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access more funds for your passion
As you might be well aware by now, I am on leave at the moment enjoying my well deserved holiday. But a journalist never truly switches off so as usual, I am working electronically. I need not bore you with my activities here but what I have to make a reference to is what happened when I attended my friend’s son’s wedding in Paris. I wore an outfit by one of the designers who showcased at Arise Fashion Week, Maison ARTC. I was overwhelmed by the sensation the dress caused, more so when it was designed by a designer more known for his unique creations than being yet another top designer whose names everyone knows. It was refreshing to see such hit from a designer who has also showcased at Arise Fashion Week. I was proud the outfit generated so much attention but even more proud that it had been showcased on our very own platform. Anyway I can add more feathers to the cap of the designers we showcase is a welcome embrace to me. I believe there are many more designers like Maison ARTC that the world needs to seek out and give them their well earned place in the global platform. ARTC is truly a genius and I am looking forward to more like him showcasing in the next Arise Fashion Week.

The creative industry has grown in leaps and bounds and we, as a platform, will do all we can to get the world to acknowledge and respect their talent. A time will come, in the very near future I might add, that designers from Middle East, Asia and Africa will become household names like the Valentinos, YSL, Chanel and such likes. I can not wait. As it is, these designers have created their own niche and their creations are being worn by various people all over the world and for that, we doff our hats!
Recently in Lagos in a two-day event, D’USSE introduced tastemakers in Lagos to its bold and expressive cognac, DUSSE XO. The exclusive event commenced with an intimate dinner for carefully selected few in the entertainment and media industry hosted by the DUSSE Cellar Master, Michel Casavecchia and Global Brand Ambassador, Sullivan Doh at the Seattle Resident in Victoria Island. Guests discovered the smooth taste of DUSSE as they dined to a gastronomic five-course meal created by Chef Eros, whilst sipping on specially curated cocktails by Sullivan Doh in an ambience where the aroma of the cognac and complimentary food gave diners a well-rounded experience of the cognac.

The next day the brand also hosted more guests at an exclusive party at The Capital Club Lagos, an exclusive members only club in Victoria Island where they sipped DUSSE cocktails and enjoyed canapés created by Chef Benedicte as they partied to sounds from DJs – John Banji and DJ Obi who provided the perfect blend of hip-hop classics. The thrill of the night was a surprise performance from rapper Vector and The MUSON Center Orchestra who delightfully closed with a top and classical fusion.
10K PER DAY MAGIC!

Yes, 10,000 steps a day is the magic number to keep us healthy.

You can actually live life actively. Taking 10,000 steps daily is a great way to get out of a typically busy but sedentary lifestyle most people have found themselves.

The Japanese, I understand popularized the 10,000 steps a day for health, also known as Manpo-kei. Walking is a great physical exercise you can incorporate into your lifestyle for Optimum Health.

Interestingly, there are several smart devices and apps that can help you keep tabs on the number of steps you take daily—Fit bit, Pedometers, even your Phone! So, engage them and walk your way to good health.

Physical activity in adults has been categorized as follows:

I. Sedentary Lifestyle Index: <5,000 Steps/day.
II. Low active -5,000 -7,499 Steps/day.
III. Somewhat Active – 7,500 -9,999 Steps/day.
IV. Active - 10,000 Steps/day.

Where do you belong to on the continuum?:
Sedentary → Low Active → Somewhat Active → Active

How will you describe your lifestyle in relation to the number of steps you log in a day?

You cannot improve that you cannot measure.

Studies have also shown there is a correlation between physical activity and an individual's health status. It was found that regular physical activity can lead to improved health and a better quality of life.

Participants in a Corporate Wellness Programme with the pedometer had the following positive results to share:

• Lost Weight
• Improved Cholesterol
• Lowered Blood Pressure
• Reduced risk of Diabetes
• Gained Energy
• Improved mood and brain function
• Increased motivation at work

You stand to enjoy these and foster better health by choosing to be physically active. Walking actually reduces health risks.

