MARY OJULARI
DRIVING MERCEDES BENZ CORP!

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EDITORS LETTER

A Whole New World

The article you all must read this week is the one titled “Will AI be the End of Nigerian Fashion Jobs?” It took me right back to the very first time I saw an AI-generated image. I think it was MaltX Africa’s Virtual Fashion show for seniors. It was a moment that opened my eyes to the transformative power of technology and a reminder that the world is indeed changing at a breakneck pace. As I delved deeper into this digital discovery, my curiosity led me to explore more about its astounding creative capabilities. From writing to art, codes, videos, and even music, the possibilities are boundless. And what’s even more interesting is that it seems everyone is on to it lately. And just as expected, this rapid rise has begun to spark intense debates about its effect on the job market, particularly in the fashion and lifestyle industry. Some argue it will create new jobs and opportunities, while others fear widespread job loss and automation. Amidst the uncertainties, it’s important to remember that AI can enhance creativity and innovation. Catwalk images are a vivid reminder that the future is upon us. For me, my stand lies somewhere in the middle. I believe the nature of work will undoubtedly undergo a transformation, but complete job replacement is highly unlikely. Yeah, I might be wrong, but my gut tells me that would be the case globally. The Nigerian landscape is no exception to this, even though it remains a bit uncertain if our society is fully prepared to embrace the advent of AI. Whatever the case, one undeniable fact remains—there is a need for us to adapt and seize opportunities. To do this, we need to adapt and seize opportunities we present, the better for us all. In this age of transformative technology, the key to success lies in our ability to be adaptable. The future of work holds promise for those who are willing to learn new skills and adapt to changing circumstances. It is no longer enough to rely solely on traditional expertise. Imagine a world where you can harness the power of AI to instantly generate engaging content in just a few seconds. I tell you, the potential for creativity and productivity is truly immense. You need to try it to believe it. Now before you get too excited, remember that we must remain mindful of the delicate balance between human ingenuity and AI automation. While machines can perform repetitive and mundane tasks with exceptional efficiency, they lack the essence of human emotions, intuition, and empathy. It is this unique blend of human qualities and AI assistance that will shape the future of work. For those unsure about the uncharted territories of the future of work, let us remember that progress is not without its challenges. For now, it is crucial for governments, educational institutions, and businesses to collaborate in preparing our workforce for the AI-driven world. By equipping individuals with the skills necessary to thrive in this new era, we can ensure a smoother transition and minimize any adverse effects on employment. For one, am really excited about this, and I hope you are too. The journey into this brave new world is at its beginning, and I cannot wait to see what wonders it holds. Love,

Love,

Love,
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D’USSE COGNAC GLOBAL BRAND AMBASSADOR HOSTS COCKTAIL EVENT IN LAGOS

D’USSE cognac, the premium French cognac brand, recently hosted a successful event at Kaly, an upscale Restaurant & lounge in Lagos. The event had in attendance Global Vice President of Marketing D’usse, Jennifer Pisciotta, Sherwin Robinson Vice President of Marketing/ D’usse, Roc nation, Larry Gaga, Obi Ajuonuma (DJ Obi), Didi/John of Cool FM, Ify Okoye, Michael Ugwu, Tayo/ Eltin Efiong, Aneef Abdul, Onyeka Ugwu and other top media, music, Realities and hospitality executives.

The event’s highlight was a masterclass held by Sullivan Doh, the Global Brand Ambassador for D’USSE Cognac, who educated attendees on the different variants of D’USSE Cognac, including VSOP and XO. The attendees were treated to an immersive experience, learning about the unique qualities of each variant and how they can be best enjoyed.

The event was a great success, bringing together individuals from different industries to enjoy an evening of luxury and entertainment. D’USSE Cognac continues to be a leading brand in the cognac industry, and events like this only serve to solidify its reputation as a premium and sought-after brand.

In celebration of a visionary leader and torchbearer for Nigeria’s financial markets - Aigboje Aig-Iraborhuede CON, Honorary Fellow, Chartered Institute of Stockbrokers and Chairman, Coronation Group.

