

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

SUNDAY, JANUARY 23, 2022

THISDAY

Style

THE ROAD TO THE PRESIDENCY (1)  
**KHADIJAH  
OKUNNU-LAMIDI**

 access

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# COVER

In a space filled with pothole, slippery banana peels, uncertainty and many a sleepless night, a campaign trail of this magnitude requires guts and courage. **FUNKE BABS-KUFEJI** speaks to this contestant to find what has given Khadijah the confidence to fight this battle of all battles!

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### THISDAY STYLE

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That season has come again when people from different works of life come out to declare their intention to contest for the most coveted seat of the land... President of the Federal Republic of Nigeria! As ever quoted: 'many are called but few are chosen' which simply means that even though the contestants will come in droves, only the seasoned hands with a very strong war chest end up at the finished line. This has further heightened the lethargy of our youths who have no faith in the voice of a fresh face ever being heard amongst the larger than life competitors who feel they have earned the top slots in the pecking order. Many a time, in the campaign trail, contestants in the private sector are swallowed up by the seasoned politicians of the public sector.

Every four years, we see these new faces spring up and we keep hoping, that at least one or two of them will go far enough in the race to stand neck to neck beside the politicians and prove their mettle because what they lack in political experience, they make up with merit and ability to swing votes their way. What they lack in funds, they make up with the strength of their voices and followership. What they lack in history, they make up with the promise of a better tomorrow. This time around, some of the contestants are relying on the youths to embolden them with their support and make their goals a reality.

This week, we have one of the youngest person ever to contest for Presidency; a female contender!. As usual, all the pertinent questions have been asked of her but what one cannot take away from this young lady is her audacity! That she has a dream - no matter how big - which she has decided to pursue is highly commendable. Many men who talk less of women, would not be courageous enough to take the plunge and put themselves out there in a race so fierce.

Running for an electoral post is not a walk in the park and running for the highest seat in this clime is by far the hardest, toughest task, certainly not for the lily-livered. So we commend our cover personality, **KHADIJAH OKUNNU-LAMIDO**, for her brave decision and wish her the very best in taking what will be one of the most interesting journeys of her life!

Ruth

FASHION DIRECTOR/EXECUTIVE EDITOR

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# Scene and be Seen



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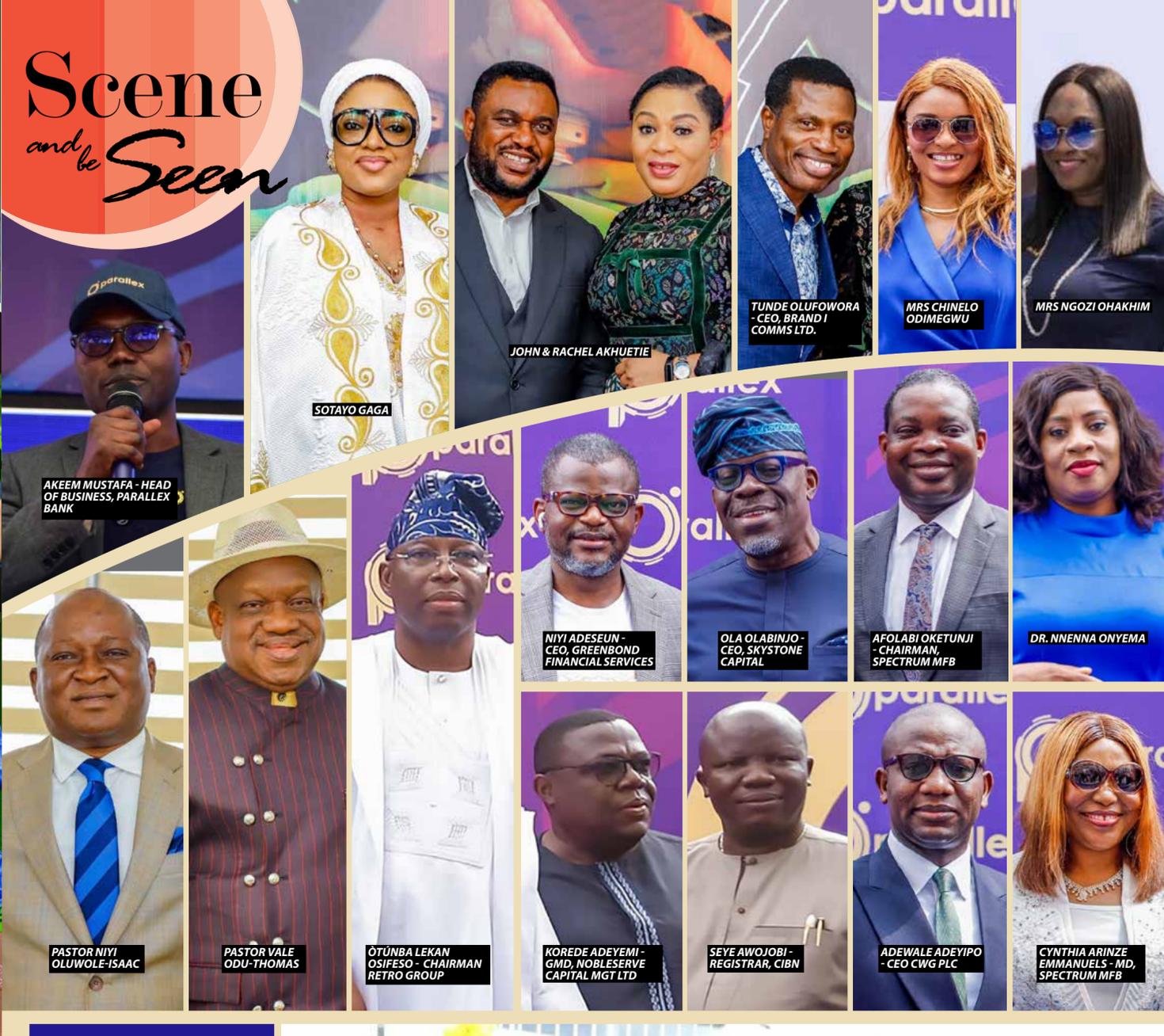
AFRICAN TYLER

