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THIS DAY

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SUNDAY, NOVEMBER 11, 2018

# THE EVOLUTION OF CUPPY OTEDOLA



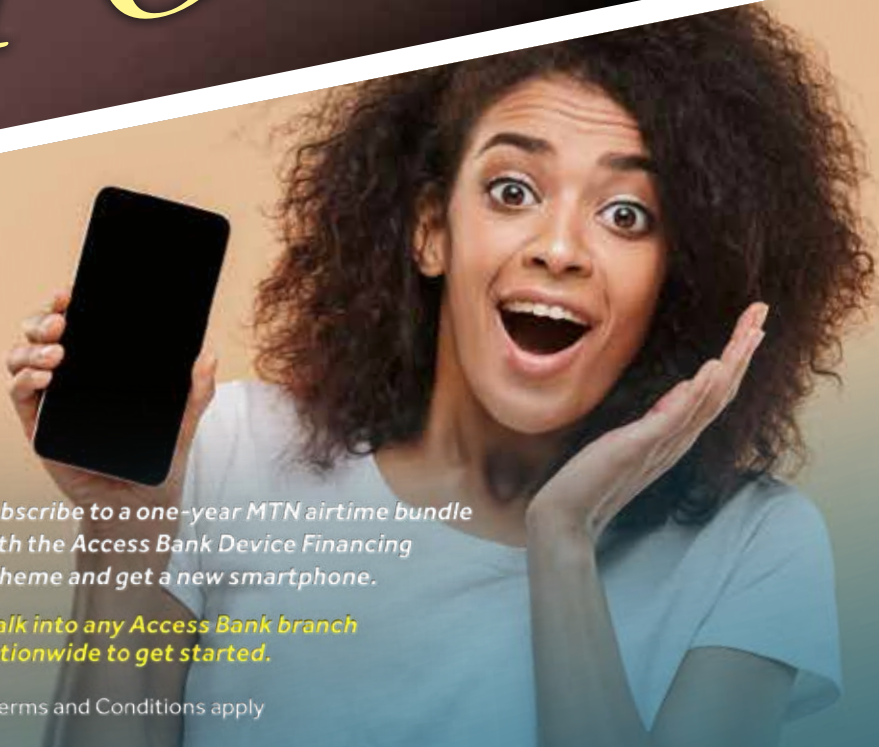
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# COVER

Florence Ifeoluwa Otedola better known as DJ CUPPY just turned 26. Daughter of billionaire Femi Otedola, Cuppy has made a name for herself independently. After her Masters in NY University, she went on to become a globally acclaimed DJ and also pursue her passion in music and is making giant strides in the industry. Aside from that, Cuppy is also making a positive impact on lives with her philanthropic works. This young vibrant lady is certainly a woman of many parts. **FUNKE BABSUKFEJI** reports...

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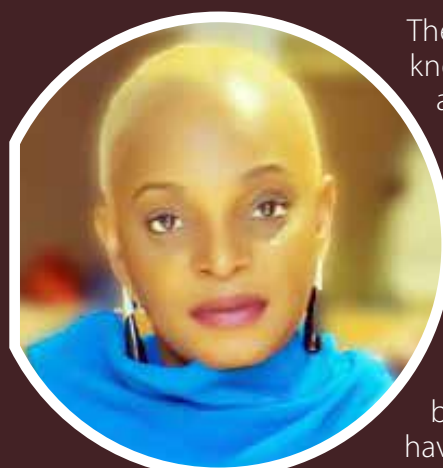


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There was a time when the bigger a handbag was, the trendier. I don't know how on earth we managed to carry them then! In fact, I don't know about you, but I have missed many a phone call because I could never retrieve my phone fast enough from the gigantic bag before it rang out! There were actually some bags almost bigger than the person carrying them. Now I look at these items in my wardrobe and do not have the gall to give them out because how much they cost me still makes me wonder whether I should visit a psychiatrist for such frivolity. Speaking of bags, do you also remember how clutches also took centre stage at one point? In any shape or size, they were a delight to have. But what I find most fascinating now are the mini bags. **In Mini Bags, They Go Big, We Go Small**, you have a mini bag haven. And the great thing about them is that they are 'small but mighty' because they actually take a lot more than their cousins, the clutches. They also add a quirky touch to your ensemble not to mention their versatility because they can be worn day or night and are well worth their investment.

