

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

THIS DAY

Style



LAURE BEAUJEU

NIGERIA... FOND MEMORIES!

GOING FOR GROWTH

A CONSULTATIVE ROUNDTABLE WITH THE CBN GOVERNOR, GODWIN EMEIELE



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COVER

After two years working as the Deputy British Deputy High Commissioner for Lagos, Laure Beauflis has recently wound down her tour of duty in Nigeria. In this interview with **KONYE CHELSEA NWABOGOR**, she talks about her some of her most rewarding experiences as a foreign service officer and also relieves some of her finest moments working and living in Nigeria.

PHOTOGRAPH CREDITS- TY BELLO | MAKE UP BY MEEKNESS

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THISDAY STYLE

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They say a prophet is never appreciated in his own home. Sometimes it takes an 'outsider' to recognize that, despite our overwhelming challenges, we are truly blessed. In fact when we attend events and watch our cultural dancers perform, we are sometimes unfazed by the artistry of our dances and quite frankly can't wait for them to finish their routine. We do not sink in the intricacies and designs of their rich and colourful attires neither do we really absorb the rhythm of their drumbeats not to mention their jaw-dropping acrobatic feats on stage. Not only that, some foreigners have actually explored our own country and its cultural/historical tourist attractions more than we the citizens. They are transfixed by the richness of our heritage.

What I find most endearing is how they are constantly amazed at how happy we are as a people regardless of our setbacks. Coming from a more advanced environment where things work with absolutely zero tolerance for shortfalls or mediocrities. What this simply means is that our resilience is second to none and our survival instincts clearly has no equal, which means there is still beauty deeply embedded in us; the courage. The unquenchable hunger to not just survive, but excel in our various endeavors. These are expressed through our narrative especially in creative arts. Those who visit see our potential and if these potentials are properly channeled, we can excel beyond our wildest imaginations.

I hope that a time will come when we will maximize and harness what God has blessed us with to provide our youths with a much better and greater tomorrow.

Laure Beauflis' interview is a riveting read on her experience living in Nigeria. Seeing this nation through her lenses only reassures us that all is not lost and there is definitely room to grow and make Nigeria a nation of pride once again.

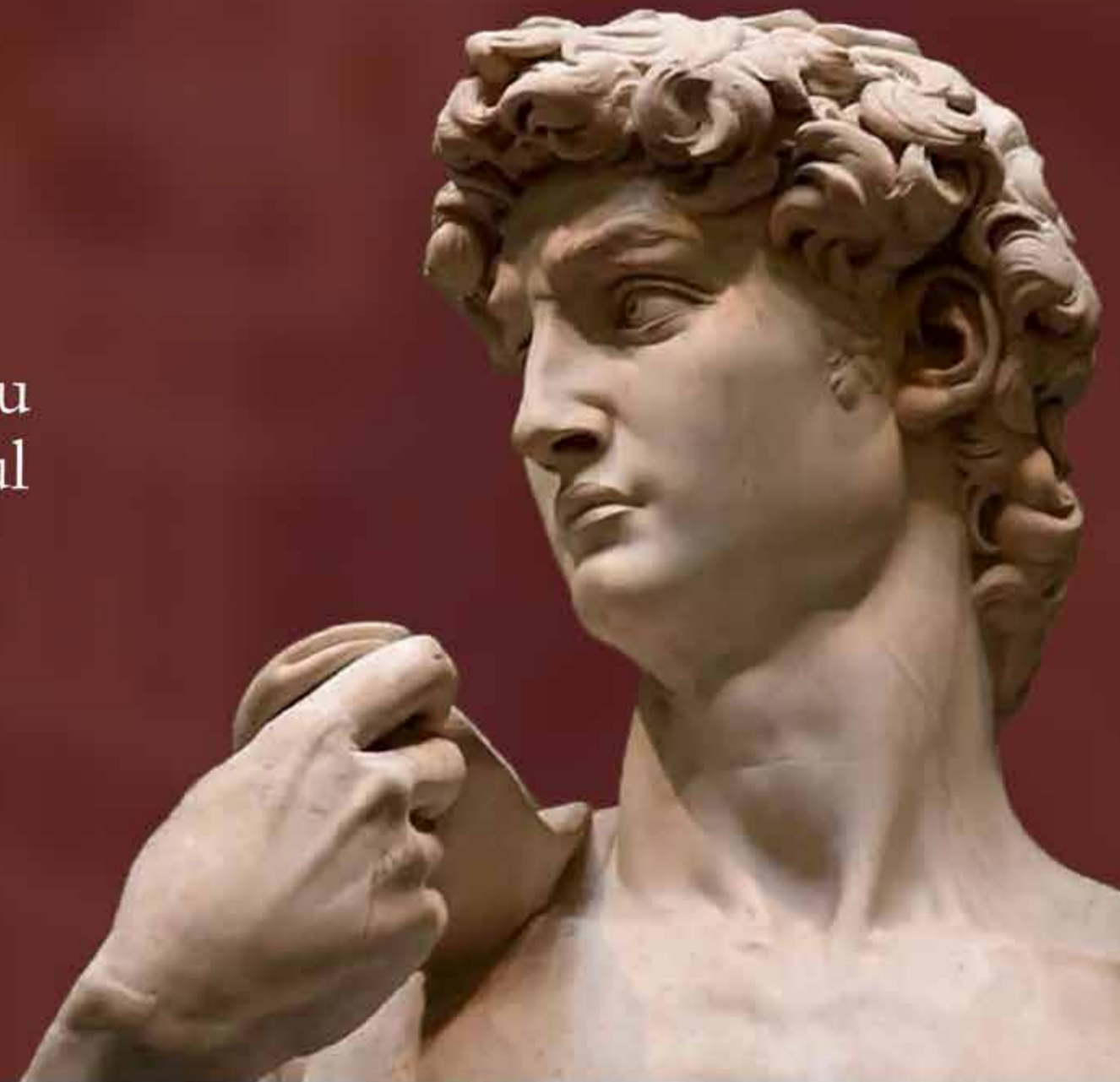
Ruth

FASHION DIRECTOR/EXECUTIVE EDITOR

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'GOING FOR GROWTH'