AKIN FAMINU

AMINAT SULE

ANGEL AND NNEOMA ANOSIKE

# Scene and be Seen



AKEEM MUSTAFA - HEAD OF BUSINESS, PARALLEX BANK

SOTAYO GAGA

JOHN & RACHEL AKHUETIE

TUNDE OLUFOWORA - CEO, BRAND / COMMS LTD.

MRS CHINELO ODIMEGWU

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PASTOR VALE ODU-THOMAS

OTUNBA LEKAN OSIFESO - CHAIRMAN, RETRO GROUP

KOREDE ADEYEMI - GMD, NOBLESERVE CAPITAL MGT LTD

SEYE AWOJOBI - REGISTRAR, CIBN

ADEWALE ADEYI - CEO CWG PLC

CYNTHIA ARINZE EMMANUELS - MD, SPECTRUM MFB

## Eniafe Momodu Presents 'The New World Brunch Iii: Ahead Of The Curve'

Recently the Lagos creative scene was out in full force for the third edition of the New World Brunch, a social event founded by Eniafe Momodu in 2019 as a way for emerging creatives to network and learn from more established faces in the industry.

Held at the African Artist's Foundation in Victoria Island, the event featured an insightful panel discussion from powerhouse content creators Akin Faminu, Onyii Bekeh and Temisan "Taymesan" Emmanuel, who spoke in depth about their careers and the impact of the COVID-19 pandemic their lives as content creators, and the creative industry at large. The panellists also spoke candidly about mental health, how to build a personal brand, finding a niche within the creative space, the art of negotiation and so much more.

As always, Eniafe pulled out an A-list crowd. A wide range of influential creatives were spotted at the event, including Anita "Brows" Adetoye, Denola Grey, Nonye Udeogu, Osas Ighodaro and numerous others.



ENIAFE MOMODU

DENOLA GREY

NADINE AUDIFFREN

PRECIOUS CHIDERA UDEH

## Parallex Bank Launches New Phase Of Banking In Nigeria

Parallex Bank Limited, the first microfinance bank in Nigeria licensed to convert to commercial bank, on Friday last week unveiled its brand, promising a new phase of banking services to Nigerians. THISDAY STYLE was there to grace the historic moment. Here are some of the faces of dignitaries and personalities at the event.



REV THOMAS AMENKHIENAN, NON-EXECUTIVE DIRECTOR PARALLEX BANK, DR. ADEOLA PHILLIPS, CHAIRMAN OF THE BANK, MR. OLUFEMI BAKRE, THE MANAGING DIRECTOR, PARALLEX BANK, MR. KINGSLEY OTUARO, HIS EXCELLENCY, THE DEPUTY GOVERNOR OF DELTA STATE, AND DR. ERNEST NDUKWE, CHAIRMAN OF MTN NIGERIA

# Party ready outfit Ideas

BY USIADE ISIOMA

2022 has arrived and with it comes new exciting ventures and things to make opportunities bear fruit. Many a time, you attend events where networking is required and for you to make an impact, you have to look the part. Your attires for such outings must be on point. You also do not need to break a bank to pull together a strong look. Double the sparkle and triple the shine.



SHARON OOJA

**MAKE A STATEMENT IN SEQUINS**  
Nothing says festive like sequins, it is a fashion pick that is bound to impress. When it comes to adding a dose of glitz and glamour, anything sequins work effortlessly. So, amp up your party looks by getting your hands on stunning sequin dresses.



TOKE MAKINWA

**BRING ON THE SHINE WITH METALLICS**  
There is no better way to begin the year by shining in some metallic pieces. Get into the spirit with dazzling metallic selections that will have you looking like a million bucks.



REBECCA NENGI HAMPSO

**ADD LEATHER FOR TEXTURE**  
Leather is very stylish and cool for any activity or occasion. Opting for a good pair of leather set with the right styling makes you party ready.



