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The year 2021 is finally out and we are hopeful with stars in our eyes and prayers in our hearts that 2022 will be good to us all. The fashion industry over the last two years, has been foiled with the unprecedented wave of the covid pandemic. But now that we are slowly all returning to normalcy, new fashion trends have emerged and we predict they will take hold in Nigeria’s fashion industry this year!

Even though the New Year began a few weeks back, some of us are still basking in its euphoria. Some are still in the school of New Year resolutions and striving hard to stay within their new self-made rules. If you are lucky, you will stick to them through the year. If not so lucky, you might fall off the wagon within months depending on your level of discipline. However, there are certain trends that are here to stay and most people do not need any resolutions to stay on course in their adaptation to these trends.

Some trends became more prominent with the advent of COVID and have now become a lifestyle staple. Other trends also arose from the pandemic in various sectors, looks changed, as did attitudes. Things, though now back to normalcy, haven’t still gotten back to how they used to be. The quarantined existence of 2020 and the slightly enforced one of 2021 have made priorities change. Serenity and seeking the oasis of life is now embraced more than ever. Nigerians are now looking within for such existence. Many trips abroad have been turned internally to trips within instead. We have chosen to seek our pleasures in the most delightful hidden treasures of our nation.

Dressing to the nines is also taking second place to creature comforts. Loungewear is a favourite now as you spend more time attending little soirees than the carnival like parties of just a few years back. Never used to have time to visit the spa, now you cannot go enough times because of the tranquility it provides that you have grown to love so much. Not happy with what nature has blessed you with, after the harrowing experience of the pandemic with mortality staring you in the face, people have become bolder and are now taking stringent steps to fix what they do not like about their bodies. They are living for the moment. More and more cosmetic procedures are being embraced especially at a time where working from home is fast becoming the norm, so they can heal in the creature comforts of their homes.

For those who want to feel good, there are also newer options to take to achieve this. There are avenues that provide ways to check our mental health and well being because of anxieties heightened with the pandemic. Openly discussing these issues is a trend that hopefully will stand the test of time and be here to stay. Many lives have improved with help from professionals in this field.

A lot has changed over the years and 2022 TRENDS are here for the long haul.
JOIN A BOLD NEW WORLD OF ENTERTAINMENT

five by five
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It was a double celebration recently when Bimbo and Kemi Ashiru hosted family and friends to a garden party at their residence in Ikoyi to celebrate Bimbo’s Birthday and also their 30th wedding anniversary. Being the perfect host, the Ashiru’s treated guests to the very best of fine wines, champagne, international cuisine and good music. They were happy to see all who turned up to celebrate with them as people wined and dined till very early hours of the morning. We at STYLE, wish the happy couple a happy 30th wedding anniversary.

30th Wedding Anniversary Celebration

BY FUNKE BABS-KUFEJI
I was elated when I gained admission to study Architecture in the University. By this time, my brother was already in 200 hundred level in another University in Nigeria.

In the University, I had a maid and a nanny employed by my mother's parents. One of the Nnads was my maid who would always make sure that everything was cleaned and put in order before we came home. We had a maid on her matrimonial bed. My mother blanked out and turned to see if there was someone else in the room but it was only her. My maid is a sweet and quiet person and everything went on fine except that she wanted to surprise my dad with the pleasant news in another city. My parents were worried about getting access to

The maid was one of the many Nnads who worked for my parents. She had a special bond with my mom. My maid said my mother was very sensitive and she was in a lot of pain. The maid was unable to console her. She came to the hospital to take her home. She cried through the night for several days that she can no longer live in the same house. She told my dad to keep him to the hospital.

Do you need to know your life vision? Do you really need a life vision? Do you have your life vision written down somewhere?

Yes, it can be that simple to start the process. Creating a vision is about imagining things that don't exist yet. So, just keep your eyes open, observe and begin to imagine.

A vision is a picture of your desired future. Having a vision helps you to dream and see where your mind takes you. It is the catalyst for your life. It is the first step in setting goals.

First, answer the following questions:

1. What is a vision?
2. Do you have a life vision?
3. Why do you really need a life vision?
4. Do you have your life vision written down somewhere?
5. Do you visualize and meditate upon your life vision?
6. Do you live your life based on that vision or your life vision cover your life holistically?

Some of these are the most important questions to ask yourself when you want to live a fulfilled, satisfied, successful, peaceful, and joyful life.

A vision is a picture of your desired future. Having a vision helps you to dream and see where your mind takes you. It is the catalyst for your life. It is the first step in setting goals.

Some of these are the most important questions to ask yourself when you want to live a fulfilled, satisfied, successful, peaceful, and joyful life.

Why do you need a vision for your life and how can you create a powerful life vision for yourself?

