THE ONES TO WATCH UNDER 35 (PART 1)

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With each generation comes a new group of discovered talents, those slowly but surely making their mark in their various sectors. Selected from a pool of talents, this week, the STYLE team takes you across upcoming talents who have shown originality within their sectors, cementing them a place firmly on our “Ones to watch” list.

When you hear the phrase “The young shall grow”, there’s no time it becomes more pronounced than when you see the next generation making an impact with their various endeavours.

At a time when the climate is so harsh, it’s a welcome change to see young adults getting more innovative with their talents. They have also used the social media to best market their products and services.

Gone are the days when offsprings were expected to work in conventional professional spaces like Medicine, Law, Engineering, Finance etc. Parents and children alike have come to accept the flexibility of new jobs in the workspace and how vital such roles are for creativity and growth to thrive. These are exciting times ahead because no matter what field of work you partake in, the bar has been raised to expect high quality in terms of production of performance.

The young ones have age on their side. They have the zeal and are well equipped to take their talent and services to the next level. They are THE ONES TO WATCH UNDER 35!
Last weekend, Lagos saw a party like no other as the IT guys and ladies AKA the Hustle Gen came together to celebrate a unique fusion of luxury fashion and whisky at the Balmain and Chivas launch event. Themed Armour for the Night, guests showed up and showed out in their Balmain-inspired fits and we saw show-stopping blings, chains and luxe statement pieces come to life on the black carpet.

As part of this exclusive partnership, Chivas released limited-edition Chivas XV and Balmain bottles which were created in collaboration with the Creative Director of Balmain, Oliver Rousteing. The highlight of the night was the unveiling of the exclusive collection which features extremely limited and individually numbered gold bottles. These bottles are adorned with metallic armour and chains, which is a nod to Balmain's signature runway pieces. There are only 100 of these limited edition bottles in Nigeria which will be given to individuals who embody the essence of both the Chivas and Balmain brands.

The event also celebrated Chivas Regal's new direction as the luxury whisky for the Hustle Gen - defined as older Gen Z's and younger millennial trendsetters that are breaking conventions, defining fashion and celebrating success.

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Moët & Chandon recently hosted the creme de la creme of Lagos society to a glamorous journey into the world of Moët & Chandon. The occasion took place at an iconic secret location, Lagos Continental Hotel, Victoria Island, and this was only communicated to the guests at 17:43, the founding date of the Moët Maison. Guests turned up in opulent style, keeping with the ‘Night Time Dazzle’ dress code. On arrival, guests were greeted at the cocktail area with Moët Mini bottles, canapes, jazz entertainment whilst capturing their Moët moments at the exquisite photo areas.

The exclusive event centred around the effervescence of a Moët & Chandon bottle included an open marquee where guests were immersed in the beautiful Lagos skyline, Moët & Chandon bottles crafted into the walls, towering champagne pyramids, with bubbles dispersed into the event space at specific moments. Event highlights included spectacular fireworks display that lit up the sky, DJ Battle between DJ Factor and DJ Cypher, a stirring musical performance courtesy of LOUD, and an electrifying surprise performance by crowd favourite Wande Coal. One truly iconic moment that stood out was the projection of the house’s champagnes on the side of the Lagos Continental building.

As a gesture of the house’s generosity, guests were treated to copious amounts of champagne from the bar and the Moët Mini vending machine and an array of exquisite canapes. Guests were also gifted personalised bottles of the iconic Moët Imperial Brut champagne.
With each generation comes a new group of discovered talents, those slowly but surely making their mark in their various sectors. Some have leapedfrog to higher awareness with others following closely behind. Selected from a pool of talents, this week, the STYLE team takes you across different industries, revealing the best young talents making unprecedented moves in their respective fields irrespective of the tough climate. These upcoming talents have shown originality within their sectors, cementing them a place firmly on our “Ones to watch” list.

**ACTORS OR ACTRESSES**

**ERICA NLEWEDIM**
Erica is a new face in the industry, but she had a very interesting 2020. Her most prominent feature, 'Hire A Woman', came to Netflix. She then appeared on the Lockdown season of Big Brother Naija. The 26-year-old showed off her acting prowess through tasks in the Big Brother house. There is no doubt that she will be back to acting and gracing our screens this year.

**ALVIN ABAYOMI**
Alvin Abayomi is a Nigerian actor, model content creator. He is famous for featuring as Ebisinde in the MTV Shug Series. Acting has been a childhood passion for Abayomi, he picked interest in acting as a kid, and featured in school dramas and plays while in primary school and church. His fire for acting was fanned to flames when he enrolled on a two-month acting course organized by his church. Since then, Abayomi has been featured in many Nollywood films and has become a familiar face the viewers like to see.

**SUSAN PWAJOK**
Susan Pwajok is an actress who is famous for her role as Blessing in The Johnsons. The actress, who started her career at the early age of three, quickly established herself as a household figure in the movie industry.
CHIZI DURU

CHIZI DURU is a Youtube natural hair guru who is widely known for her eponymous YouTube channel content. She has gained widespread popularity on the platform for her natural hair tutorials. She has over five hundred thousand followers tuning in to watch all her video advice about handling natural hair. Duru is fast gaining the presence and stance she needs on social media, which is quickly pushing her to the top of the influencer ladder in the beauty industry.

