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THIS DAY

Style

SUNDAY, OCTOBER 14, 2018

OLAJUMOKE ADEENOWO @50

AN AMAZON

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COVER

Olajumoke Olufunmilola Adenowo born in 1968 is an award-winning architect, entrepreneur and philanthropist. She is also a public speaker, radio host and author. With her robust portfolio as a recipient of numerous global awards Jumoke chats to **FUNKE BABS-KUFEJI** about her great leaps and her keenness to impact positively on the society she lives in.

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THISDAY STYLE

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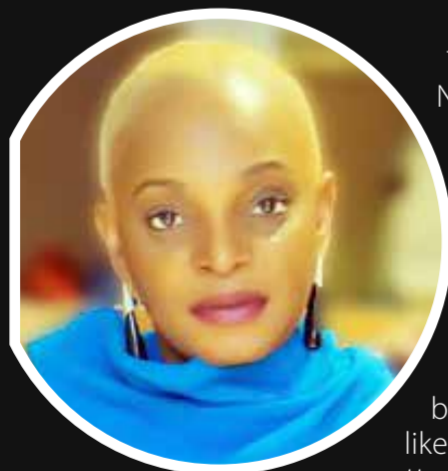
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There is this saying that what a man can do, a woman can do better. Now, albeit not entirely correct in all cases, one can fairly say a more apt analysis will be that a woman has to work twice as hard to make the same impact as a man in a male dominated sector. So when women like Adenowo soar high in Architecture, it's actually twice as impressive. Having to deal with mostly male artisans is by no means an easy feat not to mention the skill and manner in which they manage and successfully execute their projects as women. Olajumoke is not only a great architect, she has also received many global awards in recognition of her work. As we celebrate her 50th birthday, I also use this opportunity to encourage women who would like to take a leaf from her book and not to give up on their dreams no matter how tough the journey to get there is or can be. Gone are the days when certain careers are only fit for men or women. Some of the world's best Chefs for instance, are men. They are also key players in the beauty and makeup industry. Nothing is gender dictated anymore as you can pursue any career you want regardless of your sex.

Women are breaking new frontiers and globally branding themselves in male dominated sectors and they should be celebrated especially in a very tough climate like Nigeria more so when they also have husbands or/and children to take care of. Women that are able to juggle so many balls and wear just as many caps are a great inspiration to the youths of today. Some of the younger generation are also building their own brand and will inevitably be like the Jumoke Adenowos of the world in their time to come. 10 People To Know In Fashion is a prime example of some of such young women.

Never forget, hard work, dogged determination with a never-say-die attitude always pays at the end of the day.

Ruth

FASHION DIRECTOR/EXECUTIVE EDITOR



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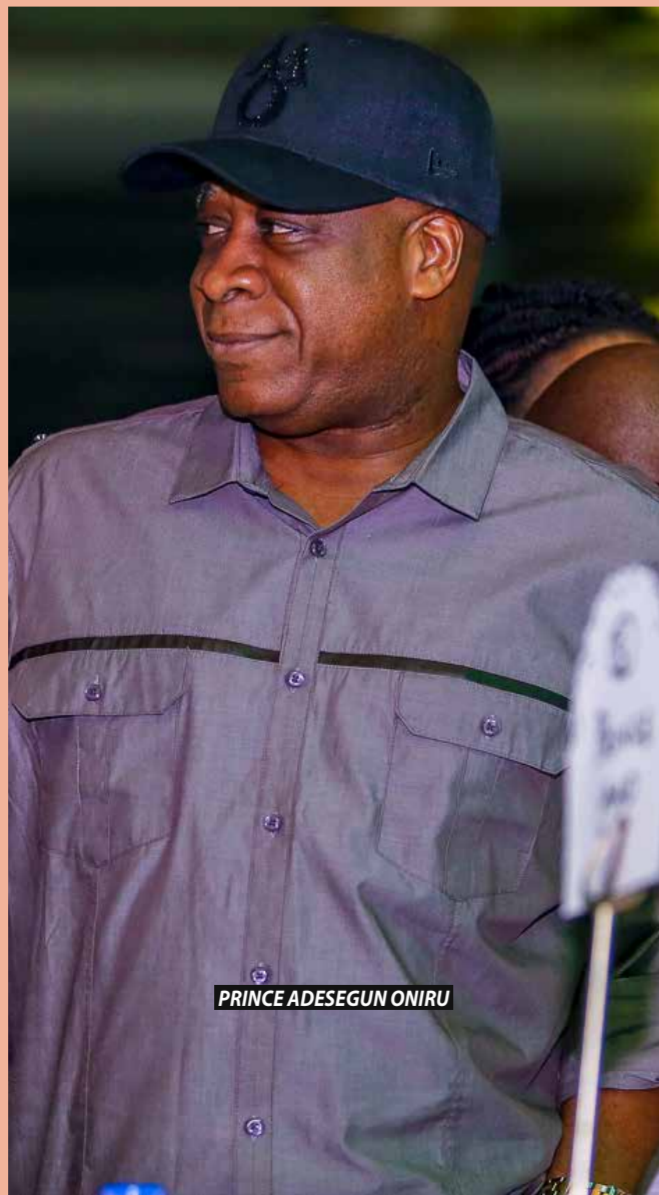
THE MAIN SUPREMACY CONCERT

BY KONYE CHELSEA NWAROGOR

It was again another night of fun on October 1st as the Main Supremacy concert delivered tons of magic to music lovers. The annual event which is one of the activities lined up to celebrate the Made In Nigeria idea, took place at Eko hotel and Suites, and it featured great acts from around the country like Olamide, Tiwa and Tekno to mention a few.