Another thrilling factor is the famous French Beret which has resurfaced on our fashion radar. The **Resurgence Of The French Beret** shows just how much the fashionistas have embraced it. For those of you who have bad hair days and don't feel like constricting yourself to a hat or tying a scarf, just grab a beret and set it at an angle that reflects your sense of style. The good thing is whichever way you choose to wear it, it always gives a cool vibe.

**RUTH**

FASHION DIRECTOR/EXECUTIVE EDITOR

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# Scene and be Seen



AIGBOJE AIG-IMOUKHUDE

ATEDO PETERSIDE

DENZEREE & NAOMI CAMPBELL

ONYEMA OSCAR

JIMI AGBAJE

OLASUPO SASORE

OSAGIE OKUNBOR

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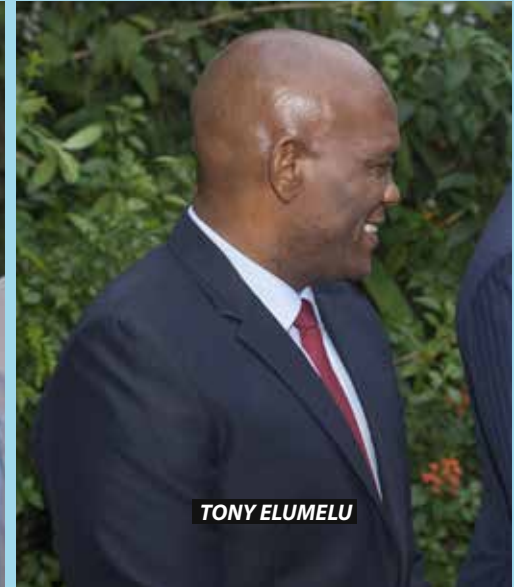
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PAUL ARKWRIGHT



BABAJIDE SANWO-OLU & OBA OTUDEKO



TONY ELUMELU



ADESOLA ADEDUNTAN



JOSEPH YOBO, FALILAT OGUNKOYA & PRINCE CHARLES



MO ABUDU, PAUL ARKWRIGHT, MAIDEN IBRU & NIKE AKANDE

## PRINCE CHARLES THE PRINCE OF WALES IN LAGOS

BY FUNKE BARS-KUEFI

On his tour of West Africa, Prince Charles, the Prince of Wales visited Nigeria and spent two days visiting Abuja and Lagos. In Lagos, he was hosted at the British Council in Ikoyi where British Council Country Director, Lucy Pearson and a troupe of indigenous dancers and drummers welcomed His Majesty. Prince Charles then met with a host of young entrepreneurs from the digital, music, fashion, film and creative industries. He also viewed some Art and fashion exhibitions by Nigerian artists and designers.

After this, a cocktail at the residence of the Deputy British High Commissioner was held in his honour where he was shown the 1950 bronze sculpture of Her Majesty the Queen of England sculpted by renowned artist Ben Enwonwu and presented by his son Oliver Enwonwu. His Majesty was also introduced to members of the Nigeria Commonwealth Walkway Committee and a number of Nigerian politicians, captains of industries and titans of the corporate world.



PRINCE CHARLES & LUCY PEARSON



NDUKA OBAIGBENA



GEN. YAKUBU GOWON RTD



BINTAN FAMUTIMI, BOLA ADESOLA AND SEGUN OGUNSANYA



HABEEB FASINRO



AMINA OYAGBOLA



OTUNBA ADEKUNLE & ERELU OJUOLAPE OJORA



# BEN ENWONWU'S TUTU (1974)



TUNDE AROGUNMATI & SHOLA TINUBU



PAT ITOMI & DONALD DUKE



RITA DOMINIC



PRINCE CHARLES WITH REPRESENTATIVE OF NIGERIAN VISUAL & CONTEMPORARY ARTS



ERELU OJUOLAPE OJORA



OLUBUNMI ABODERIN TALABI, KIMBERLY AJAYI-OBEMBE & CLAIRE HANNA



KOLADE OSHINOWO & BOLAJI OGUNWO



WAS PRESENT AT ART X  
LAGOS

**Born in Nigeria, Ben Enwonwu**, a towering figure in modern African art is best known for his paintings and sculptures, which feature distinct color palettes and lyrical lines. With these, the artist built perceptions of reality and referenced details of Nigeria's culture and variegated landscape. Enwonwu attended the Slade School of Fine Art in London. The training he underwent at this prestigious institution informed the techniques he would later use to revisit indigenous art forms of his Nigerian heritage. This school remains a preeminent institution for contemporary artists.