Aigboje Aig-Iraborhuede, Chairman of Coronation Group, officially announced the Group during the Nigerian Exchange Group’s Closing Bell Ceremony, following his investiture as an Honorary Fellow of The Chartered Institute of Stockbrokers on Wednesday June 21st, 2023.

ARE LUXURY HANDBAGS A GOOD INVESTMENT?

The allure of luxury handbags has always been undeniable. These exquisite accessories elevate our style and make bold statements about our taste and sophistication. Beyond their aesthetic appeal, however, a question lingers in the minds of many fashion enthusiasts: Are luxury handbags a good investment? The answer lies in the eyes of the beholder. Some argue that these exquisite accessories are nothing more than expensive status symbols, while others insist they can be lucrative investments. While their financial worth may vary, their intrinsic value in terms of artistic expression, rarity, and emotional satisfaction cannot be understated. And so, whether you’re a fashion aficionado or an investor seeking diversification, your next luxury handbag might be the perfect marriage of style and financial savvy. These days carrying your investments has never been so fashionable. However, for insightful tips to consider when shopping for luxury handbags if you are one of those still trying to make a decision, keep reading.

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WILL AI BE THE END OF NIGERIAN FASHION JOBS?

Going by global trends, a new player has emerged to disrupt the status quo in the creative landscape, where art, culture, and fashion seamlessly intertwine. Artificial Intelligence, often hailed as the harbinger of a technological revolution, is now making its presence known and is slowly finding its way into the Nigerian fashion and creative industry. With its ability to learn, adapt, and mimic human behavior, AI has begun redefining the creative industry. With its ability to learn, adapt, and mimic human behavior, AI has begun redefining the creative industry.

The opportunities are endless. By embracing AI as a collaborative partner, designers and artisans can unlock new realms of creativity, efficiency, and personalisation. A symbiotic relationship between human intuition and AI’s analytical prowess has the potential to reshape the industry, inspiring breathtaking designs that capture the essence of Nigerian artistry while embracing the possibilities of the digital age.

So, let us not fear the rise of the machines but instead harness their power to create a future where technology and creativity coexist harmoniously, propelling the Nigerian fashion and creative industry to new and unprecedented heights. The stage is set, the spotlight awaits, and the world is watching as the dance between man and machine commences, captivating and inspiring in equal measure.
REDEFINING BANKING EXCELLENCE IN WEST AFRICA
with an industry-first-ever Access Bank American Express Cards.

Access Bank, in collaboration with American Express, would be the first ever Nigerian bank to issue the American Express® Gold Card and Metal Platinum® Card in West Africa, significantly impacting the banking industry. The event at Access Towers on June 8th, 2023, brought together industry leaders and experts. This collaboration showcased Access Bank's commitment to innovative solutions and customer-centric banking, setting new standards of excellence in the industry.
You have significantly excelled as an entrepreneur and a woman in business; tell us what the journey has been so far. Take us through your beginnings to date.

My name is Aderinola Mary Ojulari, and I am the Managing Director at Weststar Associates Limited. Weststar is the sole authorised general distributor for Mercedes-Benz in Nigeria.

Regarding my journey, I started my audit career over 20 years ago at KPMG UK. After three years of training, I moved to Baze Group PLC, one of the largest hospitality companies in the UK, and then to WHBread PLC UK, which is also one of the largest companies in the hospitality sector in the UK. At both companies, I worked as a Management Accountant, where I analysed financial data to assist business managers with making financial decisions for the business.

In 2006, I joined the British Broadcasting Company (BBC) as an analyst. At the BBC, I was exposed to working in different divisions and shared best practices across divisions. 2009 I was promoted to Business and Corporate Planning Manager in the corporate finance division. This role enabled me to work in all eighteen divisions of the BBC. My experience at the BBC was instrumental to my career growth as I learnt the importance of stakeholder management, negotiation and influencing, leadership and crisis management.