The brain child of Prince Adesegun Oniru, the "Made-In-Nigeria (MaIn) Idea" is a private sector-driven initiative that seeks to create a platform for the maximum expression of the true Nigerian spirit; the spirit of enterprise and industry; of commerce and community; of tenacity and resilience and; of creative ingenuity for the development of our great nation.

The objective of this brand is to enhance innovation and creativity, promote a "buy-Nigeria" culture, stimulate key growth sectors, create jobs as well as facilitate trade and investment across five key sectors, Power & Infrastructure, Agriculture, Technology, Manufacturing and Sports & Entertainment.



PRINCE ADESEGUN ONIRU



OLORI ARAMIDE & ARIKE



LANRE BABALOLA & MUIZ BANIRE



FOLI COKER



OBAFEMI



DELE AYILEKA

Scene and be Seen



BOYE AJAYI

OZZY AGU

MICHAEL LAWAL

AFUA OSEI



DJ LAMBO

TANNAZ BANHAM

OLATUNJI ITIOLA

MR & MRS AJIBADE



MI ABAGA

FUNKE BUCKNOR

EUNICE OMOLE & TOSIN ODUNFA

FUNMI ABIOLA

KUNLE JAIYESIMI

MITSUBISHI MOTORS HERITAGE WEEK

BY FUNKE BABS-KUFEJI

Massilia Motors, the sole distributor of Mitsubishi Motors in Nigeria, successfully hosted a weeklong celebration to commemorate 101 years of achievement of the Japanese automotive brand. Massilia Motors, consolidated with the CFAO group, has been distributing Mitsubishi Motors in seven African countries over the years and has fostered a long and durable relationship with the brand.

Having distinguished themselves over the years as a key player in the automotive industry, Mitsubishi Motors utilised the Heritage Week as a platform to reconnect with members of the public – educating them on the brand's long and rich history, as well as outlining their ambitions for the future. The week also fostered important conversations surrounding heritage and longevity in Nigerian businesses – a key talking point of the panel discussion during the week.

Addressing the audience on the final day of Heritage Week, Marketing Manager at Massilia Motors, Funmi Abiola, expressed her gratitude to the guests in attendance, as well as the different partners who helped make the Heritage Week a success.



NAVIN CHANDER, TOMI ODUNSI, FUNMI ABIOLA & TAIWO ONALAJA

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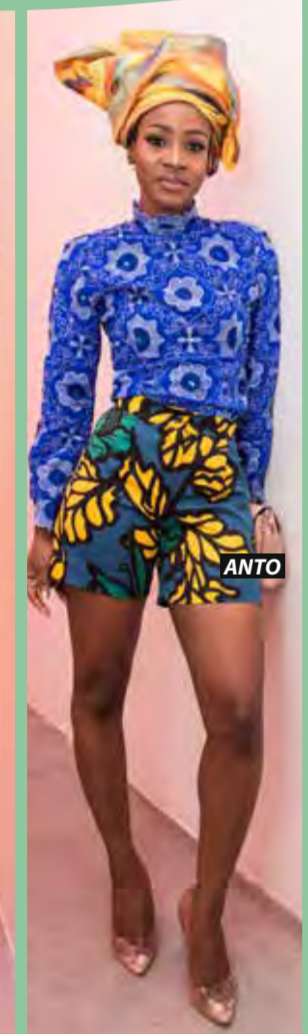
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ANTO



FATI ARO-LAMBO



KELECHI AMADI-OBI



MAKIDA MOKA



MICHELLE DEDE

THE 'VLISCO & CO' SECOND EDITION, INSPIRED BY THE IGBO FASHION CULTURE IN PICTURES

BY KONYE CHELSEA NWABOGOR

This year's Vlisco&Co edition was not only a fashion endeavour entrenched in culture, but a collaboration that explores the myths, mystery and magic of the Igbo culture. It draws attention to their world of colours and symbols, enhancing the richness of their roots and a vision of their future. This year's fashion research and collaboration was a unified visual narrative. It expressed a contemporary story whilst exploring the old and new Igbo culture and its traditions with Vlisco fabrics.

To celebrate this year's edition, Vlisco&Co, was a new movie by Daniel Obasi, which screened at the fashion event alongside two fashion collections by Gozel Green and Fruche. There was also a photography exhibition by Yagazie Emezi and new music composition by talented DJ, Ayel.