**At the height of his fame in 1956**, he was commissioned to sculpt a bronze portrait of Her Majesty, Queen Elizabeth II, making him the first

African to be so honoured. In recognition of his accomplishments, Ben Enwonwu was made a Member of the Order of the British Empire (MBE). Enwonwu's transnational approach to making visual art reflects a template that many contemporary artists continue to follow today.

**Tutu (1974) was shrouded in mystery** for decades as its whereabouts were unknown. It is one of three Enwonwu portraits, sharing the same title, that depict the late Princess Adetutu Ademiluyi of Ile-Ife. To date, there is no public information concerning the whereabouts of the other two. The recent discovery and subsequent sale of Tutu marked a significant moment in the valuation of Modern African Art.

The painting was sold to an undisclosed buyer for an unprecedented hammer price, more than triple its estimate and thereby setting a record for Modern African Art. This moment exemplifies the growing interest in creative expression from the continent, and concurs with the dynamic development of the contemporary African art sector.

**Tagged the most significant discovery born in Africa**, Tutu's first time appearance aimed at retelling the African Story was made possible by Access Bank plc.

We hope you enjoyed TUTU.

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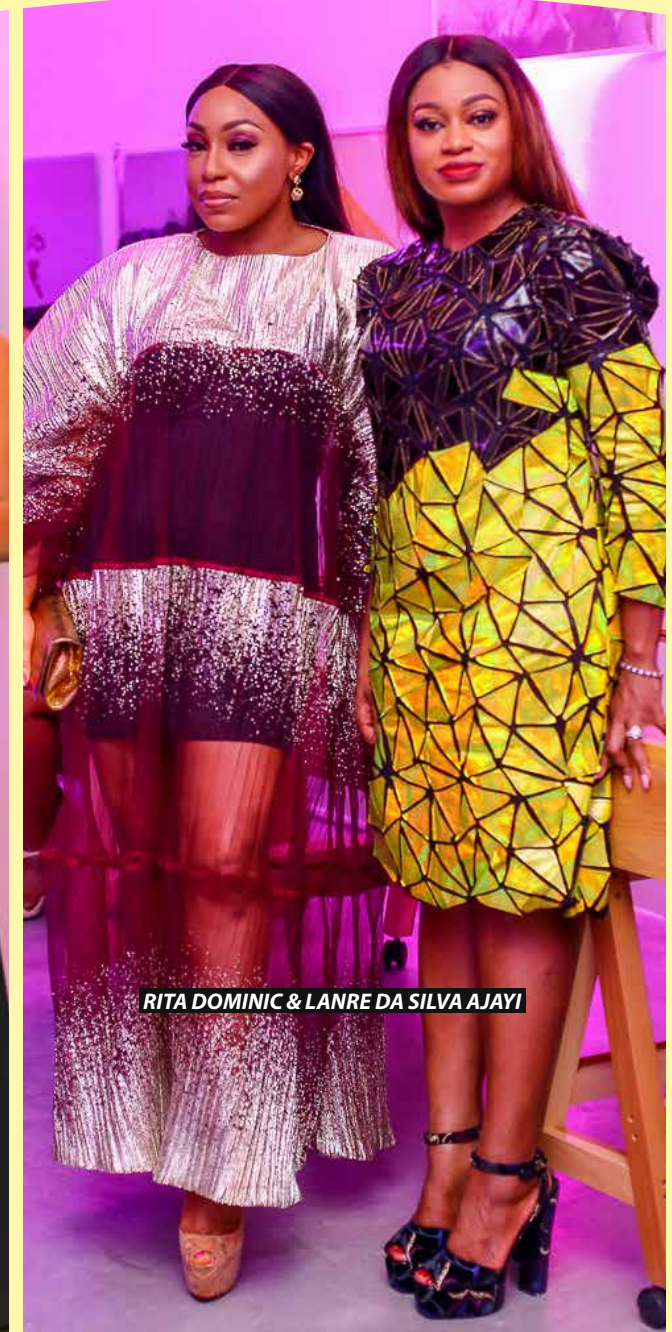
ABIMBOLA CRAIG



DERIN ODUGBESAN-THOMAS



JANE MICHAEL & CYNTHIA NWADIORA



RITA DOMINIC & LANRE DA SILVA AJAYI



SEYI SHAY



JENNIFER OSEH

## ART MEETS FASHION

BY KONYE CHELSEA NWABOGOR

As is the norm, GTBank recently hosted the fashion industry to a private cocktail dinner ahead of its annual Fashion Weekend. The event, which took place at the Art 21 gallery, Eko hotel, had an Art meet Fashion theme and was the perfect mix of art, finger food, cocktails, good music and fine conversation.