OMOWUNMI ONALAJA

**FEEL SEXY IN A SILK DRESS**  
The luxe feel that comes from wearing silk is unique in its own sense. It can take your style statement from 'ordinarily basic' to 'luxuriously expensive'. Perfect for formal events as their shiny nature makes them so eye catching.



MERCY EKE

**YOU CAN'T GO WRONG WITH SOMETHING RED**  
A red dress is a statement on its own. It is all about wearing the most eye-catching colour in your wardrobe. The power of red is eternal, it shines bright amidst a party of colours and is perfect for any occasion. While the hue is a classic, you can customise it to give it a quirky or modern touch.



CHIOMA IKOKWU

**EMBRACE THE LOUNGEWEAR LOOK**  
Elevate your loungewear by adding a pair of heels and a few accessories to your favourite silk two piece set in a bright cherry pattern and you are ready for that outdoor party by the pool.

**DON A BLAZER DRESS**  
Blazer dresses are a great go-to if you'll be transitioning from the office to a holiday party.



DORATHY BACHOR



IDIA AISIEN

**BE COMFORTABLE IN WIDE-LEG PANTS**  
Comfy yet stylish, a perfect piece to get off from your office fitted pant trousers. These voluminous pants can be easily glammed up with the help of some heels and jewellery for that all night party.

# TRENDS TO KEEP AN EYE ON

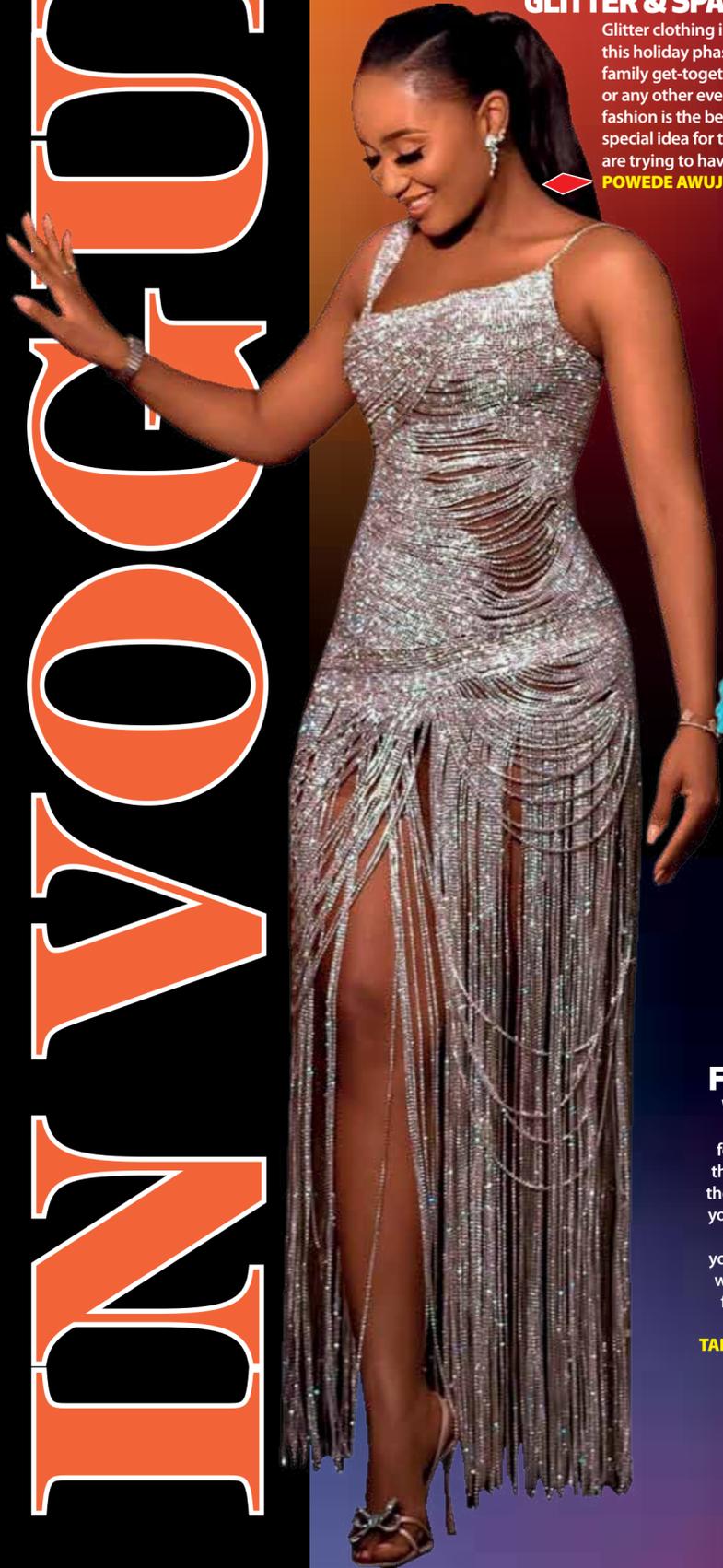
*After two years of lockdowns and zoom parties, we think it is safe to attend parties now in reality but responsibly. This season gives everyone a reason to dress up like never before – think sequins, feathers, metallics, red, and platforms. Leave any form of subtlety at the door and really celebrate in truth with friends, family or colleagues.*

BY FUNKE BABS-KUFEJI

## GLITTER & SPARKLES

Glitter clothing is perfect for this holiday phase. Be it a family get-together, birthday, or any other event, Glitter fashion is the best choice and a special idea for that party you are trying to have or attend.