A ROUNDTABLE DISCUSSION WITH GODWIN EMEFIELE

BY NAFISAH MOHAMMED

The recently reconfirmed Governor of The Central Bank of Nigeria, Mr Godwin Emeziele hosted business leaders, politicians and media to a roundtable discussion at the exclusive George Hotel in Lagos. Guests cut across a cross section of the economy, from banking and finance to manufacturing, power generation and distribution, energy and agriculture. The event started promptly at 10.30am after a brief introduction from Mr Nduka Obaigbena, the Chairman of THISDAY NEWSPAPERS/ARISE Media Group. Mr Emeziele, welcoming guests to the gathering, described the reasoning behind the decision to host the event. He explained the need for the Central Bank to engage with the private sector and vice versa and for both sides to be united in the drive to improve economic conditions within Nigeria. The Governor emphasised that he and his CBN team were there to listen to participants' opinions and ideas and encouraged frank discussions and creative solutions to challenges facing Nigeria. Brief presentations from the Governor of Lagos State, Mr Babajide Sanwo-Olu; Alhaji Aliko Dangote, President of the Dangote Group and Mr Jim Ovia, the Founder/Chairman of Zenith Bank was followed by enthusiastic applause from the audience. Mr Atedo Peterside, the Founder of Stanbic IBTC, also introduced the next phase of the session with guests divided into five groups of 20-30 participants addressing different topics.

Wale Edun, the former Lagos State Commissioner for Finance and Kamar Bakrin, Operating Partner at Helios Investments headed the first group which discussed Competitiveness of Nigerian goods and services. Herbert Wigwe, the Group Managing Director of Access Bank and Abdulsamad Rabiu, the Chairman of BUA Group chaired the session on Promoting 'Made in Nigeria'. Deji Alli, the Founder of ARM Group and Hamda Ambah, the CEO of FSDH Merchant Bank led discussions on Financing Infrastructural Development. SegunAgbaje, the Managing Director of GTBank's group discussed Interest Rate Harmonisation, and Kunle Elebute, the Managing Partner of KPMG Nigeria and Aigboje Aig-Imoukhuede, the Chairman of Coronation Capital Nigeria chaired the group discussing Financial Inclusion.

At the end of the breakout sessions, participants reconvened in the plenary with session leaders presenting to the group as a whole including the CBN Governor. Questions and answers followed with a final wrap-up and recap recounted by Mrs Ifueko Omoigui-Okauru, the former Chairman of the Federal Inland Revenue Service (FIRS). Mr Oba Otudeko, the Chairman of Honeywell Group gave the vote of thanks and Mr Emeziele summed up a final takeaway, thanking guests for their attendance and hard work and asked everyone present to be passionate about 'Project Nigeria'. The event ended with a well-deserved lunch laid out for guests and plans for further direct discussions between policy makers and business leaders.



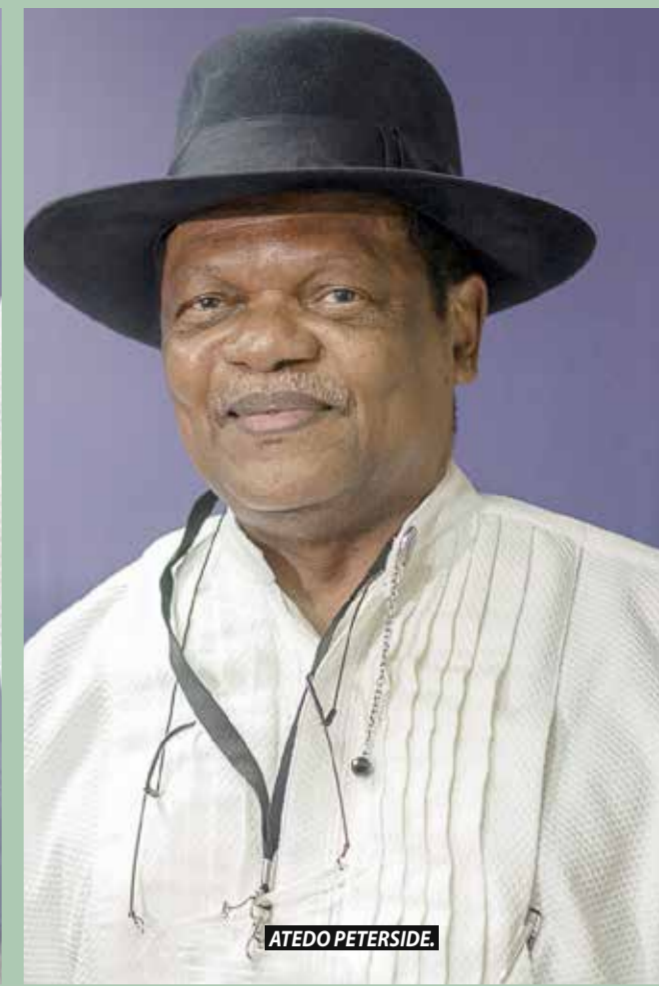
GOVERNOR OF LAGOS STATE, BABAJIDE SANWO-OLU