The journey of the 10,000 steps per day challenge begins with a single step. Become a “High Stepper.” Step up to better health. Live life Actively.

Imbibe a culture of health.

I wish you Optimum Health and Well-Being!

HEINEKEN HOSTS FANS TO AN EPIC UCL FINALS

BY FUNKE BABS-KUFEJI

To crown an already epic UEFA Champions League (UCL) campaign, sponsors and partner, Heineken hosted an amazing final match viewing at the all-new Heineken House in the heart of Ikoyi in Lagos for celebrities and fans of the football league. The event was spiced up with music performances from lyrical genius rapper – MI Abaga to the delight of fans who had the chance to view the finals that saw Liverpool emerge the new European Club Champions.

The Heineken UCL campaign has been one to remember as Heineken during this time thrilled football lovers with exclusive Match viewing experiences, UEFA Champions League Trophy tour. Meet and greet with Barcelona legend, Carles Puyol and an all expense paid trip for 7 fans to watch the second leg of the semi-final game of the famous Liverpool VS FC Barcelona game at Anfield football stadium Liverpool, England. All these gestures were ways of appreciating fans for a remarkable relationship that has grown over 20 years, since the world’s most premium beer, Heineken has been a UEFA partner. The evening was a lot more than spectacular as fans enjoyed ice cold Heinekens with finger foods while they watched the game on a screen that was over 100 inches. Wouldn't you have loved to be there? Fans had a truly amazing time and can’t wait for the next season of the amazing game of football.

18 years.
One fabulous route

The 18th Anniversary Sale fare to London starting from $310* is now on.

To book go to www.virginatlantic.com
Call (01) 4483000 or contact your local IATA travel agent.

*Terms and Conditions apply
Today, YouTube has more than a billion users - accounting for almost one-third of all people on the Internet. And every day people watch hundreds of millions of hours of video on YouTube, generating billions of views.

Among the site’s billion users, there is also a new generation of stars, with legions of fans, whose primary platform is YouTube. These include Nigerian YouTube stars, making it big online - at home and internationally. How did they do it? Find below some Do’s and Don’ts to help you get started.

- Get inspiration from the best - Watch other YouTube videos and get ideas from other geniuses who are uploading videos.
- Be creative - People want to see something interesting.
- Be timely - Topical humour works!
- Be consistent - Don’t upload just one video, give people a chance to get to know your work.
- Offer something new - The YouTube community wants videos they can’t see anywhere else.
- Be authentic - People love personality.
- Be yourself - YouTube has something for everyone so if you’ve got a quirky talent, share it!
- Know there is an audience for every talent - From kukure dances to delivering a lecture about science, the YouTube community loves uniqueness.
- Don’t be a copycat - Cheating is overrated, you are unique and the world wants to see it.
- Don’t be afraid to experiment - If your friends like it, it’s probably perfect.
- Don’t make your videos too long - Unless Dbanj is in your video, try to keep it under five minutes.
- Don’t do anything you wouldn’t want the world to see.
- Don’t make your video too complicated

BY KONYE CHELSEA NWABOGOR
SUPER FALCONS WIN FASHION WORLD CUP

NIGERIA'S PLAYERS POSE AHEAD OF THE FRANCE 2019 WOMEN'S WORLD CUP ROUND OF SIXTEEN FOOTBALL MATCH BETWEEN GERMANY AND NIGERIA, ON JUNE 22, 2019, AT THE STADES DES ALPES STADIUM IN GRENOBLE, CENTRAL EASTERN FRANCE.

Jean-Pierre Clatot / AFP
As the Super Falcons of Nigeria stepped into France for the 2019 FIFA women's world cup tournament, the world knew they had arrived not only because of their infectious charisma, but also the flamboyant Nigerian jersey.

