

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

THISDAY **Style**

SUNDAY, MAY 22, 2022



OSAS IGHODARO

DENOLA ADEPETUN

IFU ENNADA

ERICA NLEWEDIM

RED CARPET HITS & MISSES

@ AMVCA 2022



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COVER NOTE



While there is no shortage of institutions and bodies dedicated to honouring artistic excellence, every film industry has that one event of exceptionally high repute that people both in the industry and outside of it look forward to. In America, it's the Oscars. In Britain, the BAFTAs. And in Nigeria, it's the AMVCAs (the Africa Magic Viewer's Choice Awards), which has grown since its inception in 2013 to become the most anticipated event in the Nollywood calendar. This year's event saw a wide array of attention-grabbing ensembles and Guest Correspondent **ENIAFE MOMODU** is sharing with us the hits and misses

EDITOR'S LETTER



EXECUTIVE EDITOR

Sometimes you have to clap for yourself

The AMVCA red carpet has always been highly coveted, not only by the actors but by fashion designers and stylists who conceive and create bespoke outfits for the stars, hoping to get a nod of approval from viewers and several best-dressed lists.

It's a long and nerve-racking competition that usually goes on for weeks, even months, and nobody knows what to expect until the very last minute. I assure you it's all very fascinating - and often well worth it. But away from the glitz and glamour, the event's sole purpose is to celebrate the Nollywood industry and how far it has come in 30 years. With an annual output of nearly 2,500 films, Nigeria's Nollywood is the world's second-largest film industry, behind India's Bollywood.

It all began in 1992 when Chris Obi Rapu created the groundbreaking two-part drama Living in Bondage. Its massive success gave way to the birth of what was then known as Nigerian home videos. Of a truth, the acting may have been a little melodramatic and the production a little bit wonky, but Nigerians loved it. We finally had something that belonged to us. Largely self-funded, home videos became a booming Nigerian industry that grew in influence across the continent.

Not stopping there, it turned its stars into celebrity household names, while also providing a framework of reference for its counterparts in other African countries. As this "massive export of culture" continued to grow, it also underwent a sea of changes. The focus gradually shifted from quantity to quality, tape to the big screen, and local to global.

The rise of Nollywood has surprised critics and non-critics alike. Over the past two decades, it has become a cultural phenomenon that continues to attract millions of movie fans across Africa and globally.

It has become so successful that Western streaming services have made distribution deals, allowing Nollywood's latest movies to gain global views.

The challenges and capacity issues that still plague the industry are many, and sometimes it is easy to forget its triumphs. However, we should not forget that Nollywood has come a long way in telling our stories, providing employment to millions and promoting our culture. With a few more tweaks to its original blueprint, we are well underway to taking over the world.

Konye

Society

THE AFC INFRASTRUCTURE SOLUTIONS SUMMIT
As part of events marking the 15th anniversary of The Africa Finance Corporation (AFC), The President/CEO of the organisation, Mr Samaila Zubairu, hosted several highly placed government officials, high network individuals and industry stakeholders to its flagship event; AFC Live 2022



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Style

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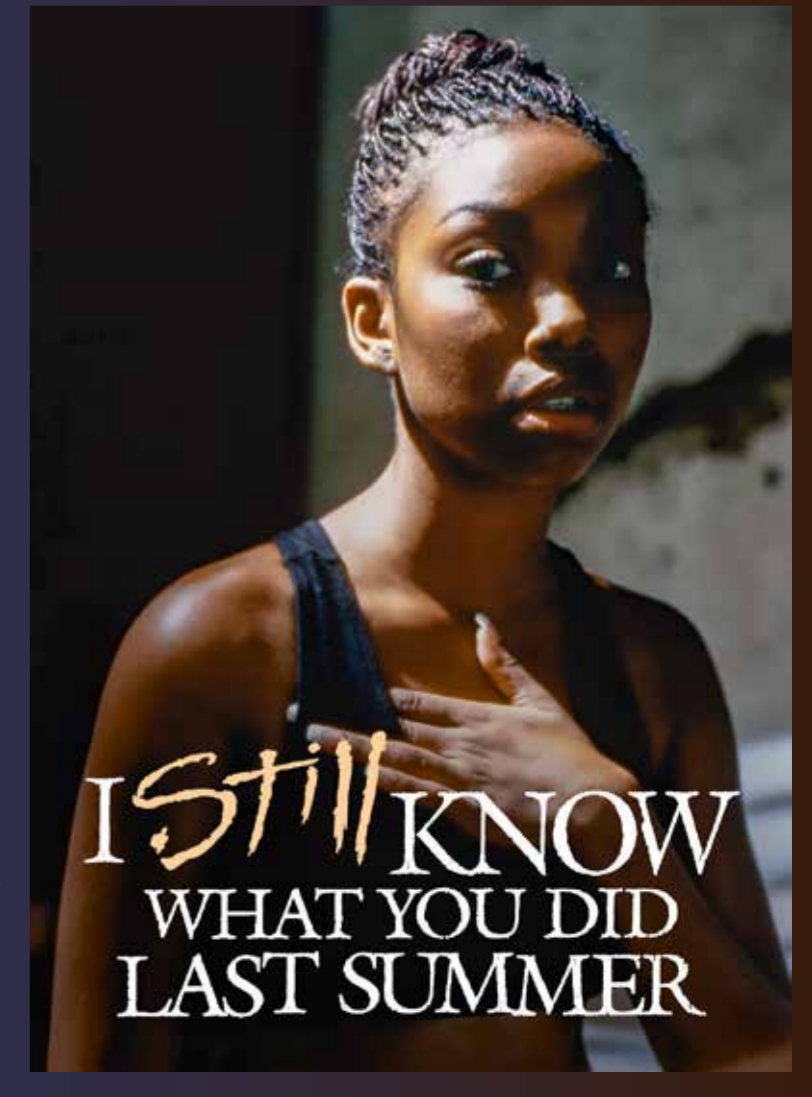
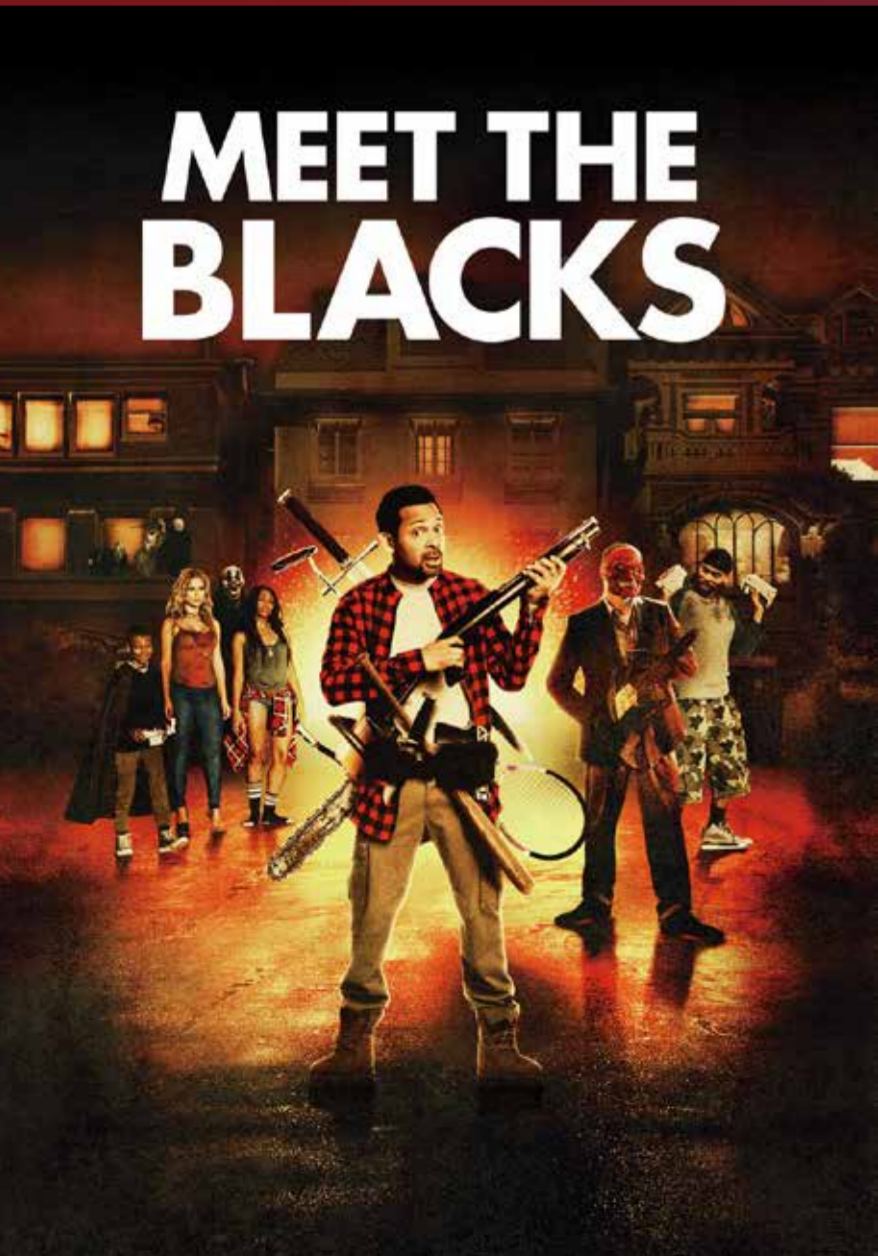
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THRILLER WEEK