YAGAZIE & GABRIELA SANCHEZ Y SANCHEZ DE LA BARQUERA



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ABI KOLA DAISI



STELLA UZO

6 TIPS TO BECOMING AN INSTAGRAM INFLUENCER

Welcome to the social media age, a time where you can make money (and a lot of it!) by simply documenting your day-to-day life. While blogging made this idea mainstream, it really never had the impact that Instagram has today. Specifically, in the last couple years, we've seen more and more individuals turn their daily lives into something worth watching, and something worth paying for!

So, what exactly are we talking about? Well, Instagram Influencers of course! You know the ones. The beautiful girls rocking bikinis in Santorin and the fashion forward men covered head to toe in designer wears. Want to be one of them? Follow our tips below.

BY KONYE CHELSEA NWABOGOR

1. CAPITALIZE ON YOUR UNIQUENESS

What makes you different than everyone else on this earth? That's what you need to focus on and be willing to show everyone! This is what makes you special, sets you apart and makes an impact.

In a sea of over 400,000,000 Instagram users it's important that you set yourself apart. Find that uniqueness and FOCUS on it! It may be uncomfortable at first but it'll be worth it.

2. BARE IT ALL

Want to become an Instagram Influencer? Well then, ditch any insecurities you have and get ready to BARE IT ALL. The most successful Instagram influencers today are the ones that let their audience in. They share all their ups, downs, good and bad, no holds barred! By being open, honest and truly yourself, you create a space that makes people comfortable, trusting and happy to connect.

3. SHARE

Eating breakfast at a swanky spot? Share it on Instagram Stories! Having a business meeting with a potential

client? Record it and turn it into a Youtube video! Doing a photo shoot? Share the best images to Instagram and the outtakes to an Instagram story! Creating content doesn't have to be a headache. As a follower we want to see EVERYTHING you're doing, so simply documenting your day-to-day is enough to engage us and keep us wanting more.

4. CHOOSE & STICK TO AN AESTHETIC

A simple idea, yet a difficult task to implement. Picking an aesthetic and sticking to it can be tough but will be a major key to your success as an Instagram influencer. Having a cohesive feed that guides your audience from one picture to the next is how you keep people on your feed longer and engaging with each and every one of your posts

5. INVEST IN A HIGH QUALITY CAMERA OR PHOTOGRAPHER

Having quality images makes all the difference on Instagram. Brands are looking for the best of the best to accurately represent their products, services and locations. Because of this, they're not likely to work with someone who struggles to capture quality images so you definitely need to make this a priority!

6. MAKE YOURSELF AVAILABLE FOR SPONSORSHIPS & COLLABORATIONS

Make sure you have your email listed in your bio and are prepared to provide social stats to any company that might reach out to you. Things like follower growth, engagement rate, clicks on your link and monthly website traffic are all things brands might be curious about. You can add all the insights you have into a media kit to easily show off how awesome you are!

Now, don't forget... we all want to be offered sponsorships, but remember, don't sell out! Only promote things you truly believe in and think your audience would benefit from. By having a standard that you stick to, not only will you be more appealing to brands, you'll simultaneously build a strong and authentic presence!



MIMI ONALAJA



TOKE MAKINWA



OZINNA ANUMUDU

Olajumoke Olufunmilola Adenowo born in 1968 is an award-winning architect, entrepreneur and philanthropist. This founder of the boutique architecture and interior design firm AD Consulting, based in Lagos, is also a public speaker, radio host and author.

Adenowo studied Architecture from the age of 14 at the Obafemi Awolowo University, graduating with a Bsc (Hons) in Architecture where she also won the coveted faculty prize in 1988. She subsequently obtained the first distinction in the MSc. Architecture (an all A average) in the history of the University. Jumoke also founded Awesome Treasures Foundation, a faith based NGO in 1999 to raise transformational leaders which has raised hundreds of entrepreneurs with notable success. So far, Jumoke has received the First New African Woman in Business Award, been featured in Architectural Record, been celebrated amongst Global Women in Architecture by The Royal Institute of British Architects, been featured on Forbes TV, In Fortune and in Forbes Woman. She is also a member of the Chartered Institute of Arbitrators (UK) and a member of The Cartier Women's Initiative jury for sub Saharan Africa. A robust portfolio by all means. She chats to FUNKE BABS-KUFEJI about her great leaps and her keenness to impact positively on the society she lives in.

You look fabulous for 50. Any tips on how you maintain this look?

Thanks so much for the lovely compliment, I really can't take credit for my genes which is a huge part of every one's physical appearance. I juggle many roles so I need to look after my health. It's a necessity for me. I have a sensible approach to my lifestyle – exercise, and a reasonable diet (I take after My Dad's family and we are not famous for being slim). Sleep is the one missing bit I am still working on, this combination keeps your body and mind as effective as possible.

You grew up wanting to be a Doctor, what made you change your mind to become an Architect?