The annual Gtbank Fashion Weekend, which is in its third year, is a consumer-focused event to promote and aid the growth and visibility of local fashion brands.



NOBLE IGWE



FADE OGUNRO



FOLU STORMS



KELECHI AMADI OBI



UTI NWACHUKWU



DENRELE EDUN



OYINA ADEGITE



MAI ATAFU & TANIA OMOTAYO





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# THE EVOLUTION 'CUPPY' OTEDOLA (IN HER WORDS)

Today is my 26th birthday... My house is already amassed in cards, flowers, and presents congratulating Cuppy. But who is Cuppy? We've all heard about this Cuppy girl, both the good and the bad, but do we really know her? I mean, you may think you know who I am, but who am I really? Before Cuppy, there was Florence the teenager, and before Florence there was Ifeoluwa the child. In order to really understand the evolution of Cuppy and soul behind the brand, you need to look at my story from the very beginning...

I was born in Lagos on a humid Thursday at Citizen Hospital located at 86 Norman Williams Street in Ikoyi on November 11th 1992. That year, of course, was hectic year for my family with my grandfather, Sir Michael Otedola in power as Governor of Lagos State. Whilst I was shielded from the political side, my mother recalls being in the hospital showered in gifts and visits from people she didn't even know. Ifeoluwa, daughter of Nana and Femi Otedola had arrived! And what a merry child I was, absolutely full of joy! Cheeky but cheerful is what everyone recalls about life. At the time, we lived in Ilupeju then moved over to GRA Ikeja where I attended Grange school for most of my primary. In between swimming lessons at Ikeja Country Club and prayerful evenings at Fountain of Life Church, the mainland was always my childhood haven. Visits to the Island always used to infatuate us, I overwhelmed once we cross Third Mainland Bridge... Boy, I did not know what plans God had in store for my life.

When people ask me where I feel nostalgia the most, I tell them in Epe. Odoragushin inside Epe is my hometown and where our Otedola family legacy was created and will always be conserved.

I have so many fond memories of playing with pigs on our family farm whilst learning Yoruba songs and eating ogi and akara. Epe always reminds me of stress-free life, I go there to escape Lagos wahala; my father does the same. That is the reason I decided to have my photoshoot there, specifically in my late grandfather's home. I couldn't think of a better

way of celebrating my new age than paying homage to my past.

My grandma, Lady Doja Otedola is Cuppy's biggest fan, she is truly the strongest woman I know - she taught me to have a voice. My upbringing is truly the rationale behind my success. It's a story consisting of strength and seclusion. Here is my story, in my own words...

I remember moving from Lagos to London, more clearly than I remember moving from Ikeja to Victoria Island. You see, things happened so quickly. My mother founded Garment Care LTD in 1996 and my father established Zenon Petroleum and Gas LTD in 1999. By the start of the new millennium, the year of 2000, our whole life had transformed. Being eight years old as the daughter of two budding entrepreneurs meant I enjoyed life, but it also meant I had to grow up fast. My three siblings; Ola, Temi, Fewa and I; all found ourselves in England for boarding school leaving our beloved Nigeria behind. The rationale for this was, as most parents claim, better education, however we all know the schools in Lagos are great. Looking back now, I realize that both Nana and Femi Otedola needed their children in boarding school so they could focus on their demanding businesses; a sacrifice certainly worth making.

England was cold, the accent was confusing and the food was bland. Luckily, I had one escape: Music. I cannot begin to tell you how powerful and healing music is. Boarding school in England came with its challenges - bewilderment, bullying etc. I would always curl up in bed after a long day and listen to music from Nigeria.