POWEDE AWUJO



## FEATHERS

Who doesn't love the good old feather? If you are thinking of adding the extra oomph to your holiday outfit, then feathers are your best bet. They will take your look from 0 to 100 in a second.

TANIA OMOTAYO



## VELVET

It's a possibility that you might have seen these trends on the runway or in magazines. Velvet has made a bold return and in two shades, Black and Blue. Together they create a look that is appealing to the eyes.

TIWA SAVAGE



## CHECKS

In reminiscence of the 90's spirit, checks have made a comeback. But this time around, it is all about pairing them with plain colours. Be it on a plain t-shirt or an entire outfit; checks are a great way to stay bang on trend this festive season.

AGATHA



## RED GOLD OR GREEN

You don't need a soothsayer to tell you the Christmas colours still rock even after the season, unless you have been living under a rock! These colours pop and look absolutely amazing on all skin tones.

YUKI AKINOSHO  
IN RED



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# THE ROAD TO THE PRESIDENCY (1)

# KHADIJAH OKUNNU-LAMIDI

*Khadijah Okunnu-Lamidi is not the first woman to run for the office of President in Nigeria but she is by far the youngest to ever run. The 38 year old aspirant who holds a degree in Business Management and a Masters in Strategic Projects is a seasoned media and advertising practitioner and a daughter of former Commissioner, Lateef Olufemi Okunnu (SAN). Following in the footsteps of her father, Khadijah is taking bold giant strides to leave a legacy in public service as her father did. Though her candidacy is highly critiqued by many, the media expert believes her message of hope and a better Nigeria for Nigerians, most especially the youth is a driving force that can make many rally around her candidacy come 2023.*

*FUNKE BABS-KUFEJI spoke to the audacious Lamidi, who gave an insight into her plans of becoming the next and the first female President of the Federal Republic of Nigeria. Many might not share the same confidence as her, but what you cannot take away from her is her courage to come forth and throw herself into the arena. A most commendable feat whether or not she wins the coveted seat!*

**You are the daughter of Lateef Femi Okunnu (SAN), the former Federal Commissioner for Works & Housing. Did he influence your going into politics?**

I guess that children learn as much from what they see, just as much from what they are told. My father was a youth activist, a political thinker, a politician and a public servant. I believe that he has a record that anybody would consider worthy of emulation. It cannot be surprising that his offspring might also try to emulate.

**For someone who has never held any political office, some might wonder what your rationale is for running for the highest political office in Nigeria without being a member of any party which is mandatory by INEC. What is your plan if you are not adopted by any political party**

There will be those who wonder about anything that other people do. And there will be those who get up and do what their conviction motivates. I can tell you why I have the conviction.

I believe that a larger pool of Nigerian talent has been excluded from the political space and the ideas is that what that pool brings will benefit our country.

I believe that leaving the political space to the high and mighty has silenced the relevant voices of too many, the young, women and other minorities whose mandate is valid and should be heard. This is too important. Of course, the law requires me to stand on the platform of a political party that is a condition that I must meet, but my conviction is what motivates me.

I know that this contest will test my ability for office. Then the people can decide. That is what democracy is, a choice by the people from many available options.

“

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”

**Since you announced your presidential candidacy, critics have said you are there just for the publicity because you are up against political big wigs, who have more experience, a wide network and more importantly, a war chest. What is your game plan to emerge winner or even be a top contender come 2023?**

As I said earlier, I have conviction. I believe that the agenda which I am ventilating is relevant and even important. I believe that the people are entitled to a wide choice and that political office is not by inheritance or anointing. It is the people who decide elections. It is the task of politicians to inform them and to consult them. If the presidency is for sale, there would

be no need for elections. Of course, money moves messages and enlists messengers. But in the end, if we trust the voters, we should let them have a free choice. If my message resonates, the people are more than any structure, more than any “war chest”. This is not a publicity stunt, it is a desire to serve a country that I love and within which all my future resides. I have no money with which to escape if it goes up in flames.

**Some critics have also said you are using this campaign as an inroad to vie for a political position in the next dispensation. Does this statement ring true in anyway and are you willing to accept a political position if you don't win?**

“Some Critics” are entitled to their opinion. It's a free society. They have the choice to speculate and in the political space, rumours and speculation are rife. But to answer for myself the answer is no. I am not seeking and will not accept any political appointment as a settlement. The only office in which I am interested is given directly by the people and fulfills the mandate of the people.