ALIKO DANGOTE



OBA OTUDEKO



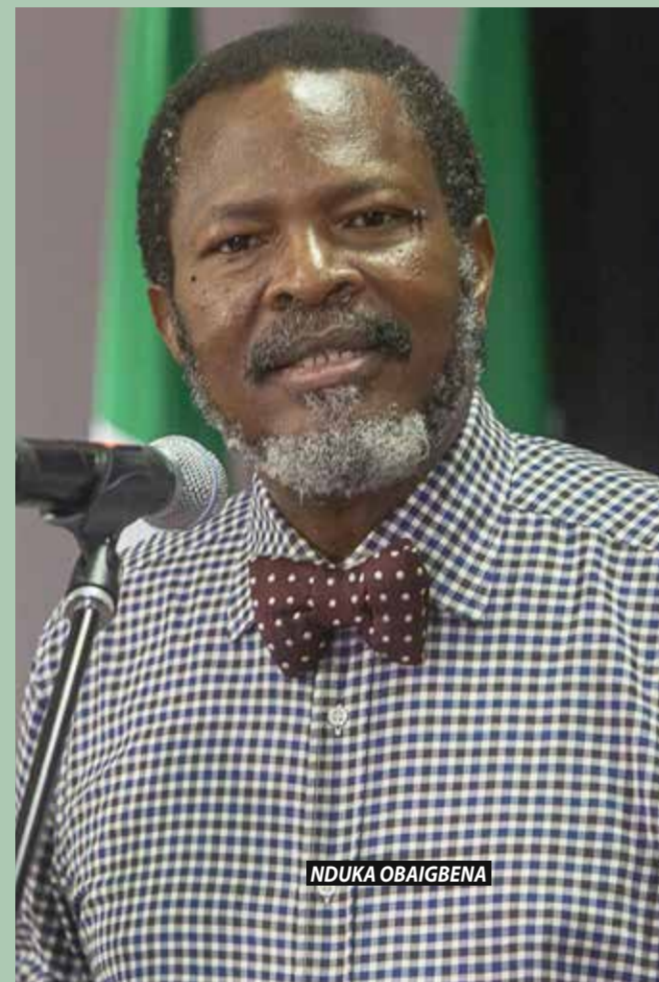
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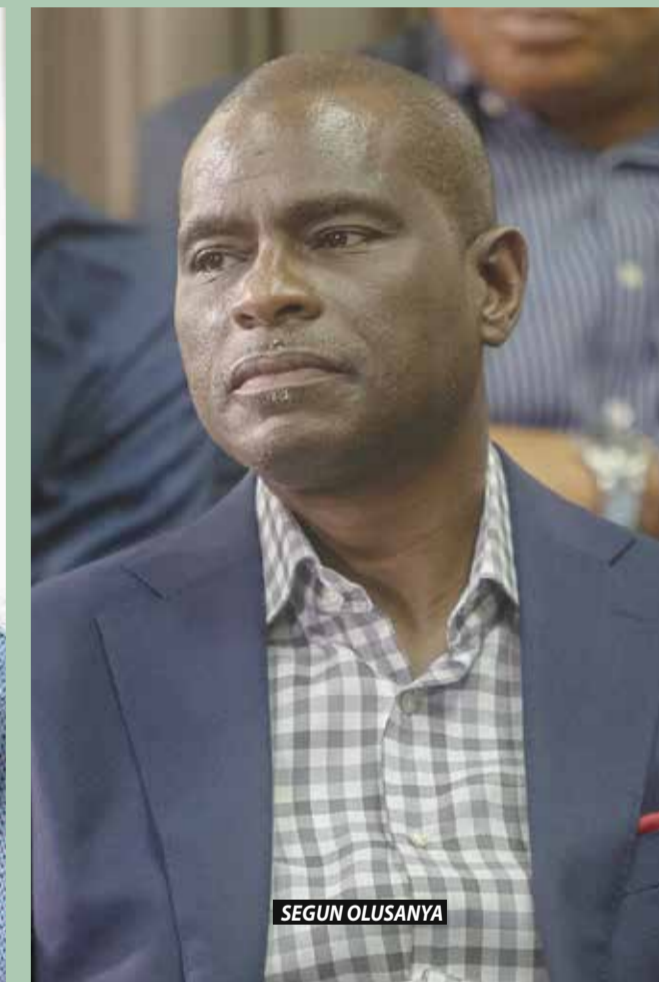
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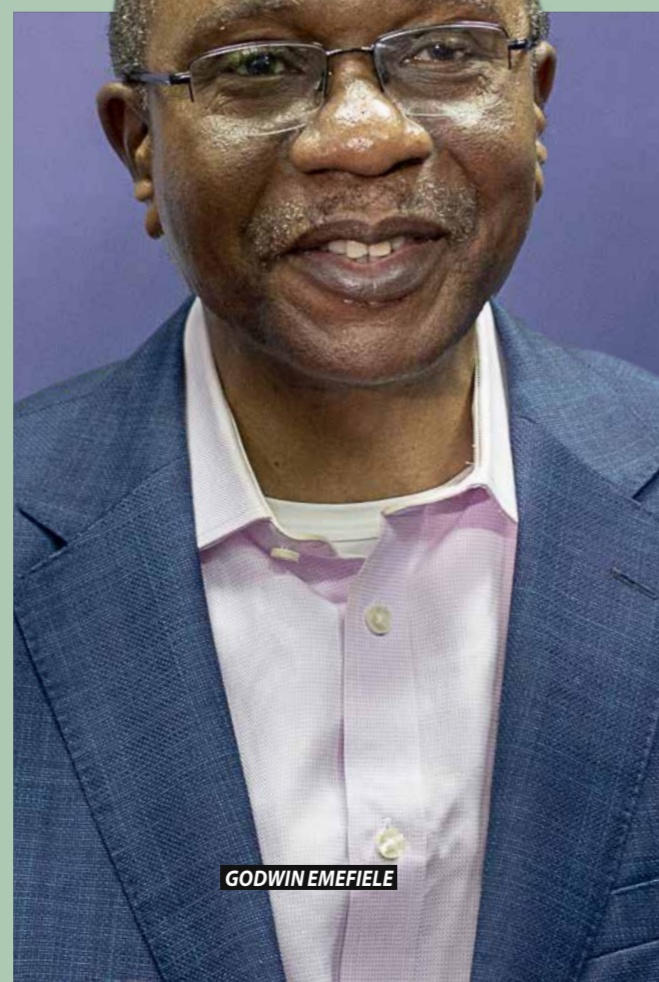
SEGUN AGBAJE