JOANNA MACGREGOR

Joanna MacGregor’s style is characterized by fine lines with an abstract and contemporary aesthetic. Adevie works primarily with ink on paper. Her works illustrate the hidden elements of her mind and aim to provoke questions in viewers about their own feelings. Joanna’s works express a myriad of emotions through the fluidity and flexibility of her lines in size and shape designed to awaken the mind and take it on a visual journey. One never knows what to expect and this reflects in her finished products. It’s a seasoned eye to appreciate the attention to details and how the lines are expertly maneuvered to create each piece. Adevie holds a Philosophy degree from the University of Nottingham.

JOHNSON EZIEFULA JNR

Johnson Eziefula Jnr is a self-taught mixed-media artist practicing under the movement known as Contemporealism, the fusion of contemporary art and hyperrealism. He specializes in drawing and painting, employing charcoal, acrylics, pastel and fabric on paper and canvas. Eziefula’s main concerns are cultural hybridity, Blackness, pop-culture, identity, personality, and human psychology. He strives to depict his observations, personal encounters, curiosities, and personal themes through the combination of colour, shapes, postures, and symbolism. He has participated in numerous exhibitions since he began practicing professionally in October 2019.

ONYINYECHI ANOZIE

ONYINYECHI ANOZIE is a Blogger who runs www.iamyeychi.com. She is the creator of the Student Planner and author of the Art of Being a Student and a Creative. She is passionate about skincare and has a following of over twenty thousand people, and they are very attentive to the reviews this beauty connoisseur gives about all things, skin, hair and more.

BUNMI AGUSTO

Bunmi Agusto depicts surreal figures born from the metaphorical language of cultural theory by drawing on concepts such as “alien” and “hybridity.” At the core of her practice is exploring what triggers her Niger- ian cultural consciousness, inspired by Sherry Turkle’s theory of evocative objects as vessels anchoring personal histories and cultural identity. Agusto combines the human body with elements she deems integral to this notion to create a mythology of fictional clans on a transcendental plane. Agusto earned her BA in Fine Art from Central Saint Martins, graduating with first-class honours (2020).

OLUWASANMI ADEOYE

OLUWASANMI ADEOYE is the creative director of Feyisoge makeup studio. She is a pro makeup artist making waves in the makeup industry and on Instagram with over ten thousand followers. Alongside conventional makeup, Adeoye has a keen interest in Special effects makeup (SFX) and runs her Youtube channel where she gives out SFX makeup tutorials. Adeoye also does many other makeup tutorials.
TOLANI TAYO-OSIKOYA
Tolani Tayo-Osikoya, Chief Operating Officer, TISV Digital, and Owner/Creative Director of Diary of A Kitchen Lover, doubles as a Chef, Food Blogger, Influencer, and YouTuber. She focuses on sharing detailed recipes, twists and tricks to cooking meals perceived as challenging to cook. She also shares food reviews and coaches people on everything cooking. In a short space of time, Tolani has gained a significant following on Instagram and Youtube and is a brand ambassador for many kitchen equipment's, conditions and much more.

MIYONSE AMOSU
Miyonse Amosu is a Nigerian chef and media personality. He is known for being a housemate in the Big Brother Naija season 2 and hosting the cooking segment of the Wake-Up Nigeria breakfast show on TVC Entertainment. He has over a hundred and twenty thousand followers on Instagram who follow his food recipes and cooking skills for inspiration. His appearance on the Big Brother Nigeria show in 2017 gave him the boost he needed to jumpstart his cooking career, which has been on the rise since the show. Miyonse is now a consultant for a culinary school based in Ilorin, Kwarra State and a brand ambassador for SamVita Foods.

DIANA ENEJE
Diana is always known to give us the sauce. She is a teen model and social media influencer. At such a young age, Diana has grown into making a name for herself and has become one of the leading influencers in Nigeria. Diana proves to be a fast-rising star to look out for as she keeps breaking the barriers.

VANESSA COLE
Also known as ChefVee, is an entrepreneur and foodie turned professional chef. From a young age, she was fascinated with creativity and business, evolving from the world of arts to fashion and now food. ChefVee is fascinated with combining flavours to create explosive dishes. Her first memories are being in the kitchen with her mother learning both Calabar and international favourites. The most exciting part would be the taste test; seeing the flavors get more vibrant and complex and evoking those feelings of nostalgia through her dishes is now her primary goal. Vee was raised with food being the language of celebration and experience. Whether it was to reward achievements or entertain guests, her family would use food as the melting pot to express success and love to others. Through this, Vee has translated this into her food. She is driven by creating experiences for those she cooks for, whether known or unknown and making them feel celebrated.