**Your move to contest is very brave especially as a young woman. What is your core reason for this move and do you genuinely believe you can make a difference in a country like Nigeria?**

Thank you very much. I am not that brave. I know how hard the road is that I have chosen. I just can't be one of those who sit quietly and grumble about the simple solutions which the politics of Nigeria has failed to deliver. Of course, it is easier to sit down with my begging bowl and wait for the bread to drop. I know where I should sit to get that. But, in the same way; that we ask the generation before us, our children will ask us, what did you do when Nigeria was

looking back as other nations were looking forward. This is a time for Nigeria to embrace a bold vision. We are being left behind and we are doing this by focusing on the past rather than the future. The job of a President is not to drive the train or build the road. The job is to create an inspiring communal vision and then to unite the people around it. The change and the hope are in the very Nigerians to whom this campaign belongs.

**One would have thought it would have been more to your advantage if you had worked your way up the political ladder as it will better enable you understand the intrigues and games of Nigerian politics. Why have not chosen to follow this path instead taking a bold leap all the way to the Presidency at your first try?**

I do not grudge those who will seek to participate at a different level. I laud them and I salute their conviction. I have my own conviction. I meet every qualification and criteria for the office by law and the only thing that can stop me is the people who I am trying to serve. I am willing to abide by their decision but they will hear my voice, my ideas.

**Considering the influence of religion in Nigerian politics, do you think Nigeria is ready for a woman to be President?**

We won't know that until after the elections. A woman in qualified to be the President of Nigeria and at least one has hoisted her flag. I hope that there will be others. But they say that you miss 100% of the shots that you don't take. We will take the shot. And by the way, I do not believe that any religion disqualifies women leaders, it is misogyny that enlist religion to deter women from participating in the decisions whose consequences are borne mostly by them.

**What is your campaign manifesto and how do you intend on implementing them if elected?**

I don't think a statement here would do justice to fully communicate my campaign manifesto and how we plan to implement them if elected, but a detailed statement about this will be published across all medium in the run of this election cycle and it would be loud.

**Nigerians, most especially the youth, keep calling for a change, do you think they are ready to do what it takes to kick the old politicians and their cohorts out of office?**

I believe that the youth are the largest part of Nigeria's electorate and that they have been too silent about the politics of Nigeria. I think that this is their time to walk the walk and not just to talk and I know that if they are activated and mobilized, then they can do anything.

**What steps do you think they should make now for this to happen?**

Get their PVC ready, follow the INEC official platforms to stay on top of the conversation and review all candidates wisely.

**Nigeria has one of the highest population of youths in the world, are you relying strongly on the Soro Soke generation to cast their votes behind you and if so, what are you doing to make sure this happens in 2023?**

The youth of Nigeria in every generation since before independence have shown that they can lead this country. Those who call for age and experience today entered power as youths and they took over from youth. The present generation has been excluded from governing their country and we are the worse for it. There was a mentality which caused youth to surrender and to assume that there was no space for them. I think that this has been replaced with an eagerness to be heard and to be consulted. We are here to help make that happen.

**Money plays a huge role in politics most especially in Nigeria. How do you intend to fund your campaign, especially to reach and penetrate the nooks and crannies in Nigeria?**

Yes. Money is critical for political messaging and we have no money bags to fund us. We are not beholden to any person. Rather we expect the strength of our campaign to create the mechanism for its funding. If our supporters like our message then they will pay for it. We will crowd fund this campaign.

**When you told your family and loved ones about your ambition to run for the office of President of the Federal Republic of Nigeria, what was their first initial reaction?**

They were not surprised. Everything that they know of me would have prepared them for such a move. But they were anxious about the risk and rigor that I would face. And they asked about how to mitigate them.

**You are not the first female contestant to run for office, but you are by far the youngest. What steps are you taking to ensure your voice is heard and not doused by more experienced politicians running for the same office?**

I may be the youngest in this dispensation but I am not a teenager. I have been participating in political campaigns for nearly 20 years.

An election cycle is a contest for shearing inside a cacophony of sounds. And there are many ways to get attention. We will try them all. It's the sincerity of message that counts above all. If it resonates, it will develop its own legs. Money is not the only horse in this race.

**How has your campaign trail been so far and what are the feedbacks you have been getting?**

The feedback has been positive. It's a simple message of hope and an honest outreach. The people have lost hope and now they want to hear fresh voices. They are looking for people who feel their pain and who want to help them. They want to believe again.

**Being the daughter of an elder statesman, you must have had the chance to meet some respected Nigerians. Who are the members of your formidable team?**

A cross section of everyday people whose core resource is skill based

**If you don't succeed, are you open to try again?**

Yes.

**Do you have any words of encouragement for the youths who what to take the same bold step you have taken?**

The youth of Nigeria own the country and they have the biggest investment in its future. This is the time to democratically fight for that future.