HERBERT WIGWE



SEGUN OLUSANYA



GODWIN EMEFIELE



ADEBISI SHONUBI



WALE EDUN



OSCAR ONYEMA



EMEKE ONWUKE



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DERE OTUBU



MUSTAPHA CHIKE-Obi



KUNLE ELEBUTE



FUNSHO OLUSANYA



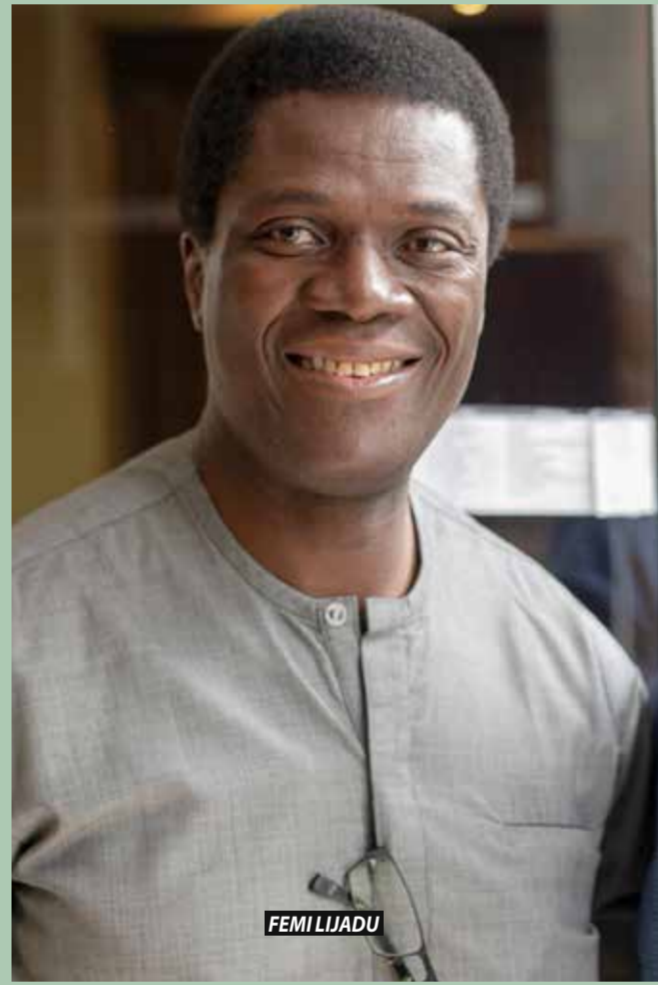
IFUEKO OMOIHUI OKAURU



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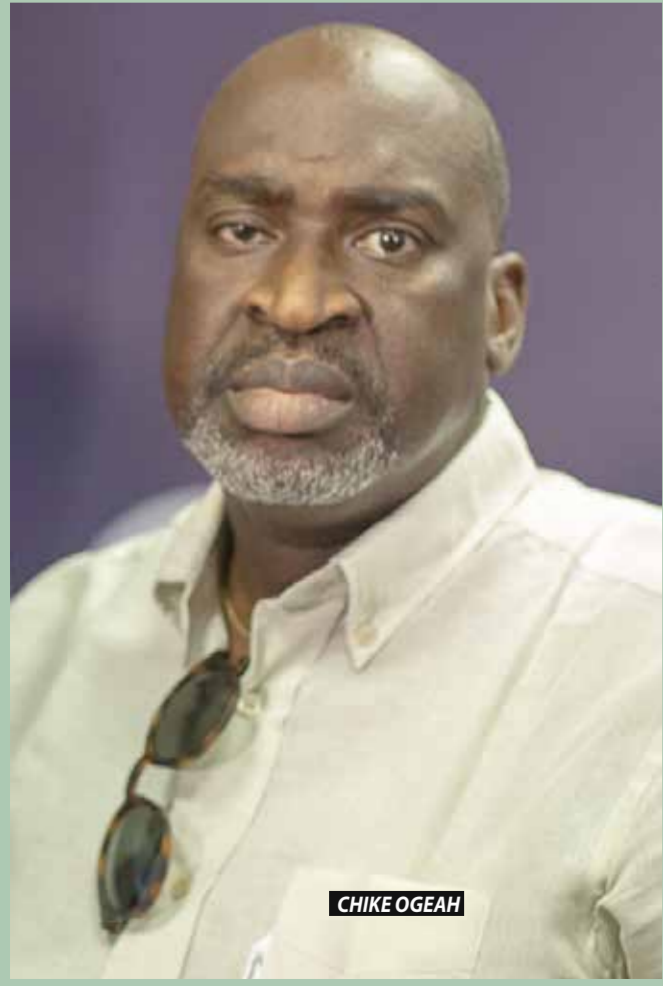
FEMI LUAJU