STYLE

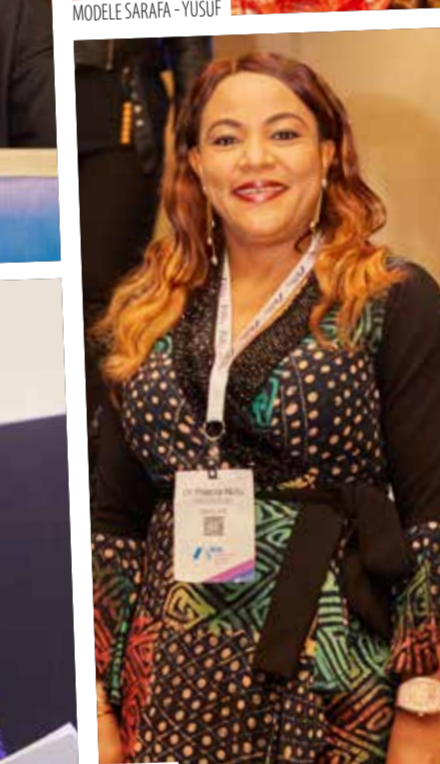
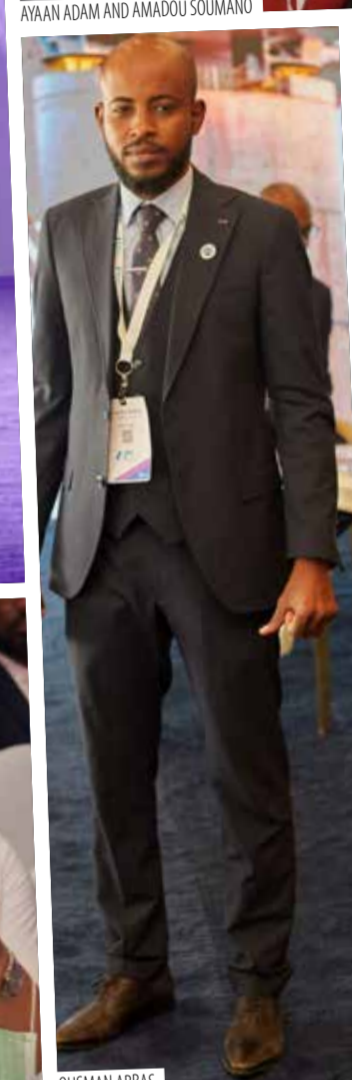
SOCIETY &

THE AFC INFRASTRUCTURE SOLUTIONS SUMMIT

As part of events marking the 15th anniversary of The Africa Finance Corporation (AFC), The President/CEO of the organisation, Mr Samaila Zubairu, hosted several highly placed government officials, high network individuals and industry stakeholders to its flagship event; AFC Live 2022. The Infrastructure Solutions Summit and a Gala dinner. The programme included sessions on Africa's energy transition, unlocking Africa's domestic capital, mining and natural resources, and creating the African Silicon Valley. Key speakers included Alhaji Aliko Dangote, Chairman of Dangote Group, and Dr Carlos Lopes, visiting professor at the Nelson Mandela School of Public Governance. Also present was the President of Ghana, Nana Akufo Addo, Dr Benedict Oramah, President & Chairman of the Board of Directors, Afreximbank and many other notable names.



VICE PRESIDENT OF NIGERIA, YEMI OSIBANJO; PRESIDENT OF GHANA, NANA AKUFO ADDO & CEO OF AFC, SAMAILA ZUBAIRU



STYLE

SOCIETY &

STYLE

AFRICA'S STARS SHINE BRIGHT AT 8TH AMVCAS!