My catalogue as a teenager was already vast - from Fela Kuti to Pasuma to 9ice. Other students always used to laugh at me because of my short Afro. It's funny that now the same kids are the ones begging for tickets to my 'Cactus on the Roof' parties. Boarding school as 'Florence' was not all grim, I have to say I was a bright child and loved to learn, I always flourished academically and built a disciplined spirit through education, one I still have till today. Holidays were always exciting as I got to



*Whilst doing my Masters at New York University, I adapted a hustler mentality. Student by day, DJ by night I was juggling two lives and it was tough. Luckily, it wasn't all in vain - my company now has three offices in London, Lagos, and New York and I have been lucky to work with some of the biggest brands in the world.*

go back to Lagos, but every time I went back things were different, my father's empire was rapidly growing. A newer car would pick me up from the airport and each house we moved to was getting bigger and bigger.

The summer of 2007 is when the actual Cuppy you all think you know was birthed. Having created a reputation for myself as a 'music geek', we had all just finished our GSCSE exams and a friend was having a party, so I was asked to DJ. There is only one way to describe my DJ set that evening - atrocious! Everything from my beat matching to music choice was wrong, but that gig was unforgettable for me as it's the day I knew I had fallen in love with music. The remaining years I had in school turned into an obsession of filling my free time with everything music - I learned to play the viola, I took up Music as a A-Level, and even decided to start my own band. My parents could see my passion very quickly deepening and my father began to organise internships for me in trading companies in order to steer me in a more conventional path. After a few more horrendous performances, I actually got my first paid show at 18 years old, it was for a wedding in London and my fee was £50 which was about N12,500 at the time. I played for about six hours and impressed the couple, (I played Azonto six times!), so I was able to get more gigs off that. I cannot tell you how good it felt being paid for something I would have done for free anyway; my eye really opened that day to the possibility of making a career out of music.

Ten years down the line, I've been able to go from strength to strength, I've gone from becoming a global DJ that plays songs to one that makes their own songs. To this date, my DJ skills have taken me to over 30 countries and I know this is just the beginning!

I started my company, Red Velvet Music Group LTD in 2013 whilst I was attaining my Economics degree at King's College London. Despite my love for music and creativity, entrepreneurship was naturally my background and I saw a gap in the market for an African company that could consult in the European entertainment space. Moving to New York really opened my eyes further to the global market.

Whilst doing my Masters at New York University, I adapted a hustler mentality. Student by day, DJ by night I was juggling two

lives and it was tough. Luckily, it wasn't all in vain - my company now has three offices in London, Lagos, and New York and I have been lucky to work with some of the biggest brands in the world.

A lot of people ask me how I am able to achieve so much and I explain that Cuppy is ran as an international entity not as a local artist. My songs (Green Light, Vybe, Curreny, and Werk), may be catered to the Nigerian market but I will always have a global edge.

My journey is full of achievements, but not without adversities. I recently got myself in a bit of a pickle whereby I claimed I wasn't a feminist. Here's one thing about me - I don't associate with what I don't know, I was raised that way. However, having said that, looking at my career and things I have had to overcome, as I woman I now understand that feminism is fabricated within the Cuppy DNA. You see for me, I always felt that we gave men too much attention by seeking their approval through feminism. However, we all share a common goal: to define, establish, and achieve political, economic, personal, and social equality of sexes. In my job, every day I am faced with challenges being a female in a male dominated industry. Sometimes I have to shout just to get heard. I cannot lie to you, being a Nigerian woman is sometimes exhausting.

Most of my career, I've felt misunderstood, and I still do.

Sometimes I feel like people expect Cuppy to be a certain kind of person, an 'omobaba olowo' (a rich man's child), a brat, and when they don't get that, it's almost an anti-climax. Well, I'm sorry for the disappointment but I am truly a young Nigerian living and trying to make it big just as much as everybody else.

Sometimes I have to remind myself that I'm not superwoman and I can't do it all.

One thing that frustrates me is the perceived perception of perfection towards the Cuppy brand. Here's a fact; I cry sometimes, I make mistakes, I hurt - I am human. Recently, I decided to make a conscious effort to be more open on my social media so people could get a better sense of who I am. Being open does come with exposure to criticism, but I am extremely thick-skinned! It's a God given gift! Although, one gift God hasn't quite given me yet is a husband, but I know that's in the works





CUPPY WITH GRANDMOTHER

I've decided to leave things to God, not just say it, literally do it. I've always felt called to help others and this year, I finally established my charity, the Cuppy Foundation.

As I'm getting older, I'm also seeing the importance of personal fulfillment. The satisfaction I get in sending a blind girl to Unilag now matches that of winning an award for DJing.