RAHUL SAVARA



TOPSY KOLA



CHIKE OGEAH



TOKUNBO



KARMA BAKRIN



PATRICK AKINWUNTAN



IJEOMA AGBOTI-OBATOYINBO



CHANTELLE ABDUL

Scene and be Seen



NIKE AYEYE

WALE KOLAWOLE

DEOLA & TETTEH MENSAH

ABAYOMI OWOYE



JAYE AND ADEBOLA OJO

OLUSEYI OLUWEHINMI

TORO AND GBOLA SOKOYA

BEN OGBEVI

OSCAR OYINSAN



FUNMI OLADAPO-OJO AND HE OMOLEWA AHMED

LANRE ODUBOTE

AKIN IDRIS

ABAYOMI & TOSIN OYEKANMI

AKIN ALOBA

CELEBRATION OF LIFE AS GRACE MODUPE OJO BOWS OUT

DM Holdings recently celebrated the life of their late Chairman, Mama Grace Modupe Ojo who passed on recently. The event attracted people from all walks of life whom she has positively impacted on. Mama was clearly loved by many and there was barely a dry eye in the podium as many recalled what they shall miss most about her. In life, it's not just a life well lived but also the legacy you leave behind and Mama certainly falls into the category of those who will not be forgotten in a hurry.

The event was held at D'Podium International Event Centre on Aromire Street, Ikeja.



OLADAPO OJO

OLAWALE ONIGBODE

BABATUNDE BAJULAIYE

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GO FULL CIRCLE

BY FUNKE BABS-KUFEJI

This season geometric shapes are making an uber cool statement. The circle bag is an interesting yet sophisticated shape to add to your wardrobe and can spice up any outfit. Opt for a sphere polished with gold hardware

when it comes to a night out, a leather-trimmed round straw bag for a holiday, or a vintage-inspired structured style for the office. What are you waiting for? Go get yours now!



TEMI OTEDOLA



MIMI ONALAJA



IDIA AISIEN



TOSIN ADEGBITE

RONKE BAMISEDUN



SAM EDELMAN
ROBYN CAGE BAG

BOLSA FEMININABAG PURSE



MANSUR GAVRIEL
CIRCLE CROSSBODY BAG



LOUIS-VUITTON-PETITE-BOITE-CHAPEAU-BAG

After two years working as the Deputy British Deputy High Commissioner for Lagos, Laure Beaufigli has recently wound down her tour of duty in Nigeria.

In this interview with KONYE CHELSEA NWABOGOR, she talks about her some of her most rewarding experiences as a foreign service officer and also relives some of her finest moments working and living in Nigeria.

You must have had a pretty exciting two and a half years in Nigeria. What was this like for you?

It has been an amazing journey. It has gone by so quickly - and yet I feel I've been here for a lot more than two and a half years. I suspect that is because every day is so full and intense in Nigeria. There is never a dull moment. And, indeed, in many ways, it felt like a roller coaster!

My next posting will be in Amman, Jordan. I have never worked in the Middle East and I am looking forward to the new challenge. But there is no doubt I will miss Nigeria hugely. The country and its people will forever be in my heart and I intend to come back.

What exactly drew you into a career in Diplomacy?

I don't think I ever had a grand plan to become a Diplomat. What mattered to me from a young age, was to have a fulfilling job, and also to contribute in one way or the other to social justice. That could have been in the private public sector - provided I felt I was making a positive difference. Only later did I consider becoming a civil servant - and since, I've felt incredibly passionate about just that: serving the public. I then began to work on international development, international policy and international politics. For me, these are all key to help us determine the kind of world we want to live in, and what kind of international system, or world order, we want to support.

Being a diplomat, I get to discover wonderful countries and cultures, travel, meet fascinating people, while serving people of the UK - and indeed those of the country where I am lucky enough to serve. It's very humbling.

It's also an important time for British diplomacy: the days of colonialism are long gone, so we are focused on developing a much more modern partnership of equals, which requires new ways of working, clarity on areas of common interest, and where we can work together for our common good. There is much in that space in Nigeria of course - we share strong values, a language, legal system, etc.

You were the first female British Deputy High Commissioner. Did you face any gender related challenges here in Lagos?

A few times I was called "darling" and "sweetheart" by senior gentlemen - and not just Nigerian, I hasten to add. Some may have meant well, but I found that incredibly patronising. That really grates. But in the grand scheme of things, I am well aware that these are very minor instances of sexism. And I think this is because of my position: I was treated differently to many/ most women, because I am a diplomat and the status that goes with that. My sense is that it is often the women who have less of a voice, less visibility, and less "power over" that are at the receiving end of sexism. But I am convinced that it's up to all of us to speak up when we hear and see sexism. It is one of those areas where we can effect change one voice at a time.

What are some of the most rewarding experiences you have had as a foreign service officer?