I relocated to Nigeria in 2012 and joined CNBC and Forbes Africa, where I worked as Chief Financial Officer for West Africa for five years. In addition, I was responsible for the Administration and Human Resources divisions for West Africa before joining Weststar in 2017. Shortly after joining Weststar, the Deputy Managing Director position was created for me in 2018, and in the same year, I joined the Board of the European Business Organisation (EuroCham).

In 2021, I assumed the role of President of the EuroCham in Nigeria. During my tenure as President, I collaborated closely with stakeholders and focused on executing the EuroCham’s objectives.

So, British Broadcasting Company (BBC), CNBC and Forbes Africa. What was your experience working in the media industry, even though it was mostly HR and financial roles?

The media industry is very fast-paced and demanding, which enabled me to thrive. Although I started off in the finance division, it was very useful to experience taking on the HR role as well at CNBC and Forbes Africa. Work experience in both roles required a combination of industry knowledge, analytical skills, attention to detail and the ability to navigate the unique challenges and demands of the media landscape. But I felt that had an amazing experience.

What inspired your move back to Nigeria? Did you ever think you would be better off here than abroad, and why?

The decision of whether to move back to Nigeria followed every Nigerian who lives abroad, and I was no different. Luckily, my husband moved back two years before I did, so my adjustment period was not too bad. I think that the fact that I have always loved and remained passionate about Nigeria while studying and working in the UK was a big motivational factor for my relocation and adjustment to Nigeria.

One key factor that determined our relocation was that we decided we wanted to give back to society. We know that Nigeria is a country with immense promises, notwithstanding our day-to-day challenges. As a business-minded people, we saw the huge potential for profitable innovation whilst also contributing in a myriad of ways to the country we both hold so close to our hearts.

In the end, there is no place like home. For me, I am always learning, unlearning, and relearning since I moved back. I have honed my capacity to understand the limitations of cultural differences and draw on my extensive experience in the UK to implement hybrid strategies in both my personal and professional life.

You served as the President of the European Business Chamber Nigeria (also known as EuroCham) in 2021. What’s it about, and why is it a beneficial business and the economy? EuroCham Nigeria was launched in Lagos on October 4, 2018, during the last EU-Nigeria Business Forum as European Business Organisation Nigeria. The EuroCham is a private sector-driven organisation founded by 19 major European companies to represent European business community interests in Nigeria. Today, EuroCham has over 30 members, EuroCham is also a member of the EBOWINN, connecting European business associations and the Chamber of Commerce from more than 45 different countries. Some of EuroCham’s Nigerian main objectives are: To actively promote trade and investment exchange between European and Nigerian businesses and to engage central and local government when necessary. They also raise awareness or formulate recommendations on issues of interest or concern. And some of their activities include:

- Holding the positions of both DMD and CFO concurrently was undoubtedly challenging. However, it has provided me with an opportunity to prove that gender should not be a limiting factor in pursuing professional excellence. I focused on fostering a culture of inclusivity, collaboration, and empowerment within the organisation, ensuring that gender diversity was celebrated and valued.
- Through workshops, seminars, and training programmes, it has provided valuable resources and guidance to assist members in enhancing their business skills, knowledge, and overall development. Lastly, it has played a pivotal role in driving economic growth by attracting investments, supporting entrepreneurship, and promoting job creation within the community.

You have worked at Weststar and coordinated Daimler AG’s business activities in Nigeria for seven years. You have risen from Chief Financial Officer (CFO) to Deputy Managing Director (MDM) within those years, and now you are the Managing Director. Can you tell your story of achieving this major feat in an industry dominated by men?

Certainly! My journey at Weststar Associates Ltd. has been a remarkable one. Over the course of six years, I have experienced significant growth and advancement within the company. Initially, I joined Weststar as the Chief Financial Officer (CFO). It was a challenging role that required strategic financial management and a keen understanding of the automobile industry. During my time as CFO, I focused on delivering exceptional results and contributing to the company’s overall success. As I gained more experience and made valuable contributions to the organisation, opportunities for advancement began to emerge. I always knew what my next step would be.