On reflection I actually didn't want to be a Doctor, it was just expected because I was getting prizes in Physics and science subjects, so it was assumed I would study medicine. However I had been inspired by the architecture of the Palais Versailles and Paris while on holiday with my parents as a three year old and I have a creative passion that only Architecture can satisfy. Architecture is the ideal path for me, it's the interphase between art and technology, it's a technologically functional Art, which creates creative shelter for human interactions.

As I grew up, my immediate environment really cemented my decision to become an architect. My parents were professors, so I grew up on campus. The University of Ife's (Now Obafemi Awolowo University, OAU.) campus is certainly one of the most beautiful in Africa - designed by Award-winning Bauhaus trained architect Ariel Sharon between 1962-1972. It has superb examples of contextually sensitive architecture. Being raised in such a setting fueled me with so much enthusiasm and inspiration – in the power of design and the impact of timeless architecture.

You qualified as an Architect at the age of 19. How have you able to stand out as one of the best in a male dominated industry?

Certainly architecture was – and still is – a male-dominated industry. On my first project when I started AD at 25, I had to supervise a 66 year old contractor!

As a woman, you have to continuously prove yourself and your ability. It's important not to get emotional or rise to the bait – whether that is patronising comments or unfair treatment. In the end, hard work, talent and perseverance will win the day – especially in international circles where I see my interest and my thinking on Architecture is keen.

That does not mean we should be passive. Far from it! That's why I advocate for positive discrimination for women in business (and in Architecture) to redress the balance.

Will you say wanting to strive for success in all you do is an influence of your upbringing?

Certainly my parents and their outlook affect my paradigm. Having parents in academia means they push you to think differently. To be curious and creative, and I was so lucky to travel widely at an early age. Exposure to different cultures in the formative years acts as a catalyst for personal development. We draw

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”

inspiration from our experience. That is what makes the best art.

What is your ultimate goal concerning work, what do you want to be remembered for?

I want to be remembered as an architect that helped define globally relevant contemporary African architecture, and therefore helped put it on the global map. I believe there is a lot the world can learn from African Traditional Architecture especially when it comes to issues of sustainability. I also want my legacy to be that I opened up opportunities for young women to breakthrough in our industry – whether through offering inspiration or through my active advocacy to make the business landscape more equal and fair.

What are your thoughts on the architectural culture of Nigeria?

To be honest we are operating in an environment where even the elite struggle to define what architecture is, right now the society is focused on putting up buildings and not creating architecture. There is a groundswell of young talent coming through that makes me very excited for the future. Yet my heart breaks as I see buildings going up in tropical Nigeria with no thought for climactic context. As architects we are all working in a culture within city planning that is neither strategic nor overarching nor linked to a grand national planning strategy. We need to go beyond the present approach from developers and planners, and push hard for buildings with true meaning for the ever-expanding Nigerian cities of today. That means architectural vision based on national identity, national aspirations that affects peoples lives in a positive way, and using our finite resources – either financial or environmental – to create buildings which go beyond function to add real value to the environment and society.

It's no secret that much of Lagos and even Nigeria

as a whole has many of its architectural heritage crumbling, or being pulled down to make way for office blocks and luxury apartments, what is your view on this and how can we preserve our heritage?

It is indeed a shame. The colonial architecture in Ibadan, Kaduna, Calabar, Lokoja, Lagos etc were buildings of genuine significance in the story of our nation and a mother lode of architectural references in terms of contextually sensitive Architecture. Sadly, there is no extant policy to protect and maintain these buildings because at the national and state level, Architecture is not on the radar, which is a tragedy. We as Architects from the platforms of our professional bodies need to focus on what matters, and push a clear and unified agenda in society. Our shared history and heritage is what makes us Nigerians, so destroying it means we are damaging a defining part of our national identity.

Apart from being an Architect, you have delved into philanthropic work, helping disadvantaged women and children through your NGO 'Awesome Treasures Foundation' (ATF). Tell us all about ATF and why you decided to establish it?

Awesome Treasures is a faith-based foundation recognised by the UN. It was set up to help shape the next generation of leaders. Too often there is a correlation between nepotism, privilege and positions of power. Yet there is a plethora of women and young people with the ideas and creativity to change the world. They just need to be given the confidence and support to do so. That's why I set up ATF and that remains our mission. To raise transformational leaders, starting with 1000 leaders by 2030. We are also part of the Edmund de Rothschild Foundation's Family Philanthropy Forum. Their invitation to join the platform was enormously inspiring because some of the world's Leading Philanthropic Families are on this platform and they are very selective. It is validating because internationally the leading organizations are concerned not just about outcomes but methods, replicable role models.

So far what have you discovered about the group of people your foundations has helped and what are the common issues that put them at a disadvantage?

Access to education and mentorship is fundamental. Without the ability to communicate and the absorption of knowledge, a young person's future will be forever hampered. And of course education offers more than that – confidence, self-awareness and social skills.

Our leaders must be rounded human beings and a valued time at school is the only springboard for a fulfilling future. Of course education is not just book knowledge it's the ability to analyze information and distill the knowledge available into a profitable course of action.