They're so many, and not just as a diplomat, but as a guest in this amazing country. To mention just a few: wearing a headdress from Mama Nike, I felt like a work of art myself! Splashing around in Twarka Bay with my kids. Visiting schools in remote parts of the country, and in particular a school for disabled children that I visited in Kwara, which really touched me. Playing the talking drum in Oyo - although I'm

pretty certain my drum would have been talking absolute rubbish! Attending weddings. Hosting the Prime Minister. Securing approval from the Federal Government to display Ben Enwonwu's extraordinary statue of Her Majesty the Queen at the UK residence for the visit of His Royal Highness, the Prince of Wales. The prince was delighted! Talking to victims of trafficking in Edo. Doing ocean clean ups, and planting a tree at Lufasi Park. Taking my father to Art X, and introducing him to the Emir of Kano. Attending outdoor concerts in Freedom Park and Muri Okunola Park, and of course the new Shrine - Dancing to Afro-beat - much to the amusement of friends and colleagues (I still don't understand what was so funny!). Flying over Eko Atlantic and the new Dangote refinery by helicopter - and getting a sense of the sheer scale and ambition! Going to Osogbo with the Nigerian Field Society and meeting the collective of artists that still work there. Doing election observation in Rivers and Lagos. Oh and of course meeting Chimamanda Ngozi Adichie, which was a highlight - I'm not ashamed to say I was completely starstruck. There is so much. My big regret is never having been to a Durbar. I will have to come back.



I believe the relationship between Britain and Nigeria is going from strength to strength. A clear indicator of this is the number of incredibly senior visitors from the UK we've had in the last year alone. In the last twelve months, we've had the Lord Mayor of the City of London, the Foreign Secretary, the Defence Secretary, and of course...the former Prime Minister and the Prince of Wales! I doubt very many countries in the world have received this level of attention from the UK. And that is because Nigeria matters hugely to the UK.



What is your assessment of the evolution of relations between Nigeria and the UK since you were posted here?

QUOTE I believe the relationship between Britain and Nigeria is going from strength to strength. A clear indicator of this is the number of incredibly senior visitors from the UK we've had in the last year alone. In the last twelve months, we've had the Lord Mayor of the City of London, the Foreign Secretary, the Defence Secretary, and of course...the former Prime Minister and the Prince of Wales! I doubt very many countries in the world have received this level of attention from the UK. And that is because Nigeria matters hugely to the UK.

And we will further see this in the staff uplift that we're about to have: more staff members, both in

Abuja and in Lagos, to support our work - covering everything from good governance to business and climate change.

I should also say that, during her visit in August 2018, the former PM, Theresa May, spoke of her ambition for the relationship and she announced new initiatives which are already bearing fruit. For example, she announced a new UK-Africa Investment Summit which will take place in London on 20 January 2020 - and we will be working with partners to develop a strong pipeline of "bankable projects" to ensure that Nigeria is at the heart and centre of it.

What has been the level of investment by the U.K in Nigeria, particularly in the area of art and fashion ?

This is a bit technical, but our "stock" of Foreign Direct Investment in Nigeria is about £5.1 billion. But specifically on arts - last year alone, the British Council supported nearly 5000 artists and entrepreneurs working in sectors as diverse as fashion, film, music, visual and performing arts. They were given training, business support, funding and access to UK networks and collaborators.

In fashion specifically, for the last six months, we have worked with the British Council to support over 50 fashion entrepreneurs with intensive training, business incubation and seed funding. We also supported six fashion support organizations to travel to the UK to meet potential collaborators and partners.

The British Council has also scaled up its funding for the arts and creative industries and has committed about N250 million to supporting artists and creative entrepreneurs particularly in Lagos, Abuja, Kano and Owerri in the next year. This will be delivered through partnerships with creative hubs and festivals in UK and Nigeria.

Creative industries are so vibrant in Nigeria; it's been an area that I've loved to work on. I think this is a perfect area for even stronger partnerships. We have very dynamic and innovative creative entrepreneurs both in the UK and in Nigeria - and through our work in this space, we are not just supporting job creation in both countries, but also strengthening the "people to people bridge" between our countries, and challenging some outdated stereotypes of Nigeria in the UK.

What areas of bilateral trade relations did you improve upon between the U.K and Nigeria during your time?

Our trade is growing. Bilateral trade between the UK and Nigeria was £5.5bn in 2018, an increase of 39% from the previous year. In the short term, the bulk of our trade remains focused on oil and gas - but we're working hard to diversify that. Indeed, our ambition is to regain our position as Nigeria's top non-oil trading and investment partner. We focus on agriculture, and on the infrastructure and power sectors in particular, with a particular emphasis on off-grid and renewable solutions. This year, we expect that we will have a much stronger take-up of the offer from our Export Credit Agency, UKEF, and you can expect imminent announcements on this.

The UK-Nigeria Economic Development Forum (EDF) was launched by the former Prime Minister and President Buhari in August 2018. It is intended to identify and address the most critical hurdles to deeper bilateral trade and investment. The first meeting was hosted by the Vice President and co-chaired by the UK Foreign Secretary and the Nigerian Minister of Trade and Industry in April 2019. It identified some early wins that we've already taken forward and we're working on more to remove non-



PHOTOGRAPH CREDITS: TY BELLO
MAKE UP BY WEEKNESS

tariff barriers to trade.

And we are stepping up our work on investment. The risks for potential UK investors in Nigeria can be high – but so are the rewards. As I mentioned already, there will be a UK-Africa investment summit in London in January 2020, and we're working closely with the Nigeria Investment Promotion Commission and Nigerian private sector companies to have a package of strong projects.

So I think you can expect to see a lot more from us in this space. And I think this is good for Britain and for Nigeria. In Nigeria, we do need to see more investments in infrastructure, more job creation, etc. It's important that the private sector be supported to make that happen. We need a private sector that is at least ten times the size of what it is today to lift people out of poverty and enable continued and sustained growth.

Having finished your tour of duty in Nigeria. In your handover note, which area did you advise your successor to focus on to strengthen the relations between Nigeria and the U.K?

On balance, I think we have got the right areas of focus: economic issues, and in particular economic diversification and job creation, human capital development and in particular education, democratisation, institutions strengthening and good governance, climate change and environmental degradation, peace and security. But one area where we can continue to make progress is around engaging young people more and more. We have really stepped up our effort on this recently but I think we can go further.