By Ayo Lawal

The eighth edition of the Africa Magic Viewers' Choice Awards (AMVCAs) came to a rousing end on Saturday, 14 May 2022, with winners announced on the biggest and most glamorous night to celebrate African film and TV talent.

The movies, *Rattlesnake – The Ahanna Story* and *Amina* came tops with four AMVCA honors each with Best Director going to Ramsey Nouah for *Rattlesnake – The Ahanna Story* and Best Overall Movie to *Amina*.

In the public voting categories, Stan Nze clinched the award for Best Actor in Drama while Osas Ighodaro won Best Actress in Drama. First time AMVCA nominees, Samuel Perry popularly known as 'Broda Shaggi' and Omowunmi Dada won Best Actor in a Comedy and Best Supporting Actress in a Drama respectively.

Producer, Rogers Ofime, also had multiple wins in the categories; Best Television Series for *The Mystic River*, Best Indigenous Language Movie (Hausa) for *Voiceless* and Best Africa Magic Original Comedy Series for *The Johnsons*.

The regional awards saw *Collision Course* winning Best Movie West Africa, while *The Girl in the Yellow Jumper* and *Hairareb* won in the Best Movie East Africa and Best Movie Southern Africa respectively.

In the special recognition categories, the AMVCA industry Merit award for this edition was given to veteran Nigerian actress, journalist and television presenter, Taiwo Ajai-Lyett (OON) whilst the Trailblazer award, an award given to an outstanding achievement by a young and upcoming act, went to *Teni Aladese*.



PUMA NIGERIA OPENS STORE IN ABUJA

By Funke Babs-Kufeji

Persianas Retail Limited, the Official Retail Partners of PUMA recently after a successful launch and opening of the Puma Flagships store in Lagos opened another PUMA retail store in Abuja at the Jabi Lake Mall. The highly anticipated Launch that took place on May 6th, 2022 saw a huge turnout of PUMA lovers who came out to shop the new collection and to catch a glimpse of Award-winning Artist Davido who is one of the company's global brand Ambassador. Davido on that day showed up and showed out in true puma style bringing along his 30 Billion Gang who amped the energy on the day.

The event was hosted by Big Mo who engaged fashion and fitness enthusiasts in an atmosphere of entertainment, shopping and fun activities which included an interactive session with Davido, a VR Bike experience and a digital graffiti wall. Dj Gigi Jasmine churned out music to match the energy of the crowd while drink partners Amstel Malta, Martell, Mezra and Red Bull served refreshing drinks and cocktails paired with delicious canapés served by Abuja's finest Chef Grubs of Grubs and chops.

The new puma store is stocked with products in categories like lifestyle, athleisure, running and more and is predominantly focused on serving customers who care about both style and fitness. Puma Nigeria has steadily shown their innate ability to create vibrant, relevant and innovative campaigns and this event was no exception.



STYLE

SOCIETY &



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Glitz & Glamour from the Accelerate Plus Launch



It was a night of music, dance and networking as notable players in the Nigerian entertainment industry, friends and well-wishers of Nigeria's leading digital lifestyle, and entertainment platform, Accelerate powered by Access Bank, gathered to celebrate the launch of Accelerate Plus, its premier subscription video-on-demand platform on Friday 29th April 2022 at The Hall, Musa Yaradua Str, Victoria Island.

Hosted by Akah Nnani and Joselyn Dumas, the event saw Herbert Wigwe, Group CEO Access Corporation; Amaechi Okobi, Group Head Communications & External Affairs; Colette Otusheso, CEO Accelerate and Osayi Alile, CEO of Aspire Coronation Trust (ACT) Foundation in attendance.



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that succeeded before it started

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Audacious, Limitless, Aspirational and Timeless, the very tenets that characterise ALAT by Wema, are the easiest ways to describe the daring bid to open one million accounts in one day by one of Nigeria's most innovative banks. What! Who thinks of these things? As daring as that sounds, it was exciting to hear. OAPs talked about it on radio, and tweeting fingers sent it viral on social media and we loved it all the way. Truth is, those who have followed ALAT since its launch by Wema Bank in 2017, would readily admit that this is not the first "first" for ALAT.

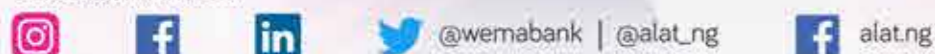
First, pun definitely intended, ALAT is Africa's first fully digital bank. Best believe that the move revolutionised Africa's digital banking landscape. It set new benchmarks and standards in Nigeria's digital banking ecosystem and provided a successful model for fintechs and start-ups in Nigeria to emulate. Several other banks have had to re-engineer and remodel their banking apps in reaction. ALAT remains the leading player (football fans will say the G.O.A.T) pushing the limits of financial inclusion across Nigeria. ALAT is a mission that succeeded ever before it started, and it is so easy to see why.

The digital banking platform has got an irresistible value proposition. With ALAT, you can end your contract of constant visits to bank branches, young people can save more and people can enhance their lifestyles with various financial offerings. ALAT is a mission to empower people without stressing them. The platform helped many Nigerians save well over N3 billion in its very first year. This was facilitated by, among others, the narrative of "free banking" that ALAT pioneered with free debit cards delivered to the customer's preferred location free and a simplified account opening process which ensured as many people as desired it having an account opened from the comfort of their homes.

Oh! We almost wandered off to the blissful goodness ALAT is. Back to the #BeAudacious campaign. It marked ALAT's fifth anniversary and was a combination of online and offline activations geared towards setting a World Record for most accounts opened by a single bank in one day. While partner agencies and bank staff powered the offline leg of the campaign, Davido, ALAT's brand ambassador, drove the online version that saw the bank stay top of the social media trend list. Let's just whisper in here that we think ALAT and Davido are a perfect match - energy recognises energy.

By the end of the day, ALAT raked in close to 800,000 new customers, climbed to the number one spot for financial apps in Nigeria on Google Play and Appstore, increased its market share by a significant percentage, and boosted positive sentiments within the public. Now, no matter how you choose to look at it, ALAT has shown that success only begets more success, forcing us to hold out to the aspiration of ALAT becoming the bank of the future. If you peep into a crystal ball, its safe to say you will see limitless possibilities with ALAT.