I feel like I have been brought into this world for a reason and I now have a destiny to fulfill. When people ask what's next for me, I always tell them the truth - I have no idea. I'm still on an experimental path but regardless of what I do, I want to make sure I change the rules for young people in this country whether that is with or without music! The future of Cuppy is uncertain, but certainly bright... Maybe I'll be President one day. The 2019 elections are coming up and we must take Nigeria's future in our hands, anyone reading this, please VOTE. Nigeria has done so much for me growing up, she deserves that same love back.

Today turning 26 is a moment of reflection for me. I feel more empowered, more accomplished, but most importantly more ready to conquer the world. My motto is 'Cuppy On A Mission' it always has been and always will be. What mission you ask? World domination. The princess of Epe is coming for the international throne!



“  
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 ”



CUPPY WITH HER BAND

# 5 Minutes with JOY EGBEJIMBA

In 2013, Joy Egbejimba started a handbag line with the aim of delivering beautiful quality designs at an affordable price. Today, the Nuciano handbag, which was launched in the United States, can boast an impressive market presence and steady growth in sales. In this interview with **KONYE CHELSEA NWABOGOR**, Joy Egbejimba speaks on the inspiration behind the brand and also on plans to produce locally.



**Tell me a bit about yourself?**

My name is Joy Egbejimba, I am the designer and CEO for NUCIANO handbags. My brand was launched in 2013 and since then, I've worked very hard to grow my business in all aspects. I have also focused on perfecting the craftsmanship of the brand while exploring ways to give back. My focus has been on creating a sustainable brand while also teetering on the border of trendy. Nuciano sometimes likes to offer a "surprise" in design by creating colourful, exotic pieces,

**What does Nuciano mean?**

The word NUCIANO is a derivative of my grandmother's name "Unnukachiano". I was partially raised by my grandmother, and I spent most of my formative years with her and my grandfather.

**So, what attracted you to leatherwork/making bags?**

I'm one of those ladies who get special calls from the big stores once handbags go on sale. Sometimes, I would buy a handbag for over \$3,000 and after few months, it becomes just like every other handbag in my closet. My goal was to bridge the gap between quality and price.

**The Nuciano brand has been in business in the US for a while now, why are you just launching in Nigeria?**

During the independent handbag award competition, we receive over 83% votes from Nigeria. We also received numerous requests on our social media from Nigerians, wanting us to bring the bag home. More importantly, I also noticed that big fashion houses from Europe come to Fashion events held in Lagos to get inspiration from local designers. That, made me realise it was time to come home and be a part of the fast growing fashion movement.

**What can you say makes the Nuciano brand unique and different?**

The Nuciano brand represents colour, structure, sophistication, and quality. Asides our classic designs, our quality and price point also make us quite unique.

**Who is the ideal Nuciano Woman?**

A woman who is self-made, independent, generous, intelligent and strong.

**Any notable figure who has a Nuciano bag in her closet?**

Oprah Winfrey, Yvonne Orji, MC Lyte, Sarah Michelle Gellar to mention a few.

**What is it like designing and selling handbags in a very competitive market like the US?**

It's hard competing with the big household names like Michael Kors, Tory Burch etc but knowing your market niche and keeping your focus on satisfying that niche is the key.



**What challenges do you often encounter with running the business?**

The very first challenge is finding the right group of people to work with. We struggled with that at the beginning but we now have a stellar team that is helping me propel the business further.

**Will the Nuciano brand be considering other aspect of fashion in the near future?**

Nuciano is definitely considering branching out to other aspect of fashion. We will be launching smaller leather goods like belts for both male and female at our launch event soon. We are also introducing makeup bags as well.

**Do you have plans to produce in Nigeria?**

Absolutely, it's definitely something I'm considering doing. During the 2018 Nigerians in Diaspora convention in Washington DC, I met a representative from the office of Federal Ministry of Science and Technology and I brought to his attention some of the unfathomable things I noticed in the leather industry. A lot of the leather I use for my products come from Nigeria raw, gets imported into USA to get processed which I then purchase from the leather merchant. We both agreed to further sit down to find a way to bridge this gap and improve our leather industry here in Nigeria.

**Does your personal style influence your designs?**

My personal style definitely influences my brand. I used to think it didn't but everyday it's becoming more apparent to me that it does.

**Which Nigerian celebrity would you want to rock a Nuciano bag?**

I have no pick. I would love for all of them to own a Nuciano Bag. I love them all and I'm very proud of how they are representing our culture and country.