From my experience, there are so many dynamic young people in Nigeria, who have high levels of aspirations for themselves, their communities and their country. So many of them are already movers and shakers, doing bold and innovative things. They are tired of hearing about the potential of Nigeria and they want to do things differently. We're keen to listen to them, learn from them, engage them on issues that matter to them, and to us: human rights, politics, democratization, tech, education, transparency and accountability, etc. We held a "youth party" in Lagos in last April to kick start a string of conversations, and we're now holding a series of "think-shops" with young people.

My successor, Harriet Thompson, is currently Deputy High Commissioner in Abuja and she's incredibly excited about coming down to Lagos this summer. I know she will be really keen to get her teeth into all of the issues here – and indeed work very closely with young people.

During your stay here you must have travelled round the country. What are some of the most noteworthy recollections?

I did! I was very lucky to travel quite a bit and I mentioned some of what most inspired me earlier. I was struck by the huge variety in the country. The difference in foods, traditional attires, cultures is quite extraordinary. It is something to be proud of. I spent quite a bit of time in the Delta – such an amazing part of the country, that should be



Yes I'd like to say that it's been an honour and privilege to serve in this country. My family and I are very sad to be leaving. It's been said time and time before but it's true: Nigeria gets under your skin. I feel very strongly about this country. And going forward, I will be an ambassador for Nigeria in the UK, challenging stereotypes, telling people across the world about the extraordinary colours, diversity, and talent within Nigeria.

rich with mangroves and fish-rich waterways. I was once taken on a helicopter to go and visit an off-shore platform. I was struck by the scale of the breath-taking beauty of the riverine areas, but also by the huge environmental damage, and the ongoing flaring. The latter shouldn't be too difficult to address with fiscal policies – but to prevent further environmental degradation, it will be really important to have a holistic approach to infrastructure development and economic diversification.

Women are statistically under represented politically both domestically and on the global platform. What advice would you give to women

seeking to pursue careers in the foreign service? What should they be prepared for?

The first thing to say is that it really is important to have women involved in politics and foreign policy – engaging in, and influencing domestic and international politics. It is not just a matter of equity, but also a matter of ensuring that the interests, values and perspectives of women are represented – so that policies and initiatives respond to the needs and circumstances of everyone, and not just that of men. Of course it's essential that these women be from all backgrounds.

Women have the potential to transform our world for the better. Here, they can play a role in breaking patronage networks and corruption, ensuring resources are invested in human capital, in rural and agricultural transformation, climate-resilient infrastructure, sustainable cities, etc.

That said, we know that it's not easy and there are often many obstacles in women's paths – the responsibilities of managing a household and children still fall disproportionately to women. And the book Love Does Not Win Politics has taught us that women are often marginalised in politics. So it's obvious that that being a woman in politics takes courage. But it was never going to be an easy journey. And the good news today is that many men share a vision of more

equitable politics, with greater representation of women. So I think we need to work with these men, get strong and wide support networks, and go in with one's eyes wide open. Also - all big parties in Nigeria have women's wings – these are designed to keep a strong women's support base for the party. It would be great if they could also serve to support women to run. Quotas should be considered too – they are only ever intended to be short term measures to redress structural inequalities.

That said, I also think there are other ways to get involved in politics that don't involve standing for office. By partaking in politics, bringing their concerns to the fore, demanding transparency and accountability – and indeed demanding to see more women representatives. One does not always need to lead from the front.

If you were to write your memoirs today, how would the chapter on your experience in Nigeria read?

It would be a chapter full of feistiness and love. It would have to be spirited, confident and lively, loud too of course, with strong afro-beat music in the background. It would need to be colourful, with bright Ankara and Adire prints! It would be a long chapter of course – there is so much to tell. Sadly I don't think I have the writing talent for it to make it to Ake Arts and Book Festival, however.

Any final word to all Nigerians?

Yes I'd like to say that it's been an honour and privilege to serve in this country. My family and I are very sad to be leaving. It's been said time and time before but it's true: Nigeria gets under your skin. I feel very strongly about this country. And going forward, I will be an ambassador for Nigeria in the UK, challenging stereotypes, telling people across the world about the extraordinary colours, diversity, and talent within Nigeria.

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Pleats Please!

The world has a very mixed opinion about the pleated skirt. It was off the radar for some time and considered dated. Then, it came back and exploded out of proportion. The tightly lined pleats, usually in chiffon, velvet, silk, or polyester, give a touch of breezy feminine charm to any outfit, and even more amazing, the trend can be paired with nearly anything in your closet. It is a perfect blend of street style and sophistication.

BY KONYE CHEL SEA NWABOGOR

Add a little yin to your yang with a layered pleated skirt. Pair it with a cute top and finish it off with nude sandals.

Pair your pleated skirt with a knit sweater during cold days or if you don't have that curvy waist definition as boxy tops add some structure to your billowy skirt.

On days you wake up thinking, "Let's go all out or nothing," a pleat skirt comes in handy.

Flaunt your street-smart side with a metallic pleated skirt and compensate for your book Smart side with a chic sleeveless top.

Denim jacket and pleated skirt? Why not? What better way to have fun with your outfit and still stand out?

If your skirt is brightly coloured, then consider pairing with tonal hues. Not only will it keep your look balanced, but all focus remains on the skirt.



DAMILOLA



MONICA



DALE



SADE AKINOSHO



STELLA UZO



CHIOMA IKOKWU



KEKE



Don't focus on trends

Wearing pieces and outfit combinations that never go out of style ensures you'll never look like you're trying too hard. Effortlessness is key for timeless style.