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COVER



By Eniafe Momodu

RED CARPET HITS & MISSES

@ AMVCA 2022

While there is no shortage of institutions and bodies dedicated to honouring artistic excellence, every film industry has that one event of exceptionally high repute that people both in the industry and outside of it look forward to. In America, it's the Oscars. In Britain, the BAFTAs. And in Nigeria, it's the AMVCAs (the Africa Magic Viewer's Choice Awards), which has grown since its inception in 2013 to become the most anticipated event in the Nollywood calendar.

Taking place for the first-time post-pandemic and just two weeks after The Metropolitan Museum of Art's annual Met Gala was held in New York City, personalities from across the Nigerian entertainment scene were well-prepared to show off their most venturesome and most versatile vêtements.

However, the AMVCAs, unlike the Met Gala, does not have a distinct theme intended to guide the attire of its attendees beyond the general 'black tie' dress code. On the one hand, this can be seen as a good thing, removing all limitations caused by periodic dress codes like 'Gilded Glamour' or locational themes such as 'China: Through the Looking Glass. However, leaving room for such unbridled creativity also grants guests the opportunity to run completely wild, for better or for worse (and often, for worse).

Of course, this year's AMVCA carpet was a corset cornucopia, with stylists employing eclectic mixes of diamonds, pearls, ruffles, feathers, laces, silks and velvets to bring an element of surprise to each look. I, myself, wore a custom black and gold kaftan by JZO, inspired by André Leon Talley's 1999 Met Gala look and several of his signature silhouettes.

'Royalty' was perhaps the unofficial theme of the night, with James Brown discarding subtlety altogether in a golden Elizabethan gown, marking her prestige with an exaggerated collar, lacy ruffles and a makeshift baroque crown. Meanwhile, Denrele illuminated the carpet in a fully-functioning chandelier frock, likely inspired by Katy Perry's 2019 Met Gala dress.

Celebrity stylist Toyin Lawani, who was also the creative force behind James Brown's Elizabethan look, shocked viewers when she appeared on stage in a diaphanous, inky gown and sultry corset, covering her midriff with her very own pièce de résistance - a sculpted bullhead with hyperbolised horns.

All in all, the AMVCAs saw a wide array of attention-grabbing ensembles, but as you know, it takes a lot more than shock value to land on my best-dressed list. So, without further ado, here are my top picks for the best, and worst, of the 2022 AMVCAs:

HITS



Aduke Shitta-Bey ↑

Top model Aduke Shitta-Bey shone bright in a custom Idioli Nupo mermaid dress - a spotless mesh of beads, crystals and tulle which draws inspiration from vintage dress styles worn by Latin divas like Selena Quintallina and Sophia Vergara. Finishing off her tangerine look with a flawless face beat and sleeky, braided ponytail, Aduke's sensually cut gown is undoubtedly one for the AMVCA archives.



Osas Ighodaro

← Hardly a stranger to body-con, 'Best Actress (Drama)' winner Osas Ighodaro wowed the audience in classic Veekee James attire, complete with diamond earrings and layers of tulle for added effect. Held together by a nude corset and bodysuit, the impeccable, glittery details create an illusion reminiscent of Beyoncé's 2015 Met Gala dress by Givenchy, but with the tight and form-fitting shape that has come to dominate the Lagos red carpets.



Timini Egbuson

← Turning heads in a royal purple, crystal-embellished suit jacket by Sevon Dejana, 'Best Actor' nominee Timini's message for the night was 'royalty', and we heard him loud and clear. Completing his look with Balmain shoes and layered undergarments which tread lightly into Jaden Smith/Harry Styles territory, Timini's lavish look proved that he is unafraid to step outside the confines of traditional masculine silhouettes, and into the league of Nigeria's best-dressed men.



Idia Aisien

← On Lagos red carpets, figure hugging-looks often sacrifice drama for shape. Not today. Idia Aisien is having her cake and eating it too. Long-established as one of the Queens of the Carpet, this big-bowed, amethyst-infused extravaganza by Anjy Luminée stole the show in the best way possible, styled to perfection with minimalist accessories and a simple updo.



Alexandra Asogwa ↑

In what can only be described as a pure Cinderella moment, Alex Unusual brought a heavenly touch to the AMVCAs in an illusory baby blue dress by Idioli Nupo. The designer, who had set out to create a unique shade of blue that had never before been seen on the Lagos red carpets, achieved this by seamlessly joining three different shades of tulle fabric, with impeccable results.

COVER



Nonye Udeogu ↑
While her red-carpet look may be reminiscent of aristocratic ballroom attire, make no mistake, Nonye Udeogu is no debutante. Only a select few faces in the Lagos fashion scene have the ability to consistently churn out 5-star looks and Nonye is one of them. Blooming on this occasion in a fuschia Mofari dress straight off the AMVCA runway, Nonye makes light work out of dressing up on any given occasion. J'adore.



Bonang Matheba ↑
For her fourth look of the night, AMVCA co-host Bonang Matheba stepped out in a bespoke, crystal-embellished, snow white suit by Sevon Dejana, showing off some skin in a matching corset, and elevating the overall look with a welcome selection of pleated ruffles. Most often pictured in bright and buoyant dresses, this particular look is a welcome departure from her usual silhouette, and a reminder of the South African media maven's unmatched versatility.

Erica Nlewedim
← With her dress, makeup and hair all sublimely coordinated, Erica Nlewedim's AMVCA look was a sight for sore eyes. Putting the ocean to shame in a turquoise gown by Polish atelier, Slubne (a match made in heaven), Erica radiated pure light for the entire evening, reminding fans of exactly why they fell in love with her, and why she deserves her status as the nation's sweetheart.



Bolale Austen-Peters ↑
Bolale Austen-Peters looked like a living, breathing statuette in a custom Turfah gown, created using a lustrous, metallic fabric known as lamé. Completed with a classic bouffant giving high-key Aretha Franklin 1960s hair nostalgia, this gold-plated look was an apt foreshadowing, as the acclaimed director and producer later took home the golden statuette for, 'Best Movie (West Africa)' for her original feature, Collision Course.