*An election cycle is a contest for shearing inside a cacophony of sounds. And there are many ways to get attention. We will try them all. It's the sincerity of message that counts above all. If it resonates, it will develop its own legs. Money is not the only horse in this race.*



# Style NEWS



ANDRÉ TALLEY AT ARISE FASHION WEEK 2019

## ANDRÉ LEON TALLEY FASHION ICON GOES HOME @ 73

André Leon Talley fashion journalist, stylist, Creative Director and former Editor-at-Large of Vogue magazine has died at the age of 73. Talley, a pioneer in the fashion industry, was born in Washington DC and raised by his grandmother.

A signature moment in his youth happened during the inauguration of President John F. Kennedy. Jackie's outfit had the most profound effect of ALT. Her fascinating pillbox hat, her little snippet of fur at the collar of her jacket, and her fur-edged boots caught his attention making him describe her as his 'first influencer' of the modern world.

Talley arrived in New York in 1974, and found himself working at the intersection of fashion and art. After a stint in Paris with Women's Wear Daily, Talley joined Vogue in 1983 as News Director and was then promoted to Creative Director in 1988 and later served as Editor-at-Large till 2013.

André was a towering figure in every sense and was often seen sitting at the front row of elite fashion shows including our very own ARISE fashion show. He also as a judge on "America's Next Top Model".

He was awarded the Chevalier de l'Ordre des Arts et des Lettres by the French government in honour of his contribution to the fashion industry which he described as the best day of his life. Talley's quotes from over the years are almost as famous as his custom-made kaftans, his signature look. Here, we look back at some of his famous quotes from every phase of life.

*"I love people - it is not the fashion; it is the people in fashion I love."*

*"People love fashion exhibits because they can fantasize. They can respond to a dress even if they can never wear a dress like that."*

*"You cannot live your life in the elitist world of fashion and not step out or you're disconnected. You have to realize that fashion is not the endgame."*

*"Wearing clothes should be a personal narrative of emotion. I always respond to fashion in an emotional way."*

*"The zenith of elegance in any woman's wardrobe is the little black dress, whose power suggests elegance and refinement."*

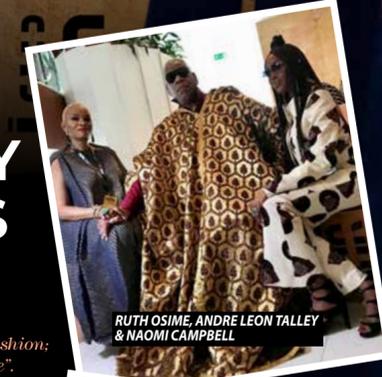
*"You can never have too many black shoes. Never!"*

*"Beauty is health. Health is beauty."*

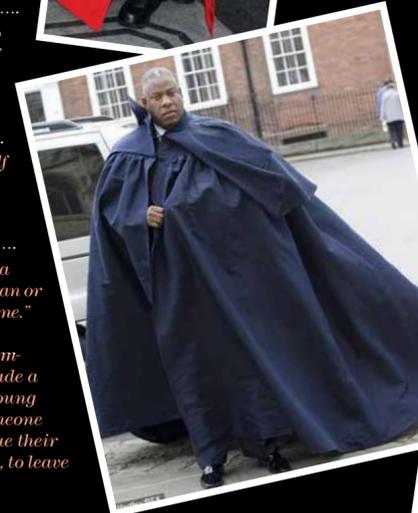
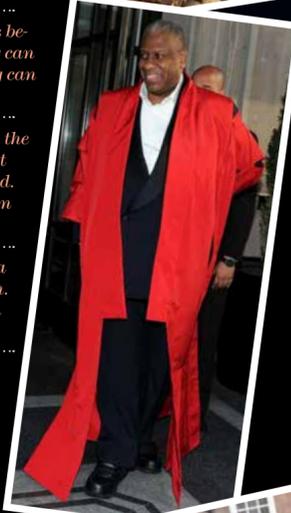
*"I do not consider myself a slave to fashion, but a custodian and curator of fashion."*

*"If Marc Jacobs can wear a lace dress, I can wear a kaftan or whatever else I want, anytime."*

*"I would like to be remembered as someone who made a difference in the lives of young people, who nurtured someone and taught them to pursue their dreams and their careers, to leave a legacy."*



RUTH OSIME, ANDRÉ LEON TALLEY & NAOMI CAMPBELL



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STYLE & DESIGN

# Adenike: A Paragon of Humanity

BY EFENA OTOBO

*Adenike Oyetunde-Lawal is a remarkable human being full of compassion and strength. She answered the questions I posed in a calm, measured tone. She is a fascinating person and I hope you enjoy reading this article.*

### What do you do?

I do not know how to answer this and in what context but I would say I am trying my very best to ensure I am living in purpose, spreading my light everywhere. Most especially, I am ensuring that the many persons that cross my path experience a part of heaven. It might not be all the time but I try my best to ensure that I am in the moment. To answer your question, I function as the Senior Special Advisor to the Lagos State Governor. Actually, in my capacity, I advise on persons living with disabilities.