EKI OGUNBOR



DERIN

Avoid sloppy silhouettes

Although oversize looks are a current trend, tailored pieces are the number one way to achieve a polished look.

Stick to classic shoe styles

A look into any timeless woman's shoe collection and you'll find an array of chic, classic footwear like loafers, block-heels and pumps.



LISA FOLAWIYO



KEFILWE MABOTE

Don't over-accessorize

Wearing too many accessories at once can ruin a look, stick to a select few sleek options that will only enhance your outfit.



VERONICA ODEKA

Stick to flattering looks

Know what works for your body and wear only pieces that will flatter it.



YUKI AKINOSHO

Have a go-to outfit formula

Have a go-to outfit formula that works for a variety of occasions and always makes you feel confident.

TIPS FOR TIMELESS FASHION

There are some women who, despite their age, have a quality about them that feels effortless and ageless. You get the impression that they were dressing the same way 20 years prior and likely looked just as sartorially relevant during that decade as they do today. Their sense of style has more to do with knowing what works for them and sticking to it than it does their age. Intrigued by what goes into achieving this timelessness that some women seem to naturally possess, we set out on a mission to study them with the purpose of honing in on specific tips. Ultimately, we narrowed it down to six rules that they all follow. Curious?



VERONICA ODEKA



AMA



JENNIFER OSEH



PALESA



STELLA UZO



TOKE MAKINWA

THE LOOK. CO-ORDS.

BY
KONYE
CHELSEA
NWABOGOR

A coordinating two-piece is a fresh alternative to a dress for day or night and going by the looks on social media lately, there's more than just traditional tailoring to consider.

There's no better way to wow everyone with your totally coordinated look than to choose a co-ord outfit. Co-ords are fabulous because they take the hassle out of finding and matching separates, leaving you with the simple

task of finding a co-ord two-piece outfit that demonstrates your unique style and personality. And it really doesn't matter what kind of look you want – somewhere out there is a matching two-piece outfit that suits you exactly.

You owe it to yourself to let your clothes do the work for you. Forget trying to come up with a clever outfit combination (at least, on the days you just can't), and stick with a look that doesn't even require a second thought.

TIME WATCH

Not all watches are created equal. In fact, some are in a league of their own combining impressive craftsmanship with a stylish aesthetic. As such, it's no wonder why names like Rolex stir a certain feeling in not only watch enthusiasts but just about everyone. Unbeatable for their sophisticated designs and precise manufacturing, these names ooze prestige and magnificence. So if you're looking for a timepiece that'll provide fashion and function for years to come, you can't go past the world's most lavish watch labels.

BY FUNKE BABS-KUFEJI

AUDEMARS PIGUET

Founded in 1875 by Jules-Louis Audemars and Edward-Auguste Piguet, Audemars Piguet produces 36,000 of their prestigious timepieces a year. In fact, Tiffany & Co and Bulgari use this brand's movements. This luxury watch brand is also noted for creating the first steel luxury sports watch. This was dubbed the Royal Oak in 1972. Later, in 1993, the brand created the first oversized watch named the Royal Oak Offshore.



PIAGET SA

Piaget SA was founded by Georges Edouard Piaget in La Côte-aux-Fées, Switzerland. Known for their thinner watch styles, their materials are also incredibly unique, flaunting dials made in precious stones such as lapis-lazuli, turquoise, onyx and tiger's eye. Piaget announced in 2014 their Altiplano 900P watch, which is the world's thinnest hand-wound mechanical watch.



PATEK PHILIPPE

The Swiss brand, Patek Philippe & Co was founded in 1851. The watches boast complicated mechanics and traditional styling and have been worn by royalty throughout history. Inspiringly classic and unique with their distinctive signature style, this brand keeps their marketing consistent with their promotional campaigns.



BREITLING

Founded in 1884, luxury watch brand Breitling is known for its watches' excellent durability and precision. The watches are inspired by aviation, with many of the watches including features used by fighter pilots. The brand also designed watches specifically constructed for divers, lending to its versatility and innovation in watch production.



ROLEX

One of, if not the most identifiable luxury watch brands, Rolex is internationally acclaimed and coveted by society. Prized for its timeless form and function, Rolex watches are prevalent in popular culture. Its British origins are still represented in this brand's consistently classic designs. Rolex is internationally recognised and has been featured on Forbes' list of world's most powerful global brands. Rolex is also the largest single luxury watch brand, making 2,000 watches per day.



OMEGA

Another influential Swiss luxury watch brand, Omega has earned its stripes with its historical work as well as contemporary status as a leading luxury brand for timepieces. In fact, Britain's Royal Flying Corps elected Omega watches as the official timekeepers for combat units in 1917. The American army shortly followed suit in 1918.



VACHERON CONSTANTIN

One of the oldest manufacturers of luxury watches, Vacheron Constantin, was founded by Jean-Marc Vacheron in 1755, in Geneva Switzerland. This brand of fine watches is a member of the Richemont Group. Vacheron Constantin's watches truly reflect their heritage. With precise detailing alongside traditional shapes and styling, these watches are unlike others. Napoleon Bonaparte is said to have worn their watches, along with other noted historical figures like Harry Truman and Pope Pius IX.



BABAJIDE SANWOLU



access more special moments

Thank you, Dad for being a pillar of hope and our superhero.

No matter how fast we grow or how old we get, you will always be 'Daddy'.

Happy Father's Day

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TALK BELLEFUL TO ALL NETWORKS

Recharge **N100** and get **N500**



Enjoy more airtime to talk plenty.

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