Denola Grey
When it comes to styling men's suits, it can be difficult to find that sweet spot between monotony and over-the-top. Not for Denola Grey. He's a resident there. Taking home, the Viewer's Choice Award for 'Best Dressed Male', Denola wore a custom suit by Atafo, which reportedly required 8 days of hand-beading to bring to fruition - a true labour of love. If you ask me, it was well worth the time. ↓



MISSES



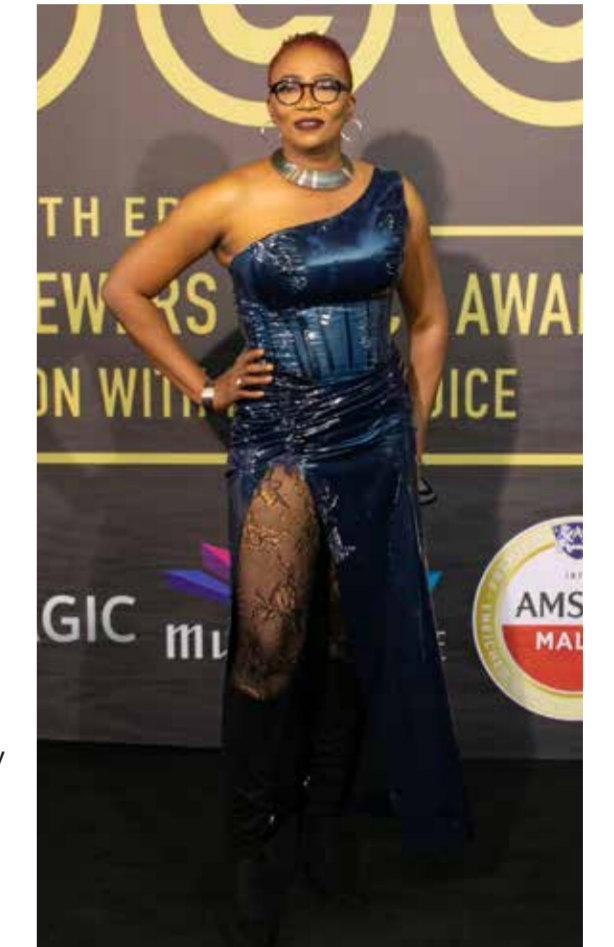
Simi Drey
← Radio's it-girl, Simi Drey, here offered her own take on Kim Kardashian's 2021 Met Gala look by Balenciaga. However, as much as we love a good reference, this particular outfit sticks too closely to its source material, thus coming off as uninspired. Simi's stunning face is completely hidden away, while the supplementary skirt/train situation fails to elevate the look in the slightest, with the sporadic glittery details only adding to the overall tack.

Belinda Yanga-Agedah
Juju Stories actress and 'Best Writer' nominee Belinda Yanga-Agedah had the right idea when she stepped out in a floral, white suit and palazzo pants. However, the styling, which included dark blue lingerie, a scantily-bedazzled midriff and a triple-stacked beaded necklace, turned what could have been a chic red carpet look into an overbearing, and frankly uncoordinated, mishmash. ↓

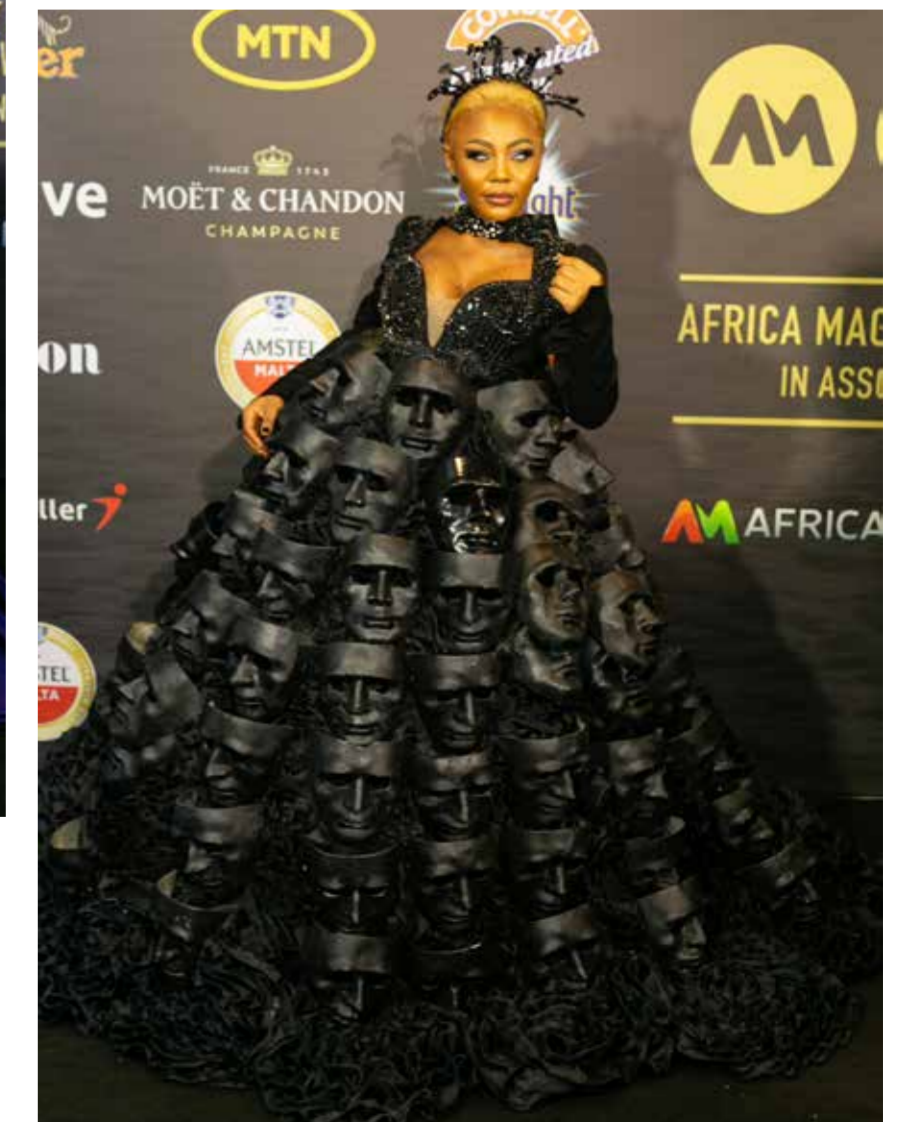


↑ Despite an admirable attempt to break away from the red carpet's more predictable male silhouettes, this sheeny ensemble proves that a purple and gold combination just isn't enough to make an outfit look regal. The indigo and white, feather-laced turban can only be interpreted as a nod to Aladdin, and altogether makes the look appear more costume, less couture.