In 2021, I assumed the role of President of the EuroCham in Nigeria. During my tenure as President, I collaborated closely with stakeholders and focused on executing the EuroCham’s objectives.

I continually pushed myself to exceed expectations, building strong relationships with colleagues, partners, and stakeholders. Today, I am honoured to serve as the Managing Director of Weststar. This position represents a significant achievement for me and signifies a step forward for women in the industry. I continue to push myself to exceed expectations, building strong relationships with colleagues, partners, and stakeholders.

What are your primary duties at Weststar as the head of the distributorship for Mercedes-Benz in Nigeria?

As the Managing Director of Weststar, I oversee the business operations, liaise with stakeholders, drive strategic company growth, and am responsible for the overall business performance.
me throughout my professional journey. My experiences that may qualify as a “down” has usually set me up for higher responsibilities, tasks and opportunities, which I have always embraced positively. I enjoy receiving feedback and am a product of the benefits of responding to constructive criticism and 360 degrees feedback. Expectations for my current role are very high, but I pull through with the support of my dedicated team. I am also fortunate to be surrounded by like-minded professionals, and together, we seek to build a work environment and culture that supports individual and collective development.

Given that men outnumber women in the motor vehicle industry, please tell us what actions or initiatives you are taking to ensure there is more inclusion of women in this sector, using your place of work as a starting point.

The first thing I would do is to ensure women’s empowerment through education – by means of educating the continuous learning and educating of a female child. I believe everything falls into place once a female child is nurtured rightly and properly educated. It is, therefore, a very strategic factor in the development of our society today.

The female child is a potential mother who would eventually be charged with raising the future leaders of tomorrow. They are usually the next-line educators after the teachers in school, and they tend to save the most time with the children. It would only be wise for every society to focus on ways to empower women significantly with the proper educational standards so that they, too, can pass down the right values and knowledge to their children. This is what will eventually improve women’s economic power and well-being.

How supportive will you say your male colleagues have been since you took up this role?

My male colleagues have been incredibly supportive since I took up this role. They have consistently helped, guided, and encouraged me, contributing to my success in this position. I am grateful for their support and appreciate the collaborative environment we have fostered.

Why do you think it is important for men to recognise women as strong assets in the workforce, especially when it comes to male-dominated industries and roles?

Recognising women as strong assets in the workforce promotes diversity and inclusivity. It benefits individuals, organisations and society as a whole by fostering better performances, innovation and a more equitable work environment. By recognising women as valuable assets, organisations can tap into a broader pool of talent and skills, leading to increased creativity, innovation and problem-solving abilities. Women are more likely to be engaged and motivated at work.

As a woman breaking many stereotypes and shattering the glass ceiling in her career, please share with us some success nuggets for women on their way to the top.

I believe successful women can do much more by coaching and mentoring women. Women need to engage more in collaborating and sharing of their stories. I started my career with a sense of accomplishment and success. It is, therefore, a very strategic factor in the development of our society today.

As a woman breaking many stereotypes and shattering the glass ceiling in her career, please share with us some success nuggets for women on their way to the top.

People always say women are their own worst enemies, but you are a passionate advocate for women’s movements and rights. Tell us a few ways you exemplify this.

Well, first and foremost, I believe it is important to model my principles in my conduct. This means vociferously refusing attempts by society to pit women against each other by cultivating communities of high-achieving women who support each other. I am currently involved in mentoring and coaching of young girls. I make myself available to young women around me and within my industry to impart the wisdom I have gathered through my own experience. I also believe it is important to help everyone, especially women, in terms of helping the education curriculum by researching Nigeria’s history. I believe that for true change to occur, our youth must understand their history to carve out the future they desire. I am currently in the gathering content stage and encapsulating them in ways that millennials would find enjoyable.

What is your favourite Mercedes-Benz vehicle, and why?

My favourite Mercedes-Benz vehicle is the G Wagon. It is an all-around great vehicle for its exceptional engineering, luxury, and performance. Mercedes-Benz cars are undoubtedly the epitome of class and style, from the sleek design to the advanced safety features. Driving a Mercedes-Benz car is not just a means of transportation but a life experience. These vehicles exude elegance, class, and power; every time the driver sits behind the wheel, they feel a sense of accomplishment and success.