MARII PAZZ
A Nigerian born, Spain based influencer Marii Pazz is a fashion student influencer. She is known for her trendy and bold styles on the streets of Instagram. She has a strong love for palazas, and body con outfits, and her followers rely on her to show them what trends to embrace.
MUSIC ARTISTE

ARYA STARZ

The 18-year-old Afropop Nigerian singer, also known as the 'Celestial being' was recently signed under Mavin records and is already making waves this year as her recent album titled "19 and dangerous" with the hit single "Bloody Samaritan" debuted as one of the 20 most played songs on Radio & Youtube in Nigeria. She's one of the few artists to achieve this kind of success in a very short period of time. Starr is definitely one to keep a close watch on as she will be on our screen for a very long time.

BUJU TYE

Buju is the blooming Afro-Fusion Artist to watch out for as he is consistently dishing out good vibes. Late last year, "Spiritual," was the new record on everybody's lips. Buju has gone from a viral sensation to one of Nigeria's young music stars pushing afro-fusion to new heights. He is the latest addition to young Nigerian stars pushing the new generation into the conversation.

RUGER

Ruger is a fast-rising Nigerian singer and songwriter. He came into the limelight after signing a deal with Jonzing World Record. His signature look pirate-Esque eye-patch matched with pink hair has made him unique. Ruger has proven to be more than a worthy envoy among the emergent new talents piloting the remarkable ascent of Afrobeats worldwide with his off-the-top delivery.

UKAY OGAH

Uke Ogah juggles the responsibilities of being a broadcaster, a compere, writer and public speaker. Presently with Hit95.9 FM Calabar. She hosts the flagship breakfast show called Hit Breakfast Show, her style of presentation is uniquely quirky and full of humour.

PRESENTERS

ARIYIKE OWOLAGBA

Bold, beautiful and elegant personality with a poise, Ariyike is known as Media’s Sweetheart for her smile and outspokenness. She is an active, TV host, content creator, and brand influencer. Another refreshing angle of Ariyike’s lifestyle is her love for fashion.

MYRANDA PRINCEWILL

Myranda is a charismatic character filled with youthful exuberance. It is impossible not to listen when she talks. She ensures listeners are always entertained by her wits, sense of humour, and excellent choice in good music on her shows.

UKAY OGAH
Frank Aghuno is the Creative Director of the contemporary fashion brand, Fruché. Aghuno is self-taught and has always loved fashion and design. When he was just eleven years old, he would take his mother’s Ankara headscarves and hand sew them into the skimpiest outfits. Fruché was founded in 2014 while he was studying Finance at the University of Lagos. He says it was all about exploring his love for fashion and telling rich, modern, historical and futuristic stories that challenge the notion that Nigerian/African women are expected to look and dress a certain way.

Mariam Abiola Afolabi started her journey with an interest in art. The designer who’s the mastermind behind Mazelle Studio initially studied law and moved back to Nigeria afterwards to focus on her fashion brand. She is admired for her womenswear label, Mazelle Studio. The brand’s signature use of Adire prints and sharp silhouettes are oftentimes met with standout embellishments. It’s no wonder her outfits constantly elevate the dialogue around African luxury women wear.

Temie is the owner of LifeBank, a company venture which allows the timely shipment of blood to medical facilities and clients that need it. With this business, the entrepreneur conserves millions of lives annually in Nigeria.

Timilehin is an impressive young entrepreneur and founder of Media Panache, a full-service communications and PR brand with offices in Lagos and the United States of America. He started the company in 2016 on WhatsApp when he had no money for office space and envisioned building a team of young PR experts dedicated to devising innovative PR approaches and creative ideas. Today, Media Panache has provided services to some of the most influential brands in Africa, including Bank of Industry, MTN Foundation, Whogohost and a host of others.
Daughter of renowned banker and businessman Jim Ovia, Tito Ovia is making a name for herself in the world of tech as the co-founder/Head of Public Sector Growth of Helium Health. Helium Health is Africa’s largest health-tech provider, which builds technology and data infrastructure to make it easier for anyone to access quality healthcare on the continent regardless of their social class or economic status. It is worthy of mention that Tito led the Helium Health team in a landmark partnership with the Akwa Ibom State Government of Nigeria to digitize the hospital processes across the state-run hospitals. She is a recipient of the 2019 Forbes ‘30 under 30’ Healthcare entrepreneur award.

Evans Akanno is a serial entrepreneur who, between 2013 and 2015, co-founded three startups: Zegist, Farmkart Foods, and Cregital. He is currently the CEO of Cregital, a digital agency based in Lagos, Nigeria. Cregital is a team of creative people driven by the synergy of design and technology, and they specialize majorly in branding, web design, web development, digital marketing, photography, videography, graphics design, and software building. At the 2018 Nigeria Technology Awards, he was recognized as the Tech Young Achiever of the Year. He was also recently recognized by Forbes Africa in its 30 Under 30 yearly awards.

Hanu Fejiro Agbodje is the young billionaire who sits as the Chief Executive Officer of Patricia Technologies, a leading e-Commerce platform that trades unused iTunes, Amazon, and Google Play gift cards. In 2017, he launched Patricia after he got scammed while trying to sell an iTunes gift card his uncle gifted him. It was a side hustle which has over time grown to have generated over N10 billion as of 2019.

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