Be clear in your mind about the following questions:

1. Why do you need a vision for your life and how can you create a powerful life vision for yourself?
2. What is a vision?
3. Do you have a life vision?
4. Why do you really need a life vision?
5. Do you have your life vision written down somewhere?
6. Do you visualize and meditate upon your life vision?
7. Do you live your life based on that vision or your life vision cover your life holistically?

Questions to answer when you are creating your life vision:

1. Why do you need a vision for your life and how can you create a powerful life vision for yourself?
2. What is a vision?
3. Do you have a life vision?
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5. Do you have your life vision written down somewhere?
6. Do you visualize and meditate upon your life vision?
7. Do you live your life based on that vision or your life vision cover your life holistically?

The goal setting process should help you create several options and choices that will help you deliver on your goal and live your best life.

A vision also keeps you motivated regardless of the challenges you face along the way. You need a life coach to help you create your holistic vision, setting your next 10 years goals, identifying your options and actions, creating a plan and road map that will take you from where you currently are to where you desire, desire, and designed to be.

There is no magic about this that will flood into your mind about how to create the future of your dreams and live your best life.

There is nothing out there that should stop you from being who you want to become in life.
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- Promote access to finance and investment opportunities in Africa
- Developed AccessAfrica, to facilitate global payments
- Have powered 58 branches by alternative energy (hybrid)
- Have solar-powered 605 ATMs nationwide
- Recycle Waste across 75 business locations
- Have decreased electricity consumption by 31%
- Convert old paper to pencils

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The Made in Nigeria brand has gone the full circle and now become a trend. With the recent pandemic, traveling out of Nigeria went straight to the back burner and people began to look more inwards than ever before. More so with a shortfall on foreign currency and travel restrictions constantly changing from strict to relaxed, and right back to the latter, more and more people are looking inwards. Made in Nigeria designs are now a popular trend in the fashion industry. Way gone are the days when people purchased 90% of their clothes abroad or buy ready-to-wear clothes from international big and small labels. Nigerian designers have upped their ante and can stand shoulder to shoulder with their foreign contemporaries. Just like the Made in Nigeria fashion brands will be a mega hot trend in 2022, there will also be many more emerging designers to watch. Banke Kuku, Weiz Dhurm Franklyn, Hudayya, Ziva Lagos, Tubo, Fruche, Tubo and many more are brands that have considerably impacted their young careers. Their designs are anything but bland. They are young, fresh and aesthetically pleasing to the eyes and most especially, affordable. They have also added more spice to the creative space and are carving out their own niche in an industry that is ever evolving. More and more people will have the power to purchase from these emerging designers giving them the much-needed boost for their fashion career.

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If the pandemic has taught us anything, it has taught us comfort is key. Long gone are the days where only high heels were accepted footwear for occasions and outings. More and more people are pairing comfy flats like trainers, crocs and the likes with fancy outfits. 2022 will certainly see an increase in the number of people trading comfortable shoes for high heels because people now realize that you do not have to wear skyscrapers to get the desired dose of sex appeal. COVID put paid to that myth.
As we continue to look inward, more fast fashion stores are cropping up and becoming popular, thanks to the power of social media. The likes of Zephans and Co, Templa8e, Ziva Lagos, For Style Sake, DT Clothings provide people inexpensive, quick designs off the runway. This year, like the last two years, fashionable ones will hit local fast-fashion stores for their quick runway fix.

Celebrities turned out some fantastic red-carpet outfits in 2021 with the help of a new set of bespoke designers making waves on social media. These season designers who are fast becoming pros are designing heavily embellished statement gowns for brides, award ceremonies, movie premieres, galas, dinner parties, etc. We have the likes of Veekee James, who designed Tiwa Savage’s reception dress for her father’s burial, Xtra brides, dressing the likes of Toke Makinwa, Kiki Osibamoke for similar occasions and many more. 2022 will be no different; celebrities will seek similar designers to dress them on the red carpet for awards shows and events of the sort instead of going to international brands as they did in the past.

Beauty consumers now understand that good skin has the power to make any makeup product look well applied, and hence the shifted focus more on upping their skincare games and routines. Also, we see a lot of clinical enhancement and predict more people will be open to the idea of altering, sculpting, pumping in areas where, as and when necessary.

Brazilians Butt Lifts (BBLs) and Liposuctions

Highly driven and influenced by the Kardashians and social media, the but, tummy tuck surgery has become one of the world’s fast-growing cosmetic surgeries despite the high mortality concerns. Celebrities and social influencers routinely flaunt their hourglass figures on their timelines, promoting the beauty of both procedures influencing more women to take the plunge. Going back five years, plastic surgery was spoken about in hushed tones, but now with the emergence of more plastic surgeons in Nigeria, this trend is openly discussed. 2022 will be no different. Seeing the number of successful procedures in Nigeria, more women will do this surgery locally to get back the body they had during childbirth, depression, hormones, etc.