Tell us a few ways you model your conduct in your professional journey. My mentors have been excellent guides in ensuring that I stay ahead. When people say think outside of the box, I ask what box? There are no limitations or boundaries to what we can accomplish as women. According to Henry Ford, whether you think you can or you think you cannot, you are right. As females, we must change our mindset and work towards bringing out the best possible versions of ourselves. In doing this, we should note strongly that there is no exchange for hard work; it pays always.

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In recent years, Nigeria has witnessed a significant shift in fashion consumer behaviour as more and more Nigerians embrace the idea of making purchases online. Driven by convenience, availability, and a desire for unique fashion pieces, this trend was further accelerated by the COVID-19 pandemic and its accompanying lockdowns and restrictions on movement. Amidst this, a brand that’s slowly gaining traction as a leader in this space is Ozinna.com, a virtual concept store that offers new and exciting ways to experience the best Nigerian fashion from the comfort of your home.

Founded in 2015, Ozinna.com has quickly gained popularity among fashion enthusiasts, providing a curated selection of the best affordable collections from Nigerian designers. The brainchild of Ozinna Anumudu, a well-known fashion influencer and brand curator, this online retail platform combines her innate fashion insight with a deep passion for self-expression. Ozinna, who inherited her impeccable sense of style from her socialite mother, Ikira Anumudu, has now become a style icon in her own right, while her mother’s avant-garde taste in fashion is still talked about to date.

As the lead curator for Ozinna.com, she meticulously selects the most captivating and unique pieces from Nigerian fashion brands, offering customers an unparalleled shopping experience. With her keen eye for detail and a deep understanding of the Nigerian fashion landscape, Ozinna ensures that every item featured on the website reflects the modern-day Nigerian fashion scene.

The success of Ozinna.com can be attributed to its ability to tap into the changing consumer behaviour in Nigeria. With an increasing number of Nigerians embracing online shopping, the platform provides the convenience and accessibility that customers desire. Instead of spending hours in traffic or navigating crowded markets, fashion enthusiasts can now browse and purchase their favourite pieces from the comfort of their homes. This shift in consumer behaviour has also been fuelled by the rise of social media, where fashion influencers showcase the latest trends and encourage their followers to embrace online shopping.

Regardless of its convenience, shopping online can be an exhilarating experience, particularly for those who still need to buy into the idea. For those who have, it also requires careful consideration. To help you out on your next online purchase, here are a few tips to keep in mind when embarking on your virtual shopping spree:

Know your measurements
One of the biggest challenges of online shopping is ensuring the right fit. Make sure to measure yourself accurately and refer to the website’s size charts before purchasing. Remember, sizes can vary across different brands, so don’t assume your usual size will always be the right fit.

Read Reviews and Ratings
Customer reviews and ratings can provide valuable insights into the quality and fit of a product. Take the time to read what other customers have to say about a particular item before making a decision. This can help you avoid any potential disappointments and make informed choices.

Check Return Policies
Despite its best efforts, sometimes a product may fail to meet your expectations. Before making a purchase, familiarise yourself with the website’s return policy. Ensure they offer hassle-free returns and refunds if the item doesn’t work for you.

Research the Brand
If you’re not familiar with a particular brand, take the time to research its reputation and quality standards. Look for brands that prioritise ethical and sustainable practices, as this adds value to your purchase and positively supports the fashion industry.

Secure Payment Methods
When shopping online, always prioritise secure payment methods. Look for websites that offer trusted payment gateways and ensure that your personal and financial information is protected.