This is what mentorship provides, and apart from our summer camps (the 8th edition just recently concluded) where we focus on literacy, numeric skills, leadership and entrepreneurial skills, we also mentor teenagers at risk for sexual exploitation through

OLAJUMOKE
ADENOWO

Awesome Princesses –focusing on the same curriculum as the Summer Camp and adapted for their ages; the African Leadership Academy has partnered with us on Awesome Princesses.

A woman of many caps, you also host a weekly syndicated radio show on Leadership called 'Voice of Change' what is it all about and who should listen?

The goal of the program is to create positive change in our Nation by rousing the leader in each one of us and equipping us with the tools to lead in our own spheres of influence. We speak to legends and champions from various sectors to inspire and guide a new generation of leaders.

The 2019 elections are fast approaching. As someone who has the knowledge of what good leadership should be, what is your advice to people to vote the right leaders on every level into office?

When people vote, they often think 'what is in it for me?'. And that is understandable. We must put food on the table. But to derive long term and sustainable benefits we can't be short sighted, we must all make a judgement on who has the nation's best interest at heart, and who has the track record that proves they can deliver on their promises to meet the extraordinary challenges we face as a country. Leaders must have a bigger, more noble ideal. To serve the people and not themselves or their party. This is what I will be focusing on discussing as elections season fast approaches.

What influenced your being on the Cartier Women's initiative jury and tell us what the initiative is all about?

I have been with the Cartier Women's Initiative now (on the Sub-Saharan Africa jury) for two years. I think Cartier are not just interested in women of influence but are also concerned about integrity, goal congruence with Cartier's initiative and a proven track record. I had probably been on their radar for a few years and they just reached out to me at the right time. It was unexpected and I was honoured to accept. I have met the most amazing women, truly brilliant and yet supportive, women who just want to change the world on the Cartier Women's initiative. The award started in 2006 and aims to encourage women entrepreneurs to solve contemporary global challenges. The Cartier Awards is one of a series of initiatives I am involved with around the theme of entrepreneurship, leadership and enterprise.

With such a robust CV how are you able to balance it all with family and having your own me time?

The American essayist Henry David Thoreau said: 'It's not enough to be busy. So are the ants. The question is, what are we busy doing?' I have always believed that you must focus on your God-given purpose and manage your time with your family always as a priority. As I always say "If you must marry, 'marry right', marry someone not because he can pay the price of your wardrobe but because he can join you in paying the price for your dreams". I am blessed because my husband has actively supported me. I started AD Consulting two years before we met and Awesome Treasures Foundation (AFT) three years after marriage and he has been awesome. I also believe that the right support system outside your nuclear family is crucial. In everything I do, I rely on God's grace. Grace makes one look like one always gets it right.

What's next on your bucket list?

There is no reason to slow down. From AD Consulting my architecture practice, to Awesome Treasures



leaders and servant leaders. We have had five annual Paradigm Shift Summits in the UK, Lord Hastings CBE joined us at the last one, three Awesome Leading Ladies Ghana (ALL GHANA) Summits - we hosted the First Lady of Ghana for the last one and in New York (coinciding with the week of the UN Council for the Status of Women) we had the last ALL New York Summit.

Today we see a lot of successful titans of industries. Most of them started from humble beginnings to become the success story they are today. Many have written biographies to inspire people. But most well-to-do parents of today would insist their daughters marry people who have the same background as them. They focus on who the parents are rather than the man's potential. To an extent one cannot blame such parents who have invested so much in the upbringing of their child. You have written at least six books and one on marriage "Designed for Marriage". What is your take on this approach and how would you advise parents to best handle such matters?

Marriage is not a transaction. Marriage is for destiny. Similar backgrounds may ease the transition to a happy married life but is not at all as important as shared values, compatible visions and a deep commitment from both, not just one, but both parties to each other and the union.

What key values do you think is important to instill in your sons to make them better husbands and fathers?

Isn't it sad that a woman at some point brought up the wife abuser? The men who harass women, who are the focus of the "Me too" outcry mostly have mothers. So much focus is placed on bringing up daughters properly, the pressure is immense but we should also focus on the other side of the equation too. We should bring up sons who respect women, who see women as different but equal. Who use their superior physical strength to protect and not exploit the women they interact with.

What parting shot will you like to give to the youths of today to encourage and inspire them?

I remember being so discouraged at the corruption; nepotism and inequity in our society especially as a fresh post graduate. I had graduated with a distinction but it seemed not to matter in the scheme of things. These were the late 80s and rent seeking was the order of the day then - as now. I felt hopeless, it seemed senseless to do things right and expect to survive.

One day "I decided it is better to light a candle than curse the darkness", I decided that no matter how minuscule my contribution was, I would attempt to be a change agent. I resonate with the youth and that's why I started the Awesome Summits (concerts and Summits for youth) to hear them out and discuss with them and they attended in their thousands. Many of the team are now celebrated influencers.

