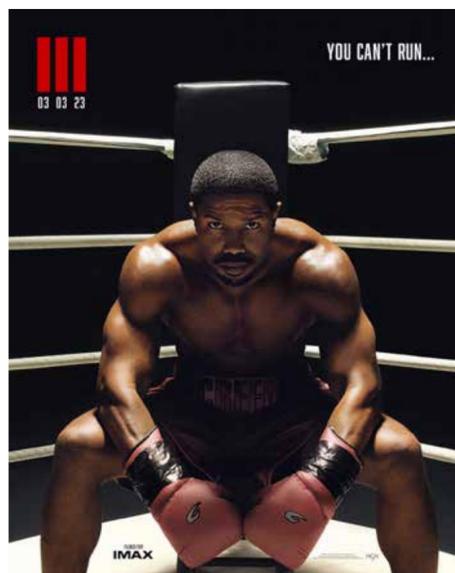
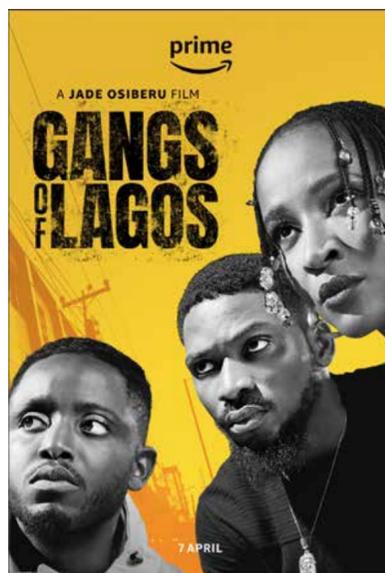
**Strangers**  
Based on real-life events, a young boy's life changes forever when he receives help from strangers with the means to cure a life-long disease. Released on Netflix on March 16, it quickly took the number one spot on trending movies on the streaming app.



**John Wick (Chapter 4):**  
Very few movies this year can hold a candle to this one as the most anticipated movie of 2023. Since the release of its third installment in 2019, fans have been eagerly waiting for the next in the series, and it finally came to us on Friday the 24th. Starring 'The Matrix' himself, Keanu Reeves, this one promises to be even better than its prequels and is out in cinemas Nationwide.



**Gangs of Lagos**  
Prime Video came with one intention; to drag attention to Netflix, and so far, they are doing a pretty good job. Gangs of Lagos will begin streaming exclusively on Prime Video on April 7. Open up your wallets, people; it's time to subscribe!



**Creed III**  
Released in Nationwide cinemas on March 3, Creed III is the third instalment in this series and sees Hollywood's heartthrob, Michael B. Jordan, retain his role as Adonis Creed.



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