Certainly, one of the night's more chaotic ensembles, none of its elements are working for its hostess, neither individually nor as a unit. The dress itself is only a semi-eyesore, but paired with the lingerie, boots and fiery hair, one can only be left wondering... what was the reason, and where do we go from here? ↓



Ifu Ennada
Clearly determined to be among the night's most talked about attendants, Ifu Ennada hit the carpet in an eerie, skull-filled "transformer" dress. Controversy aside, the ghastly, albeit intriguing, apparel was a strange choice for the AMVCAs, as well as a jarring one. To make matters worse, the former Big Brother Naija star hit back at her detractors via social media with an unwarranted round of broke-shaming - a childish, and churlish, cliché. ↓



Ten Things This Week

STYLE
DESIGN

GOOGLE IS TAKING DOWN 900,000 APPS

Google could ditch close to 900,000 Android apps from the Play Store in the coming days. The company talked about removing outdated apps that no longer support its latest features or have been updated in a while. In this exercise, Google will not be alone, as Apple is also expected to push out iOS apps from the App Store. Combining these two platforms could remove over 1.5 million apps very soon.



AKINWUMI ADESINA TURNS DOWN OFFERS TO JOIN NIGERIA'S 2023 PRESIDENTIAL RACE



The President of Africa Development Bank, Dr Akinwumi Adesina, has rejected a presidential nomination form bought for him by a group from Northern Nigeria. He disclosed the rejection through a letter saying he is fully engaged and committed to his work at the regional bank. "I have been extremely humbled by several calls from Nigerians at home and abroad that I should consider running for the office of the President of the Federal Republic of Nigeria. I am very touched by all who have gone to a great extent, with such huge sacrifices, of their own volition, to consider me worthy to be proposed for potential consideration," he said.



DAVIDO HOSTS AMERICAN RAPPER DABABY IN LAGOS

American rapper Jonathan Lyndale Kirk popularly referred to as DaBaby is currently in Lagos for a video shoot with Nigerian music star Davido. The famous rapper has posted numerous videos on his Instagram page while exploring the city of Lagos.



MEET GENEVOVA UMEH, NOLLYWOOD'S LATEST BREAK OUT STAR

Following the huge success of Mo Abudu's latest production on Netflix, Blood Sisters, one person whose performance has endeared a lot of fans to her is rising star Genevva Umeh who plays the role of Timeyin, the drug-addicted sister of the Ademolas. A lawyer by profession, Genevva is relatively new on the scene and has had just a few productions under her belt, with Blood Sisters being the most prominent. This is one face that's currently on our radar

KIZZ DANIEL AND TEKNO'S BUGA BECOME THE MOST SHAZAMMED SONG GLOBALLY



Kizz Daniel and Tekno's Tekno's Buga is currently the most Shazammed song globally. Adding to that, the song, which talented beatmaker Blaise Beatz produced, became the number one song on the Apple Music Top 100 in Nigeria just three days after its release. It is also currently the Apple Music number one song in fifteen countries in Africa. "Buga" is a Nigerian slang that translates to "showing off".

EFCC ARRESTS ACCOUNTANT GENERAL FOR MISSING 80BN



EFCC operatives have arrested the Accountant-General of the Federation, Mr Ahmed Idris, over alleged diversion and laundering of N80 billion. He was arrested in Kano State and was immediately moved to Abuja. EFCC spokesperson Wilson Uwujaren confirmed the arrest, saying the funds were allegedly laundered through real estate investments in Kano and Abuja. President Muhammadu Buhari appointed Idris as AGF on June 25, 2015. The position became vacant after the former Accountant General, Jonah Otunla, left office on June 12, 2015. He was reappointed for a second four-year term in June 2019, amid criticisms from labour groups, who said the accountant-general should retire after turning 60

UAE PRESIDENT SHEIKH KHALIFA DIES AT 73

One of the wealthiest monarchs in the world, President Sheikh Khalifa bin Zayed al-Nahyan of the United Arab Emirates, has died at the age of 73. Sheikh Khalifa was President of the UAE since 2004, but his role had been largely ceremonial since he suffered a stroke in 2014. His half-brother, Mohamed bin Zayed al-Nahyan, has been elected as President.



TOM FORD STEPS DOWN AS CFDA CHAIRMAN

The Council of Fashion Designers of America (CFDA) has announced that Tom Ford will be stepping down as Chairman of the Organisation on May 31. Ford has served as chairman of the CFDA since June 2019. The organisation's CEO Steven Kolb will take over the role of interim chair throughout the rest of the year. In January, the organisation will vote for a new chairperson to succeed Ford.

STYLE
DESIGN



YEMI ADAMOLEKUN IS THE RECIPIENT OF THE GLOBAL CITIZEN PRIZE AWARD

Nigerian activist Yemi Adamolekun has been announced as one of the 2022 Global Citizen Prize winners. In a statement, the organisation said, "The coveted Global Citizen Prize 2022 shines a light on international activists who keep the world's poor at the forefront of their campaigning and celebrates these individuals who have shown exceptional commitment to achieving the United Nations' Nations' Global Goals. Yemi is the Executive Director of Enough is Enough Nigeria, a non-partisan network committed to building a culture of public accountability in Nigeria through active citizenship.



YOUTUBE TO HOLD 3RD AFRICA DAY CONCERT IN NIGERIA

Video search engine, YouTube, has said that its 3rd edition of the Africa Day Concert will be held in Nigeria on May 25, 2022. The Concert will commemorate Africa Day by using music as a platform to showcase African culture. It will include an in-person event in Nigeria. Idris Elba has been announced as host for this year's edition and will be broadcast live to a global audience on YouTube.

ADEDAMOLA ADEYEMI

When a designer gives her intended wedding material to a stylist, you know things just got real! In this feature, Adedamola Adeyemi speaks to **AYO LAWAL** on getting into the fashion industry, becoming one of the hottest stylists on the block and styling South African Media personality for her role as co-host of the AMVCA.

The Africa Magic Viewer's Choice Awards is no doubt a big night. The biggest Award show in Africa, the biggest stage – with the biggest hosts – and not forgetting the biggest looks. These looks come from the biggest stylists. With everyone's eyes fixated on the red carpet, attendees come dressed to impress in some of the best and boldest styles Africa has to offer.



Getting called upon as a stylist to carry through a jaw-dropping look for the red carpet holds a certain level of significance. Now, imagine getting tapped to be the official stylist for the co-host – THE Bonang Matheba. Starting in fashion circa 2012, this seemed far-fetched for Adedamola Adeyemi.