LDA A/W 2018

# Grandeur Masterpiece

BY KONYE CHELSEA NWABOGOR

First seen on the runway of the 2018 Arise Fashion Week, eponymous fast rising women's wear brand Lanre da Silva Ajayi has released a stunning look book which features pieces from her 2018 collection. The aptly named collection - Grandeur Masterpiece, is a representation of the typical LDA style and contains exotic standout pieces which would not only turn heads on the red carpet but also would work perfectly for Sunday Brunch with the girls.

A array of gold, bronze and the odd splash of colour, the Grandeur Masterpiece collection stays true to current trends not only with it choices of fabric textures but more importantly style also. Already a favourite of fashion lovers and celebrities alike a piece from this collection is definitely a must have in your wardrobe. Yes we say so.



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# 7 WAYS TO OVERCOME SHYNESS AND ANXIETY

For adults who struggle with shyness there are some effective strategies to overcome shyness and social anxiety and gain confidence:

## 1. Act confidently.

Confidence comes through action, learning, practice, and mastery. Remember when you learned how to ride a bike? It was terrifying at first, but after you just went for it and tried it, you got it, and felt confident. Social confidence works the same way.

Feeling anxious is not the problem; avoiding social interactions is the problem. Eliminate avoidance and you will overcome your anxiety.

## 2. Engage.

This means participating in small talk in the checkout line and talking to strangers at bars, stores, sporting events, and the gym. Additionally, approach the individuals to whom you are attracted romantically. Talk to them. Ask them to dance. Ask them out on dates.

Life is short. Who cares if you get rejected? There are seven billion people on this planet. You're not expected to like or be liked by all of them. Take some chances and put yourself out there to meet new people.

## 3. Try new things, even if they make you anxious.

Join a club, a sports team, or an improv class. Pick up a new project, take on a difficult task at work, or learn a new skill. Do something to get out of your comfort zone.

Part of overcoming shyness is about developing confidence in several areas of your life and not letting anxiety, fear of failure, fear of rejection, or fear of humiliation get in your way. By practicing new activities, you are confronting your fear of the unknown and learning to handle that anxiety more effectively.

## 4. Talk.

Start practicing giving speeches or presentations and telling jokes or stories at every opportunity. Be more talkative and expressive in all areas of your life. Whether you're at work, with friends, with strangers, or walking down the street, you can practice talking more openly. Let your voice and your ideas be heard.

Confident people are not preoccupied with whether everyone is going to like what they have to say. They speak their mind because they want to share, engage, and connect with others. You can do this too. Anxiety and shyness are not reasons to stay quiet.

## 5. Make yourself vulnerable.

A fear of being judged contributes to social anxiety and shyness. The only way to overcome this fear is to make yourself vulnerable. Practice doing this with the people you are close to and can trust. You might realize the more you do it, the closer you feel to others and the more pleasure and meaning you get out of those relationships. This will lead to increased confidence in yourself and in social interactions.

Being vulnerable requires a willingness to let others see the real you. Be proud of who you are. Being genuine and vulnerable is often the quality that others will appreciate the most about you.

## 6. Practice displaying confident body language.

Make eye contact when talking to someone. Walk with your head held high. Project your voice clearly and effectively. Shake hands. Give hugs. Stay in close proximity to others.

## 7. Be mindful.

Mindfulness has been defined simply as awareness. Wake up. Be present to all of your thoughts, feelings, sensations, and memories in any given moment. There is no part of your experience that you have to run from, escape, or avoid. Learn to appreciate yourself and the world around you, including those "panicky" thoughts and feelings, and just notice them without judgment.

When you are fully present in the moment, you will realize that social interactions are not something you need to avoid. You will perform better because you are actually paying attention to the conversation and the cues in your environment. With practice, you can continually incorporate and improve upon your social skills that you learn from the world around you, ultimately making you feel more confident.

# Resurgence of The French Berets

The French beret is coming back in a major way. Part sophisticated, part sweet, and part studious, this versatile accessory is set to become your new go-to fashion item. There is something about a French beret that makes you look like a sartorial insider – confident and fearless with the ability to turn the basic into the memorable. Today, we will explain the origin of the French beret and teach you how to wear a beret in an effortless, beautiful way.