Young people, I believe success is in discovering your purpose, developing your gifts and talents and deploying those gifts in the service of humanity, the money will follow because money is the currency of exchange for services rendered. First you must find that point of service, what you excel at that people need, not only what they need but are willing to pay for it. Find your purpose in life, your purpose must impact lives, you will only be remembered for your investment in the lives of others. You are not too young to bear your legacy in mind daily - Do it the right way if you want to tell your story with confidence in the decades to come.

Our leaders must be rounded human beings and a valued time at school is the only springboard for a fulfilling future. Of course education is not just book knowledge it's the ability to analyze information and distill the knowledge available into a profitable course of action.

Foundation, on the home front with our sons crossing new frontiers, there are plenty of exciting times ahead. A milestone like this only serves to reflect and re-energise. The feminist Betty Friedan said 'Age is not lost youth but a new stage of opportunity and strength.' I couldn't agree more.

You hold the Awesome Awards annually. What inspired this and how are your recipients chosen?

The Awesome Awards were borne out of a desire to celebrate true role models in society. We live in an era where people mistake celebrities for heroes. Awesome Treasures Awards celebrates those who are making their mark in their space and are also safe role models for the youth. Past Awardees include Banky W, Joke Silva (Jacobs), Audu Maikori and Paul Okeugo of Chocolate City, Lanre DaSilva-Ajayi. The fourth Edition will be holding on the 28th of October and we have gone beyond the shores of Nigeria, as we will be celebrating two remarkable African Women making an impact on the global stage.

You also hold international Summits. What is the focus of these Summits?

We hold Summits in UK, US and Ghana. The focus of these Summits remains raising transformational

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10

NAMES TO KNOW IN FASHION

The fashion scene is relentlessly searching for the next big thing, whether it's the newest pair of sneakers, a cult bag, the latest designer disrupting trends, a fresh model making waves on the catwalk, or a young photographer or stylist challenging the way we see clothes. It's not that what's to come is always better than what always exists; it's just that we're always looking to push the boundaries in the industry and show just how many facets of our lives that fashion really touches. In no particular order, we have rounded up some of the brands and the faces which we believe are worth knowing at the moment.

BY KONYE CHELSEA NWABOGOR

THE BRAND INFLUENCER

1

Ozinna Anumudu

From launching a new fashion brand or organising a lunch for a high-jewellery label, Ozinna Anumudu the chic managing director of Style Concierge has translated her poise and elegance into a full-time career. Follow her on Instagram, and you'd think she wears cocktail dresses, stilettos and perfectly coiffed hair at breakfast.



THE RED CARPET COUTURIERS

2

LDA

No major event in Nigeria passes by where you don't see ladies beautifully clad in pieces from the eponymous brand Lanre da Silva Ajayi. The distinctive traits of her clothing are certainly the colors, so lively that they are capable of expressing with one single garment the identity of an amazing continent such as Africa, but also that edgy touch that is a byword of boldness and desire to stand out in the great range of world fashion.



4

Meena

The brainchild of creative designer Uju Offiah, Meena is a brand that boasts stand out staples for any urban woman's wardrobe. All her pieces are attention grabbing in their own right, and her collections usually offers a plethora of garments that elevate any look.



3

Mai Atafo

Having honed his skills at Savile Row, Mai Atafo's attention to detail is what sets him apart from the regular red carpet designer. His clothes, balance couture details with relaxed silhouettes—like and are made to be worn again and again.



5

Gozel Green

In an industry largely driven by trends, Gozel Green is a breath of fresh air. With six collections released over roughly three years, the two brilliant minds behind the brand Sylvia Enekwe and Olivia Jude-Okoji have been able to continuously reimagine the things we wear. One thing that makes Gozel Green so good is their eccentricity; each collection comes with an edge, and is a beautiful blend of colours, textures, life experiences, artworks, nature, and culture.



THE MODERN DESIGNER

6

Kenneth Ize

Lagos-born designer Kenneth Ize (pronounced "ee-zay") launched his eponymous label in Nigeria in 2013. It was a bold and "immediate" move; he had only just graduated from the University of Applied Arts in Vienna, where he studied design under Bernhard Willhelm. Now, five years later, he is definitely moving in the right direction. With a showroom in Paris for S/S19, a slot at Arise Fashion Week in Lagos, and stockists in Vienna, Switzerland and Nigeria (where the label is placed alongside Dries Van Noten and Céline), Ize is among a spate of Nigerian designers at the forefront of an African fashion boom.





Veronica Odeka

You can often spot Veronica at the front row of major fashion shows or on Arise Tv dishing all she knows style and fashion wise. She started out in the editorial room of Thisday Style Magazine, and has worked her way to becoming one of the best stylist in the country. As a trendsetter Veronica has transformed the looks of numerous female stars via her styling company Vane Style. Her instagram page also acts as a mini styling Bible for every girl who needs one or two tips on how to stand out fashion wise



8 Moses Ebite

Known for his bold red carpet style, Moses Ebite of Moashy Styling, styles some of the biggest red carpet risk takers in Nigeria. He has a penchant for turning fresh-faced actresses into full-blown red carpet stars. With a list of well-established style stars as clients, all eyes are on definitely on Moses.