"I'd always had a thing for fashion, but I never had the slightest idea that I could have a career in fashion, until Arise Fashion Week in 2012". Adedamola says to me on his balcony as I ask how he got into fashion in the first place. He continues; "Being the first Fashion Week in Nigeria, there was so much buzz about it. So much buzz they put out a roll call asking for volunteers" – "We were over like 300", he quickly adds. "Initially, I wasn't picked, but I really wanted to be a part of it. My burning desire made me reach out to Veronica Odeka who ended up giving me the job." "This opportunity connected me with Bolaji Animashaun, who I ended up interning with" – "I can't stress the importance of interning." He looks up at me with a profound look when I give him an agreeing nod.

This internship and his love for film and storytelling led him to fashion for film. "I didn't set out to be a fashion stylist; I wanted to be Costume Designer – which I did focus on." "How then did you end up being arguably the hottest stylist at the moment", I ask. He gives me a modest smile before he answers, "I just noticed whenever I'm on a set or project, I do a decent enough job that the stars always want me to style them personally. I can probably say all my styling clients have come from the strength of my work on these projects." In the world of fashion – or any other industry for that matter – you're only as good as your last job. For Adedamola, working on major movie sets like "Ayinla", "Phases", and "Skinny Girl in Transit", plus his work with a long clientele list of satisfied superstars speaks for him. With names like Toke Makinwa, Simi, Sharon Ooja, Taymesan, Bisola Aiyeola, Adesua Etomi, and Erica co-signing on our work, it's only a matter of time before you are styling the biggest hosts on the biggest awards.

"I met Bonang through a referral – A friend of mine referred me to her. We had a brief chat and just one shoot, from there she told me I was styling her for the AMVCA's." Taking a chance on Adedamola obviously meant a lot to him I

could tell from the expressions he had on his face. "Funny enough someone had already reached out to her asking to style her and she said no." Without any prior meeting or knowledge of Adedamola, she went with her gut and "good vibes". The result? Four astonishing outfits on everyone's lips and every best-dressed list. "Up until now, this has been my biggest platform - I mean the whole of Africa will be watching. I've been having such a good run, and this was literally make or break. In my head, if I had messed this up everyone would think I'm a fluke. They'll think all my previous success was gimmicks

and I was running on vibes. To the Glory of God, we killed it!"

So much curiosity in my expression I ask; "Do you have a favourite look?" A huge sigh and Adedamola says exactly what I was expecting; "The First Look. That look is so special to me..." I cut him off mid-sentence; "That look is everything!" After a huge smile, he continues; "it's special to be because the designer of the dress – Sheye Oladejo – had bought the fabric for her wedding and had been sitting on it for years – waiting for the perfect moment to do something with it. For her to give me that fabric for Bonang, was so special." So special that when he showed me a reaction video of seeing the dress for the first time, it was truly a moment. "That dress gave me excess, gave me glamour, and Bonang is one of the most glamorous women in Africa."

Adedamola credits the outcome of such a stunning dress as the birth child of a solid relationship with the designer. "We've been working together now for a hot minute and her level of craftsmanship is out of the world. The moment I got the call, I knew there was no way Sheye Oladejo wouldn't be involved. We sat down for about four hours going through looks, trying to find inspiration, and we knew deep down that once we got the look we would know – we will feel it." "We considered some looks, to be honest, there were nice, but they were not the one. The moment we arrived at the one, we know it was the one." Sitting in the audience at the Award show, watching Bonang Matheba walk out in her first look of the night, it was truly the one.

"I love putting my clients in outfits anyone around the world can wear - Even Beyonce could have worn the second look. House of Dova has to take credit for the second look – She came up with the inspiration. I told her what I wanted, and I got exactly that!" He gesticulates a lot with his hands as he tries to drive home his point. "I wanted volume, I wanted excess and I got what I wanted. The crazy thing: at the first fitting, the dress didn't have the train at the bottom. However, Bonang wanted it to be longer, to be bigger, and even have more volume. The fabric was even done, but we were able to finesse it."

At some point during the AMVCA's I find myself backstage staring seductively at the stunning Bonang Matheba in an Orange 2-piece. In



my head, it was Chris de Burgh singing "Lady in Orange" instead – she looked every single ounce of breathtaking in a number by 2207 by Tolu Bally. "What was so special about this look for me was Tolu Bally. She is one designer that has always supported me, always looked out for me. Regardless of whatever it is, whenever I call her, she would always come through for me – and I called her two days before." He reads the shock on my face and we both burst into laughter. "Two days!" I exclaim. "It was very last minute. I called her and told her I was stuck with styling Bonang. She told me to stop by, I did and showed her what I had in mind. We tweaked a few things, and Tolu did what Tolu does – Beautiful madness." Fun Fact that you probably didn't notice; the outfit is a 2-piece, not a dress. I only know this now because Adedamola told me – I thought so too!

For the final look, Bonang served at the all-white AMVCA after-party in a bedazzled suit that was supposed to be on the stage. "That look was actually supposed to be on stage, we didn't just have enough time." For Ademolola, he always knew he wanted to put Bonang in a suit for the awards, and the Sevon Dejana Brand was just the perfect fit. "In Nigeria, we really have quality suit designers. We have a bunch of designers that make suits, but Sevon Dejana is in a different realm on his own. I feel he's so underrated, so underappreciated, because he's top-notch! And I'm glad he's finally getting his flowers now. I had even already reached out to a different designer, but last minute I changed my mind and I'm so glad I did. He was patient, listened to me and did exactly what I wanted."

"When I was in the process of getting the looks together, I knew what I wanted. There was never a time I sent Bonang a look that she complained. I sent four looks and she said yes to all of them – No back and forth. Of course, there is no "I" in team, Adedamola is full of praise for the glam team: The photographer (Chuchu Ojekwe) to the Make-Up Artist (Joyce Jacob Beauty) to the Hair Stylist (Adigwe Callistus Obinna Jr.). "It's one thing to have a beautiful outfit, but perfect hair, perfect makeup and on-point photography, that's the perfect juice."

When Bonang changes her Instagram profile photo to a look you styled, or photographed, you know you've done great work.

Creating 11 looks in total on the night – All stunning looks on other notable celebrities – Adedamola Adeyemi is one name you should know.