BY FUNKE BABS-KUFEJI & ISIOMA USIADE

## How to Choose a Beret

Because of the variety of shapes, colours and designs that exist, choosing a French beret will come down to personal preference and aesthetic. There is no incorrect way of introducing a beret into your wardrobe, but keeping the tips below in mind will ensure that your new beret fits in seamlessly with your style. Because French berets are a versatile accessory that can be worn with a wide variety of styles, they will work with nearly any woman's preference.

- You can go Parisian chic with a traditional French beret, red lipstick, and a dark peacoat.
- Pair your beret with Ray-Bans, and a turtleneck for a chic cool look.

- A maxi skirt, and chunky jewelry give your beret look a bohemian style.
- Your beret can be given a punk rock edge with pins and badges.
- For a more feminine, ornate look you can pin on an antique brooch.
- If you're feeling more adventurous, you could pair your beret with baggy jeans and a gold chain for a glam take on streetwear.
- While you may not believe it, a beret can be incorporated into a conservative, business look as well. Try a black beret with a suit jacket and pinstriped pants for an office ready style. The beret truly is that dynamic.



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# A GIRL'S GUIDE TO GLOWY GORGEOUS SKIN

Want to achieve a glowy, even-toned complexion? Follow these simple tips for gorgeous skin all year long.

BY FUNKE BABS-KUFEJI

## Wash Your Face Before Bedtime

Cleanse your skin gently, especially at night, as a vital part of your bedtime routine. Unclogging pores of the day's oil and grime is important for keeping skin clear. A gentle cleanser removes makeup and excess oil without stripping your skin. If your skin feels tight and dry after washing, you're using something too strong. Opt for a creamy face wash.



a major component of our skin's surface that protect against moisture loss to keep your skin youthful, supple, moist and glowing.

## Get Even

Dark spots and blotchy skin can mar a beautiful complexion. Look for products with skin-brightening ingredients, like licorice, mulberry, bearberry and kojic acid. These ingredients gradually fade hyperpigmentation and encourage an even, radiant hue. If you need extra coverage, smooth on a luminous foundation or tinted moisturizer for a natural, radiant finish. Or try light-diffusing BB creams for a photo-filtered effect.



## Take It Easy

Cleanse with your fingertips and rinse by splashing water on your face. Pat dry. Don't roughly rub your skin dry with a towel. The pressure of a washcloth or towel and friction from sonic brushing may feel good and appeal to your desire to be squeaky clean, but can cause darker, uneven skin tone and aggravate acne. Instead, dry skin with small, gentle pats or let it air dry.

## Protect Your Skin

Lack of sun damage will keep your skin dewy and supple for years to come. Yes, darker skin needs protection too, especially on overcast days because the UVA penetrates clouds and windshields. If your skin darkens at all, it's sun damage in the making; Makeup with sunscreen added is not enough protection. Technology has made it possible for physical sunscreens like zinc oxide and titanium dioxide to go on sheer. Use SPF 30 and apply with a massage motion with the palm of your hand, gently working the sunscreen into the skin. But be cautious; sheer sunscreens use chemical suncreening agents that provide less protection against the longer UVA rays.



## Exfoliate Your Skin

Not too aggressively or too often, don't rub hard — use light pressure in a gentle circular motion. Over-scrubbing will only give you irritation and a darker, uneven skin tone. Avoid using washcloths, spa gloves, buffing ads, sonic scrubbers or coarse scrubs. Choose a fine-grain scrub made with jojoba beads or other environment-friendly beads instead. Noncomedogenic sunflower oil and table sugar blended together make an excellent all-over exfoliator. Apply in the shower before you turn the water on. Massage all over using gentle pressure. Rinse off and pat dry.



## Go For The Glow

Take some loose pearlescent (not glittery) gold, peach or bronze eye powder shadow. Mix a tiny bit in the palm of your hand with a few drops of foundation, sunscreen or moisturizer. Apply to outer cheeks and brow bone for an extra touch of luminosity.



## Eat Healthy

A low-sugar, antioxidant-rich diet consisting of colorful fruits and vegetables (especially leafy greens), legumes and lean protein will ensure you're healthy inside as well as out for a natural glow.



## Work It Out

Working out gives you all the beauty benefits that money can't buy. Exercising at least 30 minutes a day gets your heart pumping and increases circulation by bringing oxygen into your bloodstream. It's the best way to achieve a youthful glow.

## Moisturize

To keep your skin supple and soft, use lotions and moisturizers that contain ceramides. Ceramides are



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