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Today, we delve into the extraordinary journey of Ify Umenyiora, the creative director and founder of the up-and-coming fashion brand Piillz n Poizn. With humble beginnings in her garage, she silently nurtured her brainchild, allowing it to prosper and flourish while preserving her anonymity. Now, with her first international debut at a side show during Paris Fashion Week, Ify is ready to break the silence and share her remarkable tale. For her, this remarkable journey is just the beginning. In our conversation, she shares her hopes and aspirations for the brand that carried her from humble beginnings to international acclaim. With a keen eye on sustainability, inclusivity, and pushing creative boundaries, she envisions her brand becoming a beacon of innovation for established and aspiring fashion enthusiasts.

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FASHION’S BEST-KEPT SECRET: UNVEILING THE PHENOMENON BEHIND Piillz n Poizn

What inspired you to start Piillz n Poizn, and how did you break into the fashion industry? Piillz n Poizn was inspired by my deep passion for creativity, self-expression, and the transformative power of fashion. I have always been fascinated by the ability of clothing to convey emotions, make a statement, and shape one’s identity. This, combined with my love for art, culture, and design, was the impetus. Breaking into the fashion industry was another journey on its own. Although very challenging, it was eventually quite rewarding. It required a combination of talent, perseverance, industry knowledge, and a strong network. I started by honing my skills through education in fashion design. This allowed me to develop my design aesthetics and creative expertise.

Additionally, I actively immersed myself in the fashion industry by attending industry events, fashion weeks, and trade shows to network with industry professionals and gain exposure. Building relationships with stylists, fashion editors, photographers, and influential figures in the industry also helped me create opportunities and gain recognition for my work. It’s still a work in progress, but we have come a long way.

Let’s talk about your debut sideshow during the Paris Fashion Week. What was the inspiration behind the collection, and what was the reaction from the audience? My debut collection came entirely from Paris Fashion Week. Before the show, I had gone through a series of challenges, so the collection portrayed “Life,” and I showed this through my use of colours and fabric textures. The audience loved the different hues, colours, and fabrics; they were quite interesting and truly full of life. It was quite an experience.

So, tell me, why should I have a Piillz n Poizn piece in my wardrobe? Why shouldn’t you? You have seen my collection. You will want to own every piece. Every Piillz n Poizn outfit stands out because of its unique blend of modern aesthetics and cultural infusion. Our ability to seamlessly fuse traditional Nigerian elements with contemporary designs sets us apart from other fashion brands, creating a distinctive and globally appealing style. We create garments that pay homage to our roots while offering a fresh and contemporary perspective.

How do you stay on top of fashion trends while also maintaining the integrity of your brand’s aesthetics? As a fashion designer, staying on top of fashion trends while maintaining the integrity of my brand’s aesthetic is a delicate balance that requires a combination of awareness, creativity, and a strong brand vision. While it’s important to be aware of trends, I filter them through the lens of my brand’s unique aesthetic and identity. I consider how the brand aligns with my brand’s values, design philosophy, and target audience. I carefully select what resonates with my brand’s vision and can be seamlessly integrated into my existing aesthetic. Instead of blindly following trends, I approach them as sources of inspiration.

And sustainability? What role does it play in your brand and how do you ensure ethical production? I believe in creating designs that make a style statement and positively impact the environment and society. Recognising the ecological and social challenges within the fashion industry, I have integrated sustainable practices into every aspect of my brand’s operations. I prioritize working with suppliers and manufacturers who share my values and adhere to responsible practices. I thoroughly vet potential partners to ensure they comply with ethical standards, such as fair wages, safe working conditions, and workers’ rights.

So, what would you say to aspiring fashion entrepreneurs looking to break into the industry? As an aspiring fashion entrepreneur, breaking into the fashion industry can be both exhilarating and challenging. But if you put your mind to it, you can do it. First of all, cultivate your unique brand identity. Take the time to define your brand’s identity, values, and aesthetic. Identify what sets you apart from other designers and developers a clear vision for your brand. Hone your skills and knowledge. I can’t say that enough.

Continuously improve your craft and expand your knowledge of the fashion industry. Enroll in fashion design courses, attend workshops and seek mentorship opportunities. Build a strong professional network. Networking is very important in the fashion industry. Sometimes it determines how far you eventually go. Attend industry events, fashion shows, and meet people. Nurture these relationships and actively seek opportunities to collaborate or learn from experienced individuals in the field. Start small, but dream big. It’s only a matter of time.