SEE FULL LIST OF WINNERS AT 8TH AMVCAS

DWINDLE
BRODA SHAGGI/SAMUEL PERRY

BEST ACTOR IN A DRAMA (MOVIE/TV SERIES)
RATTLESNAKE - THE AHANNA STORY
STAN NZE

BEST ACTRESS IN A COMEDY (MOVIE/TV SERIES)
OMO GHETTO (THE SAGA) -
FUNKE AKINDELE

BEST ACTRESS IN A DRAMA (MOVIE/TV SERIES)
RATTLESNAKE - THE AHANNA STORY
OSAS IGHODARO

BEST SUPPORTING ACTOR IN MOVIE OR TV SERIES
JANKARIWO - ODUNLADE ADEKOLA

BEST SUPPORTING ACTRESS IN MOVIE OR TV SERIES
COUNTRY HARD - OMOWUNMI DADA

BEST SHORT FILM OR ONLINE VIDEO
I AM THE PROSTITUTE MAMA DESCRIBED -
TAIWO OGUNNIMO

BEST ONLINE SOCIAL CONTENT CREATOR
MR FUNNY - OGA SABINUS

BEST AFRICA MAGIC ORIGINAL DRAMA SERIES
THE RISHANTES - DIMBO ATIYA

BEST AFRICA MAGIC ORIGINAL COMEDY SERIES
THE JOHNSONS - ROGERS OFIME

BEST INDIGENOUS LANGUAGE MOVIE OR TV SERIES
HAUSA VOICELESS - ROGERS OFIME

BEST DIRECTOR/PRODUCER MOVIE
RATTLESNAKE - THE AHANNA STORY
RAMSEY NOUAH

BEST INDIGENOUS LANGUAGE MOVIE OR TV SERIES - IGBO
NNE-KA - UCHE NNANNA MADUKA

BEST INDIGENOUS LANGUAGE MOVIE OR TV SERIES - SWAHILI
OBAMBO - FREDDY FERUZI

BEST TELEVISION SERIES DRAMA OR COMEDY
THE MYSTIC RIVER - ROGERS OFIME

BEST SOUNDTRACK MOVIE OR TV SERIES
GOLD COAST LOUNGE - PASCAL AKA & RAQUEL

BEST MAKE UP CATEGORY
OMO GHETTO (THE SAGA) - BALOGUN ABIODUN

BEST SOUND EDITOR MOVIE OR TV SERIES
AMINA - JIM LIVELY & JAMES NELSON

BEST DOCUMENTARY
IF OBJECTS COULD SPEAK - SAITABAO KAIYARE, MUMO LIKU, ELENA SCHILLING, DANIELLA FRITZ, ANN KATRINA BOBERG



STAN NZE RECEIVED THE AWARD FOR BEST ACTOR IN A DRAMA/MOVIE SERIES

BEST LIGHTING DESIGNER IN A MOVIE OR TV SERIES
NNEKA THE PRETTY SERPENT - MATHEW YUSUF

BEST MOVIE SOUTHERN AFRICA
HAIRAREB - DANTAGOS JIMMY - MELANI

BEST ART DIRECTOR MOVIE OR TV SERIES
AMINA - TUNJI AFOLAYAN

BEST COSTUME DESIGNER MOVIE OR TV SERIES
AMINA - MILLICENT T. JACK

BEST INDIGENOUS LANGUAGE MOVIE OR TV SERIES - YORUBA
ALAISE - DAVID AKANDE, DEMOLA YUSUF, EDGARD LEROY

BEST CINEMATOGRAPHER
RATTLESNAKE - THE AHANNA STORY - MUHAMMED ATTA AHMED

BEST PICTURE EDITOR
FOR MARIA EBUN PATAKI TUNDE APALOWO

BEST WRITER IN A MOVIE OR TV SERIES
INTRODUCING THE KUJUS' - MANIE OISEOMAYE, DONALD TOMBIA, BIODUN STEPHEN

BEST MOVIE EAST AFRICA
THE GIRL IN THE YELLOW JUMPER - MOROCCO OMARI

BEST MOVIE WEST AFRICA
COLLISION COURSE - BOLANLE AUSTEN - PETERS, JOSEPH UMOIBOM & JAMES AMUTA

BEST MULTICHOICE TALENT FACTORY
ENGAITO - DAISY MASEMBE

BEST OVERALL MOVIE
AMINA - IZU OJUKWU & OKEY OGUNJIOFOR

PROTECTING YOUR MENTAL HEALTH IN THE DIGITAL AGE

Without a doubt, social media has provided many great opportunities for everyone. For some, it has aided in reconnecting with old friends, learning new skills, and sharing informative content. Most importantly, it has become home to many businesses and has helped the growth of a different kind of economy. While there are loads of notable positives, we can't also ignore the negatives that come with it. Some people have made claims of feeling stressed, envious, lonely and depressed due to peer pressure from social media interactions. If this is you, know that you are not alone. Your mental health is critical, and you need to protect it. Use the following tips to stay safe.

By Isioma Usiade



ROSELINE AFUJE

Put a limit on the usage.

Don't allow social media to interfere with your day-to-day activities. Set aside time each day to disable social media notifications or put your phone on flight mode. These will allow you to connect with the people in your life more effectively. Avoid checking social media during lunch dates with friends and family and during private moments with your partner. Also, avoid allowing your social media to interfere with your work. Most importantly, do not keep your phone or laptop near your bed.

'Detox' Periods are Required.

Take multi-day breaks from social media. According to research, taking a break from social media for a few days can help with stress and depression. It may appear difficult at first but begin by taking at least a 10- to 20-minute break every day. If you are making progress, you can seek help from family and friends by publicly stating a complete break from social media and then deleting the app.

Be intentional about how you feel.

Use your preferred social media platform at various times of the day and for varying lengths of time to determine how you feel during and after each period. You will discover that a few short bursts of activity will make you feel better than hours of internet browsing. Set a timer for 10 p.m. to log off from all social media platforms. Those who use social media passively, browsing and consuming other people's posts, feel worse than

those who post their content and interact with others online. If possible, limit your online interactions to people you know in person.

Use social media with caution.

Pay attention to the content you consume on social media. Make sure you are not allowing online content to influence your emotions, thoughts, or actions. The news you get in the morning should contain the information necessary, rather than the news that stresses you out. Don't let images of your friends or young people living extravagant lifestyles make you feel envious or lazy. If you have the habit of going online in the morning to catch up on trending news, think about why and how it will benefit you.

Don't be afraid to use the mute/unfollow button.

When those contents no longer interest you, when the amusing skits become tedious and annoying, press the mute button and unfollow. When the contents begin to hurt you, your priority should be your mental health, not the feelings of your online friends.

Offline communication with friends.

We are almost all guilty of using social media to keep up with the lives of our loved ones. Calling and chatting with them is enjoyable and engaging, but we should visit them once in a while if they live in the same town. Don't let social media take the place of real life. An offline relationship has incalculable value.



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