The demand for Botox injection, fillers and other minimally invasive procedures is also on a high. Though these beauty trends are a thing in the western world, Nigeria women never really cared much for these procedures, before but with the introduction of these procedures locally, more women are latching on to the opportunity to look their best with the help of fillings to fade out wrinkles and laugh lines, jawline sculpting, plump pouts and more. Last year, people openly spoke about adjusting their looks with these invasive surgeries, and this year will be no different. We expect that more women will join the bandwagon to give themselves the needed self-esteem boost they need.
**SKINCARE**

Have you noticed that your skin is dry and tight, and you’re constantly reaching for various lotions and moisturizers throughout the day? This could be a sign that you’re not giving your skin the attention it deserves. 

It’s no secret that taking care of your skin is crucial for maintaining a healthy and radiant complexion. However, with the constant exposure to the elements, pollution, and stress, it’s easy to neglect our skin’s needs.

With so many skincare products on the market, it can be overwhelming to choose the right ones for your skin type. It’s important to understand the different skin conditions and the types of products that are best suited for them.

For example, if you have dry skin, you’ll want to look for products that are rich in moisturizers and oils to help nourish and hydrate your skin. On the other hand, if you have oily skin, you’ll want to focus on products that control oil production and help absorb excess oil.

In addition to understanding your skin type, it’s also important to consider the specific concerns you have for your skin. For instance, if you’re struggling with acne, look for products that contain ingredients known to help reduce inflammation and fight acne-causing bacteria. If you’re dealing with sensitivity or redness, select gentle products that are free from fragrances and other potential irritants.

Taking care of your skin doesn’t have to be complicated. With a little bit of research and trial and error, you can find the right products for your skin type and needs. It’s important to remember that consistent care and attention are key to maintaining healthy, beautiful skin.

**SELF CARE**

A poll was conducted and 76% of people agree that covid-19 has impacted the importance they place on wellness. Self-care and wellness goes beyond just the physical, it also includes social, mental, and emotional well-being which have become a daily routine for many.

**Travel**

The search for the best all-inclusive resorts will be subdued this year, especially within our environment and nearby African countries with less travel stress and restrictions.

**SKINCARE**

While the IV vitamin C drip might not be new to the beauty and wellness world, with the pandemic, we have seen an increase in demand for IV Vitamin C IV drips. It helps boost immune system, treat deficiencies of Vitamin C for glowing skin, and more; the use is endless. More people got into the habit of weekly Vitamin C drips in 2021. This year, the use of these drips will skyrocket and we will see a cocktail of other vitamins.

**Travel**

If the pandemic has taught us anything, it’s that we need to seize life’s opportunities when we can and savour every moment of it. 2022 seems to be the year people will go all-out and say yes to every travel opportunity that arises, as long as it fits their budget and they get a chance to be away from home.

**INTERIOR DESIGN**

In 2022, taking care of yourself through exercise and making sure you do when you have time rather it will become a part of who you are. People have found ways to count in the time rather it will become a part of who you are. People have found ways to count in the time rather it will become a part of who you are. People have found ways to count in the time rather it will become a part of who you are. People have found ways to count in the time rather it will become a part of who you are. People have found ways to count in the time rather it will become a part of who you are. People have found ways to count in the time rather it will become a part of who you are. People have found ways to count in the time rather it will become a part of who you are. People have found ways to count in the time rather it will become a part of who you are. People have found ways to count in the time rather it will become a part of who you are. People have found ways to count in the time rather it will become a part of who you are. People have found ways to count in the time rather it will become a part of who you are.
Influencer marketing isn’t a new trend, but it will struggle for a while and become even more prominent in 2023. This year we will see brands using social media for more wistful, sports star, museums and museums influencers to use the strength of their following to tell, through the noise and create impactful moments. This year it will all about numbers and most importantly engagement.

Technology

The rise and the rise of NFTs

Non-fungible tokens, popularly known as NFTs, are among the most searched terms of 2021. NFTs are transforming art, music and sports and enabling the monetization of digital assets. They’re becoming a part of popular culture, with brands like Pepsi and Adidas also joining in. While NFTs are in their early phase, they’re likely to attract a much-hyped audience this year.

EVER HEARD OF NFTS?

Within months of launching his Podcast, with Troy, the young, brilliant, and energetic Naijafan, has created an audience that is so popular that the Podcast has become a go-to source for young Nigerians for advice and inspiration. The Podcast’s listeners have been highly engaged and responsive, and the feedback received has been overwhelmingly positive.

Non-fungible tokens (NFTs) are digital assets that are unique and cannot be duplicated. They are gaining popularity in various industries, including music, art, and gaming. NFTs are designed to be used as a digital asset in a blockchain, which is a decentralized ledger that records transactions. This makes NFTs secure and tamper-proof, which is why they are gaining popularity as a way to verify the authenticity of digital assets.

The rise of NFTs is expected to continue in 2022, as more companies and individuals start to explore the potential of NFTs. The technology has the potential to revolutionize the way we think about digital assets and ownership, and it is likely to have a significant impact on various industries.
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