THE NIGERIANS ABROAD

9 Mobolaji Dawodu

Raised between Nigeria and the US, GQ Style Fashion Director Mobolaji Dodo has been styling for over 15 years and developed an impeccable eye for street casting and location scouting along the way. Some of his successes for the mens fashion magazine include the 2016 Fall Issue and 2017 Summer Issue featuring Hollywood actors Jared Leto and Brad Pitt. Son of a fashion business owner, Dawodu had never considered a career in fashion or styling prior in his life, until an internship at Dolce & Gabbana triggered a new interest within the industry.



Duro Oluwu

Since arriving on the London fashion scene in 2004, Nigerian-born Duro Oluwu has impressed the right people with his vibrant mix of African prints, seventies tailoring, and unlikely color combos. A high-waisted patchwork boho dress—known as the “Duro”—put the brand on the fashion map, and became a cult item in 2005 after being discovered by American Vogue editor Sally Singer and Julie Gilhart of Barneys.

10

BIKERS SHORTS

...bring it on!

Biker shorts are the latest fashion trend, and they've been popping up everywhere with the Kardashians and all your fave style bloggers wearing them. And if you are not sure how to take on this trend, we suggest you pair your shorts with an XXL shirt and statement slides or a structured blazer and optic white heels or dad trainers. So now don't hesitate to join the bandwagon of biker girls, as we are not sure how long these fashion trend will last. Something tells us they the test of time but then again, who knows? They might just be here to stay like the Leggings and Jumpsuits.

LOLA OJ



BY FUNKE BABS-KUFEJI



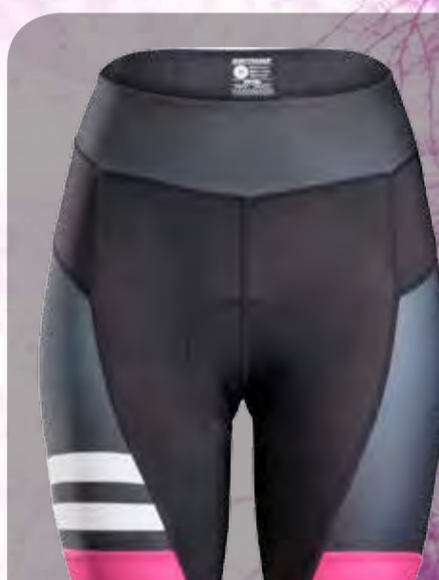
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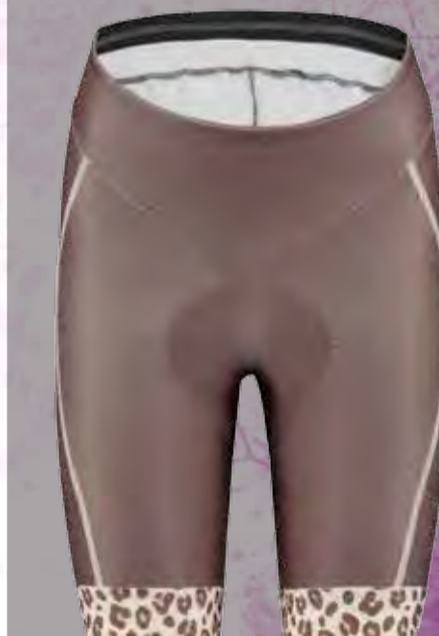
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BONTRAGER ANARA BIKE SHORTS



BY FABULOUS BIKE SHORTS



OFF WHITE BIKE SHORTS 19

RUNWAY TO REAL LIFE

BY FUNKE BABS-KUFEJI

For celebs and the fashion conscious, the line between runway and real life can be blurry. Some have the confidence to take the runway styling as a light suggestion and make the look their own, while others appropriate the runway styling head to toe. But the real question is, do they always pull it off? Most time yes, just like Tosin has in this Marques Almeida 2019 Pre-Spring high low dress. Is it something everyone can wear? Probably not. Not because it's not a beautiful dress but because not everyone has the height to pull it off just right. Tosin has paired hers with strapping Diamante sandals from Sophia Webster and a black Roger Vivier clutch. The look would have been even nicer had she pulled her hair back in a bun to show off the neck details of the dress. Regardless the cascading of her hair is just as good. Her simple makeup up finishes off the look perfectly as anything more will have taken attention away from this black and white striped beauty of a design.