As usual American Sports kits company, Nike, did the magic again. Outside the now famous deep green jersey, the company created a new skirt and black stripped top concept for the African Champions as they prepared for their encounter with France on their last Group A game. Asisat Oshoala of Barcelona Femmes FC, Onome Ebi, based in China and Norway based Rasheedat Ajibade took time out to pose for a photo shoot in their new outfit. Again both Oshoala, FIFA Under-20 golden ball and golden boot winner in 2014, and three times African Women's Footballer of the Year and Ajibade also joined top world players to model the induction of the Super falcon jersey into Nike's Women gallery of 14 sides that were poised to don the company's product ahead of the 2019 Women's World Cup in France.

Like the Super Eagles in 2018, the Super Falcons were donned in the new female green kit that has become an instant classic. The home kit pays subtle homage to Nigeria’s ‘94 shirt (worn by Nigeria’s first men’s team to qualify — the Super Falcons have qualified for every tournament since 1991) with its eagle wing-inspired black-and-white sleeve and green torso. Those elements are supercharged through an abstracted feather pattern and hyper color that extend a power capable of turning heads on and off pitch.

According to Oshoala, “It is with great pride that I wear the Super Falcons’ jersey to represent my country this summer. The jersey has become synonymous with what Nigeria represents: vibrancy, rich culture, ‘drip’ attitude and potential. I hope that every African girl watching me on the field would find the motivation and support they need to actualize their dreams, be it in football or sport in general.”

The Super Falcons may have crashed out of the female World cup but certainly they won the hearts of fashionistas with their various jerseys and outlandish coiffure. Indeed as they failed to win the football trophy, they however, won the world female football fashion trophy!
As Nigeria’s Minister of Industry, Trade, and Investment, Dr. Okechukwu Enelamah worked in partnership with relevant stakeholders in government and private sector to boost Nigeria’s investment attractiveness. He improved the ease of doing business, attracted foreign direct investments, created the contribution of non-oil economy to the Gross Domestic Product and created jobs while in office. Prior to that, Enelamah has had 27 years of private sector experience spanning finance, consulting and auditing (Arthur Andersen & Co.), and private equity. He also holds a Bachelor’s degree in Medicine and Surgery from the University of Nigeria and a Master’s degree in Business Administration from the Harvard University Graduate School of Business. He is a Chartered Accountant and a Chartered and Surgery from the University of Nigeria and a Master’s Degree in Business Administration from Arthur Andersen & Co., and private equity. He also holds a Bachelor’s degree in Medicine and Surgery from the University of Nigeria and a Master’s Degree in Business Administration from the Harvard University Graduate School of Business. He is a Chartered Accountant and a Chartered Accountancy and in my time as a Minister.

What challenges did you face as Minister of Trade and Investment and how did you handle them?

When I resumed office, our country, Nigeria, was facing some of the toughest economic times in its modern history. We were attempting to swim against a tide of severe global macroeconomic shocks which exposed our internal stacks unearthing critical vulnerabilities by unsustainable policies and practices. Our economy was over-reliant on government and oil, with a disconnect and insufficient collaboration between government and the private sector. We believed creating an enabling environment for businesses to thrive would exponentially accelerate the course of industry, trade, and investment in spite of the macroeconomic headwinds. In parallel, it was important that we placed Nigeria on an irreversible path to industrialization. Third, it was critical that we mobilize economic resources and long term capacity for development, through a much deeper and interdependent partnership with the private sector. The private sector is as much a key stakeholder in the Nigeria project as any other stakeholder. We must progress from a perception that the private sector can succeed in spite of government, to a reality where the government is an active partner in the success of the private sector and vice versa. While doing all of these, we also kept in sight the day-to-day challenges faced by Nigerian small businesses, the bedrock of our economy. We asked ourselves each day: how do we do more for Nigerian Micro, Small and Medium enterprises (MSMEs)? Against this backdrop, we delivered reforms during President Buhari’s first administration. Our Ease of Doing Business initiative has been one of the flagship economic programs of the President Muhammadu Buhari government. A multi-stakeholder team of the appropriate line Ministries was designed to implement this Ministerial, Departments and Agencies (MDAs) of government were not operating in silos, the task of bringing down barriers to business and investment, some of which were imposed by government agencies. We also included the legislative and the executive arm of government in our enabling environment reforms. This approach led to the significant improvements in improving Nigeria’s operating environment. In the World Bank’s 2018 global rankings of Ease of Doing Business index, Nigeria was ranked one of the top 10 reforming countries in the world. As a team, we stayed focused on the objective of making our country, Nigeria, one of the easiest places to do business in the world, setting the foundation for the work to continue in President Buhari’s second term.