### What exactly is a Gratitude Coach?

Ha ha, it is just two fancy words honestly speaking, but more realistically and practically it is my experience of being a grateful person or expressing appreciation and thankfulness. I realised that it started to impact a number of people. However, I decided to get an online certification of some sort during the pandemic to legitimize the whole thing. So, it is just me exemplifying and, I will be honest, that quite a number of people have been impacted. Not to toot my own horn, but I coach them on their gratitude journeys.

### What legacy do you want to leave to the world?

I want to leave quite a number of things. I want to leave power and possibilities. I want to leave hope and the power to just be. I want every single person to talk about how my meeting them and their meeting me changed their worlds. I want to leave a legacy of kindness and hope in humanity.

I want to ensure that I am as human as I possibly can. I might not be at 100 per cent but I can proudly say I am working towards that. Is it a possibility to get to 100 per cent, I do not know but I believe that time will tell? I want to leave the world knowing that truthfully like that Beyonce song says, "I was here, I lived, I loved; I gave all that it was that I had on the inside of me to give. I know that with God, there would always be something to give. It never ends." Purpose always branches off into different expressions however, it remains on the same path.

### What do you want your brand to say to the world?

Adenike chuckled as she made the very astute observation that this question is very similar to its predecessor.

### What do you do?

She says, "I feel like this question is very closely related to the last question. I want my brand to depict possibilities, hope, light, kindness. My brand will depict grace, a whole lot of grace. My brand will depict love in all its forms, love through even unlovable circumstances. I want my brand to scream, look at me, look at anything I do and anything that I support. My brand, to the world has to show laughter, happiness and joy."

### What is the Amputees United Initiative?

Amputees United Initiative is just me. In my own little way, acknowledging that there is a gap, paying attention to the mental well-being of younger children who were either born with limb differences or had acquired a limb difference at one point or the other. I just felt it was necessary for us to come together and have a community where we can create a safe haven for ourselves, push ourselves, support ourselves, encourage ourselves, hold hands, share our vulnerability and just demand for more, be accountable to each other and continue to refer one another for as many opportunities as we know that we are qualified for. This is what AUI is all about.

### What would you tell your 13-year-old self?

I would tell her to love more, network more, go out more, be daring, adventurous, just be her because as a thirteen-year-old, I was everything I dreamt I would be and there were no regrets as a 35-year-old now. I would try to explore a bit. I would tell my thirteen-year-old self to just go for it. Express yourself and reach for the stars and do everything you think you can.

### Which three people, alive or dead, would you want to have dinner with and why?

This is an interesting question. I had never thought about this. One person that comes to mind easily is Rebecca Cokley. I am not sure if I got the pro-

nunciation of her last name correctly but she is in charge or works with Joe Biden guiding policies on disabilities and I just got to read about her in a book, I tagged her on Instagram and she dropped a comment and she followed me back. It was awesome. One person, I would love to sit with. Hmm, I am not sure. There is really nobody I can think of. Maybe a person who can demystify and break down the crypto economy to me in simple terms and then thirdly, honestly, if we want to go the biblical route, I would not mind speaking to Rahab. I want to know. I just want to have a conversation not necessarily with her but be in her company. Another person is Saul, it would be fascinating to hear from him as well as Peter. I was going to mention a celebrity but they should chill where they are. I can read their memoirs. Those are the only two persons alive and the three dead people I would love to have dinner with and of course, I have told you my reasons why.

### What three things do you think disabled people should focus on right now?

Being economically or financially empowered. Galvanizing support and coming together and just doing what we want to do for ourselves. Think outside the box in terms of need, say a non-profit which is working



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on something. We need to start to look for things that would outlive us and what would outlive our immediate needs. We should also reach out to others in different categories of persons living with disabilities.

### What would you say to a newly injured disabled person? What advice would you give them?

Wow! I would say this is a whole new ball game, an entirely different ball game and easy on some days, harder on some but doable on all days and at all times. I would also say, determine for yourselves what you want to achieve regardless of your disability and then just go for it. Wouldn't you rather try, attempt and fail at it than not even making any attempts at all? I would also encourage a newly disabled person or a person now living with a disability to you know, if you can, take the option of exploring the world, live outside of Nigeria. You should experience what is like to live with a disability in a different country. Another piece of advice I would give is to try and ensure that one is economically or financially empowered because nobody wants a liability. I think those are the things I would say. I would also say that you are not alone, there is a community of people who are like you, who can help you, reach out, do not stay by yourself, do not stay locked in. You might feel that you are alone Nope! There are many of you out there who can and who are so just reach out to them.

# HAIR STATEMENT

BY USIADE ISIOMA

*In black culture; hair is extremely significant and often synonymous with identity as many individuals use their hair to make a statement. African civilization has variety of different hairstyles; till date people are still wearing the inspiring ancient African hairstyles from history. Before we display some creative Africa hairstyles, you should know the three major significance of Africa hairstyles and what they symbolize historically.*

## Social significance

In the early fifteenth century, hair served as a carrier of messages in most West African societies. Within communities, hair often communicated age, marital status, ethnic identity, religion, wealth, and rank in the community. Hairstyles could also be used to identify a geographic region.