MODEL FOR MARQUES ALMEIDA



ROGER VIVIER PILGRIM JEWEL SATIN CLUTCH BAGS



SOPHIA WEBSTER ROSALIND 100 GEM PVC SANDALS



HUBLOT BIG BANG 41MM PORTO CERVO DIAMONDS 18K ROSE GOLD WHITE RUBBER UNISEX WATCH



TOSIN ADEGBITE

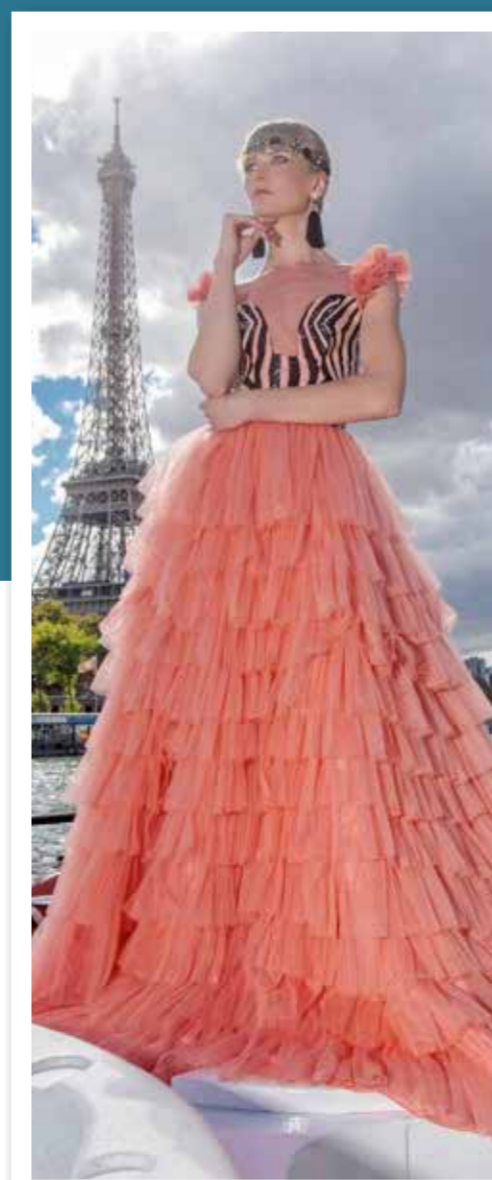
TRISH O COUTURE LA VACHE VINTAGE MAGNIFIQUE COLLECTION

BY FUNKE BABS-KUFEJI

'La Vache' is an expression of surprise or admiration, while magnifique means magnificent. These are a few words designer extraordinaire Patricia Onumonu of Trish. O Couture picked up while in France and it inspired her new collection - LAVACHE VINTAGE MAGNIFIQUE COLLECTION.

The collection is a blend of redefined elegant vintage couture. The designs are detailed, infusing the traditional Ankara fabric into soft tulle and other fabrics to create statement, elegant vintage pieces every woman would love. The collection of all Victorian dresses is a union of western and tradition African details in rhinestones, laces, beads, appliques, tulle, jacquard and Ankara.

The vision of LAVACHE VINTAGE MAGNIFIQUE has come to life and the designer is pleased to present it to the African fashion world in all its glory.



Understanding your foundation formulas

Finding the right foundation formula is a bit like shopping for jeans—you have to try on a few before finding your perfect pair. And, similar to having different denims for different occasions, building a wardrobe of different foundations will help you face (literally) whatever comes your way. From sheer and natural to full-coverage creamy, here's the lowdown on what you should know about the coverage, finish and skin care benefits of the most popular types of foundation.

BY KONYE CHELSEA NWABOGOR

Liquid - This is one of the most versatile formulas because of its range of coverage capabilities. Apply a light layer to impart a sheer natural finish, and add more to build up to medium or full coverage. Liquid foundations are also available in a range of finishes from matte and demi-matte to satin and dewy. A little goes a long way. Since liquid foundation spreads easily, a small amount can cover a lot of surface area on skin, and is easy to blend.



BOBBI BROWN LIQUID FOUNDATION

Cream - Available in either a compact or stick form, cream foundations generally provide more coverage than a liquid foundation but, thanks to their creamy nature, won't settle into fine lines. They're often a top choice for big events when you want a flawless, radiant look. They are also easy to tote around because they won't leak and they come with a mirror.



MARYBELLE CREAM FOUNDATION

Powder - Made in both loose and pressed forms, powders offer lightweight coverage when gently pressed into skin. It can also be layered on top of other foundation formulas for additional coverage or as a setting powder. Plus, compacts are easy to slip in your purse for touch-ups throughout the day.



MAKE UP FOR EVER POWDER FOUNDATION

BB/CC - This new generation of hybrid formulas (half skin care, half foundation) originated in Asia is now a beauty staple. BB (Beauty Balm) and CC (Colour Correcting) Creams are loved for their ability to provide medium coverage while also offering skin care ingredients like antioxidants, sunscreen and hydration.



COLOUR CORRECTING FULL COVERAGE CREAM

Cushion compact - Cushion compacts are sponges soaked in fluid foundation (thinner than liquid) embedded in a compact. You press a puff applicator onto the sponge to release the formula, then press the puff against your skin for an airy, seamless application. These formulas tend to have a higher SPF protection than other formulas and also contain good-for-your skin antioxidants. The thin, fluid-like consistency of the foundation makes it easy to layer touch-ups throughout the day without feeling or looking caked on.



LANCÔME MIRACLE CUSHION

MODEL FOR DAVID MARTINS PHOTOGRAPHY

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