What has been your proudest moment as a fashion designer and entrepreneur? My proudest moments were actually seeing my designs on different runways in Angola, London, and Paris. When I started my little tailoring store in my garage, I never knew I would grow into an international fashion brand. I started this brand out of love for fashion, but I didn’t put a face to it because I only just wanted to watch it grow organically, but within a few years, it’s grown almost bigger than me.

How do you envision the future of Piillz n Poizn, and what new projects or collections can we expect to see in the coming months? Fashion is constantly changing and evolving, so we won’t stop; we will continue to work on new collections and new shows and will evolve alongside. Piillz n Poizn would soon be a well-known brand found in many stores across the globe. God help us.

So, going forward, what are your hopes first as a designer and your brand? For me, Piillz n Poizn goes beyond just creating beautiful garments. I aspire to own a brand that positively impacts the industry and society. I want us to be celebrated for diversity and inclusivity. I want Piillz n Poizn to be a brand that embraces people of all backgrounds, sizes, and ethnicities. Then as a designer, I want to use my platform to promote positive change. I want to leverage my influence to support social causes, raise awareness about industry issues, and inspire others to make a difference. Whether advocating for fair trade practices, supporting marginalised communities, or using fashion as a vehicle for social impact, I want to leave a legacy of using fashion as a force for good.
THE SURPRISING TRUTH: MONEY CAN, INDEED, BUY HAPPINESS

By Yomi Orewo

A second study published in the Proceedings of the National Academy of Sciences in 2010 examined the link between income and emotional well-being. The study found that as income increased, so did the respondents' emotional well-being, even up to a certain threshold, depending on the country. If you live in Lagos, for instance, money will get you a house in a good area, a gym membership, better healthcare, and other lifestyle benefits that contribute to your overall well-being and, yes, happiness. The results from North America, Europe, Asia, and Africa are generally the same. Various studies have found that financial satisfaction, or the feeling that one’s financial needs and desires are being met, is significantly more associated with overall life satisfaction than other factors such as health, employment status, and family relationships.

While love may be a complex matter in itself, pursuing financial success has been a subject of great fascination and debate, especially when social media equates often pitch different groups against one another. The notion that money does not buy happiness has long been ingrained in our collective consciousness. However, there is growing interest in the intriguing area where money and happiness intertwine. With data from around the world confirming that money can indeed bring happiness, more people are now questioning what they always suspected—that feeling of well-being you have right now is directly connected to your healthy bank balance. However, there are hidden costs that come with the pursuit of wealth, prompting a thought-provoking evaluation of whether the rewards outweigh the sacrifices, ultimately bringing on individual perspectives and priorities.

This brings us to Africa, where poverty levels are higher and the quest for financial prosperity is often a matter of life and death. One study, published in the Journal of Happiness Studies in 2018, examined the relationship between income and happiness in four African countries: Nigeria, Ghana, Tanzania, and South Africa. The study found that income was positively correlated with happiness in all four countries but the relationship was stronger in Ghana and South Africa. Afghanistan and Nigeria were found to be the lowest, and Tanzania and Nigeria (and we thought Nigerians liked money). The study also found that the social support was an important predictor of happiness in all four countries.

Religion also plays a significant role in shaping Nigerians’ overall satisfaction and perspectives, with different religious beliefs influencing their attitudes towards wealth, contentment, and prosperity. In Northern Nigeria, Islamic teachings emphasise the concept of “Ibadah or Zakat,” which attributes all positive or negative outcomes to divine power. This belief instils a sense of acceptance and submission to the circumstances of life, focusing on contentment and trust in God’s plan. In Christianity, the teaching of being content with what one has is prevalent. Christians often encourage each other to find happiness and fulﬁllment in gratitude and appreciation for their current blessings. This emphasis on contentment is vital in the teachings of Jesus, who advocated for a detachment from material possessions and emphasised the pursuit of spiritual wealth.