## Aesthetic significance

Just as the social significance of hair was important, so was its aesthetic appeal. West African communities admire a fine head of long, thick hair on a woman. A woman with long thick hair demonstrates the life force, the multiplying power of profusion, prosperity, bountiful farms and many healthy children. One's hair also had to be neat and arranged in a certain style and also adorned with ornaments such as beads and cowrie shells.

## Spiritual Significance

Just as hair was elevated for social and aesthetic reasons, its spiritual connection also served to heighten its significance. Many Africans believed the hair was also a way to communicate with the Divine Being. Many believed a single strand of hair could be used to cast spells or inflict harm. This explains why hairdressers were held and still hold prominent positions in the community.

ANDROMEDA

KUIR D' AGOOT

JESSICA

FUNKE LAGOKE

BUKOLA

TEGA DOMINIC

GLORIA PENKA

NIKKI BILLIE JEAN

YEMI ALADE

OSAS IGHODARO



# How To Clean Your Sponge

## Wash Your Sponge Before Use

Since the sponge is supposed to be wet when used, this is the perfect time to wash it and have a clean sponge every time you apply your makeup.

Sponges are one of the most useful makeup tools in our arsenal. They are so essential for creating that flawless airbrush finish all of us covet. We honestly can't imagine what people did before the invention of the beauty sponges. But just like with makeup brushes, cleaning makeup sponges can get pretty tedious, and we have just the right tips to keep those sponges bacteria-free.

BY FUNKE BABS-KUFEJI

## Method

This got some buzz on social media, and people were freaking out from the results. Basically, you take a microwave-safe cup with soap and water and submerge your dirty sponge in it. Pop it in the microwave for one minute. Let it cool, then drain. Rinse and squeeze the sponge. It comes out so clean without any trace of makeup.



## Use Mild Soap And Water

You may be pressed for time, but don't use just any soap or detergent available to clean your sponge. Makeup sponges are delicate and prone to wear and tear, so the last thing you want is to damage them with harsh cleansers. A mild soap or even baby wash is sufficient to remove all old makeup and leave your sponge like new.



## You Can Also Use Olive Oil And Dish Soap

Similar to how cleansing oil works to remove makeup from your face, olive oil can help squeeze out the nasty stuff absorbed by your makeup sponge. Mix equal portions of olive oil, soap and water. Dip the dirty sponge in the solution and squeeze out all the residue under running water. When you're sure it's all gone, wash the sponge again with soap to make sure there's no oil left.



## Try The Microwave



# 10 CLEANSING BALMS

BY USIADE ISIOMA

Cleansing balms are typically oil-based and effective at removing dirt, makeup, and debris at the end of the day and they provide extra hydration for the skin. Daily double cleansing is beneficial because it's a more thorough way of removing a build-up of residue that can clog pores and lead to worse acne. To give you a head start, STYLE has rounded up 10 cleansing balms for acne-prone skin, go for one that best suits your skin.

### PONDS

Pond's cleansing balm melts away even the heaviest of makeup and provides extra hydration for smoother, radiant skin.



der to help exfoliate and unclog pores.

### CLINIQUE

Clinique's silky balm works overtime so you don't have to. It quickly removes makeup and leftover oil on the surface of skin and is formulated to work well for all skin types.



dull complexion and pulls out impurities from the skin.

### JUNO & CO

This balm has only 10 ingredients and even removes waterproof mascara. It contains Japanese barley, which is a great source of vitamins and antioxidants that help regulate melanin production.



### YOUTH TO THE PEOPLE

This cleansing balm is an absolute dream for its potent blend of berry antioxidants and hyaluronic acid. Goji, maqui, and açai berries neutralize oxidative stressors that may cause damage to the skin. It also utilizes non-pore-clogging oils like jojoba.



### HANSKIN

Formulated with acne-prone skin in mind, this balm contains salicylic acid and a blend of nourishing non-pore-clogging oils to purify pores on a deeper level.



### FARMACY

The Farmacy Green Clean balm is another great option for acne-prone skin. It contains ingredients such as moringa extract, turmeric, and ginger-root oil, which always leaves the skin feeling baby soft.



### GLOW RECIPE

The formula contains papaya enzymes and blueberry extract to thoroughly protect skin against environmental aggressors.



### TRUE BOTANICALS

In addition to its anti-inflammatory ingredients such as turmeric, this balm also contains gentle exfoliants like lactic acid and azelaic acid to clear away surface congestion that can cause acne.



### DRUNK ELEPHANT

This butter-like cleansing balm removes even water-resistant makeup. It also contains bamboo and charcoal powder.



### WISHFUL

Green tea extract, cherry-blossom extract and malachite stone revives a



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