However, alongside these traditional teachings, there has been a rise in prosperity theology or prosperity gospel, particularly within certain Christian denominations. Prosperity teachings emphasise the connection between faith, financial prosperity, and overall well-being, often promising material blessings and wealth as a result of strong faith and adherence to specific religious practices. This ideology suggests that financial success is a sign of God’s favour and blessing. This shift towards connecting financial prosperity with financial and spiritual well-being has had both positive and negative implications. On the one hand, it has encouraged individuals to pursue their goals, work hard, and believe in the potential of a better future. It has provided hope and motivation for some individuals, empowering them to improve their circumstances.

Conversely, this perspective can create a mindset where those who are poor or facing financial struggles may perceive their situation as a lack of divine blessings or personal failure. The teaching on contentment, which traditionally emphasises finding joy in one’s present circumstances, can be undermined, leading to discontentment and inadequacy among the less privileged.

It is crucial to strike a balance between pursuing financial prosperity and cultivating contentment and gratitude for what one has. It should also be noted that while money guarantees a certain level of comfort and well-being, happiness is not the sole determinant of overall fulfillment. Social relationships, meaningful work and other factors also play a role in determining life satisfaction. And even though the relationship between income and happiness may vary depending on one’s background and individual experiences, at the end of the day, we all agree that money provides a sense of stability and control over one’s circumstances, which for many, is all the motivation they need to pursue it perpetually.

We’ve all experienced the disappointment of our favourite scent fading away too quickly. If that is you, not to worry: with these ten clever tricks up your sleeve, you can extend the lifespan of your perfume and bask in its delightful fragrance all day long.

We can stop here, knowing that all perfumes eventually fade; however, we can extend their longevity by employing some simple hacks and tricks.

The Benefits of a Skincare Routine

Moisturise Your Skin

Moisturising your skin with a moisturiser before applying perfumes helps lock in the fragrance, making it last longer. Focus on pulse points such as your wrists, neck, and behind the ears.

Layer Your Fragrances

To create a long-lasting scent, consider layering your fragrances. Start with a scented body wash or lotion, followed by your perfume. This layering technique builds a foundation for the scent and helps it adhere to your skin, prolonging its longevity.

Choose the Right Storage

Proper storage is essential for maintaining the quality of your perfume. Keep your fragrance away from direct sunlight, humidity, and extreme temperatures. Storing it in a cool, dark place, such as a dresser drawer, will preserve its scent for longer.

Apply Perfumes to Clothes

In addition to applying perfume directly to your skin, lightly spritz your clothes. Fabrics tend to hold fragrances longer than bare skin. Be cautious with delicate fabrics and perform a patch test to ensure the perfume won’t stain or damage them.

Target Pulse Points

Concentrate your fragrance to develop and last longer on pulse points due to the warmth of your body. Focus on areas such as your wrists, the back of your knees, and the base of your throat. Applying perfume to these pulse points enhances its diffusion and extends its longevity.

Don’t Rub; Just Dab

When applying perfume, avoid rubbing your wrists together. This friction generates heat and can alter the fragrance by composition instead, gently dab or pat the perfume onto your skin to preserve its original scent.

Perfume Layering Techniques

Enhance the longevity of your perfume by utilizing layering techniques. Apply a matching scented body lotion or oil before spraying your perfume. This strategy amplifies the scent and helps it cling to your skin for an extended period.

Hair Perfuming

Spray your perfume lasts throughout the day. Lightly spray it onto your hairbrush or comb. Run it through your hair for a subtle yet enchanting fragrance that lingers. Avoid spraying directly onto your hair, as some perfumes may contain alcohol that can dry out.

Perfume Application on Accessories

Extend the life of your perfume by applying it to accessories like scarves and hats. The fabric and materials will retain the fragrance, subtly emanating it around you for hours.

Refresh with Perfume Mist

Gently spray your perfume onto your clothes. Fabrics tend to retain fragrances longer than bare skin. Be cautious with delicate fabrics and perform a patch test to ensure the perfume won’t stain or damage them.

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