We focused on taking the good in existing plans, tweaking them where necessary, and then driving implementation. By way of illustration, we have driven the implementation of elements of the Nigeria Industrial Revolution Plan (NIRP), an ambitious industrialisation plan that was developed in the previous administration. The thrust of NIRP is to leverage areas where Nigeria has a comparative advantage to achieve robust and sustainable industrialization over time. One of the most important delivery mechanisms for the NIRP is our focus on the development of special economic zones (SEZs). We identified the challenges faced and developed an implementation plan called Project MINE. Countries around the world have used this approach to become competitive and integrate into the global value chain. We also ensured that NIRP was integrated into the Economic Recovery and Growth Plan (ERGP) – the economic blueprint of President Buhari’s administration. With MIMES, we leveraged on private sector participation to develop the Employment (GERM) Programme, a grant and financing programme for MIMES. There are 1,717 SMEs that have received grants and financing, and over 21,000 others who received capacity building training. We were also responsible for executing the Government Enterprise and Empowerment Programme (GEEP). At the end of May 2019, GEEP had disbursed about two million loans to Nigerian micro enterprises over the three years. There is a current movement in revamping of programs like the Pioneer Status and Export Expansion Grant (EEG) for investors and, to overhauling the service delivery of the Government’s Intellectual Property registry to protect businesses, to improving the services of the Federal Ministry of Industry, Trade and Investment (FMITI) across the board.

The Federal Ministry of Industry, Trade and Investment (FMITI) and parastatals under FMITI worked assiduously to deliver on our reform efforts, as highlighted above. To start with, when I was appointed as the Minister of Industry, Trade and Investment, I presented a roadmap for the Ministry in which we emphasized that going forward, we want to be known as the Ministry of Enabling Environment for Industry, Trade and Investment. In pursuit of this objective, we significantly increased the cooperation between the private and public sector. The increased interaction between them helped create policies and regulations that were market driven and offered real solutions.

I believe strongly that the development of Nigeria rests on the ability to achieve strong collaboration between the private and public sectors. Working together, we will unlock Nigeria’s potential and build the Nigeria of our dreams.

I have signed memoranda of understanding (MOUs) with companies like Ruyi Corporation and Volkswagen to make significant investments in Nigeria. While there is still work to be done to convert these commitments into actual investments, we are committed to investing in Nigeria.

We have also signalled to the world that Nigeria is ready to receive foreign direct investments. When I put out the call, we were inundated with complaints about the process of registering trademarks, patents and designs. We have successfully cut the red tape and made it easier for businesses to protect their intellectual property.

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Access to credit, among others. This helped reduce costs and red tape for businesses, and created efficiency in the delivery of government services.

In a recent interview with Arise TV, you mentioned it was easier for smaller businesses to access credit, explain how and why?

There are two major challenges that mitigate against small businesses accessing credit in Nigeria – regulations and availability. Under the auspices of PEBEC, working with the Central Bank of Nigeria (CBN) and National Assembly, we delivered on two landmark legislations to help increase access to credit for small businesses. These are the Secured Transactions in Movable Assets Act, 2017 (otherwise known as Collateral Registry Act) and the Credit Reporting Act, 2017. The Collateral Registry Act ensures that Micro, Small and Medium Enterprises (MSMEs) in Nigeria can register their movable assets such as motor vehicles, equipment and accounts receivable in the National Collateral Registry, and use same as collateral for accessing loans. This in turn increases their chances of accessing financing and tackles one of the major obstacles faced by MSMEs.

The Credit Reporting Act on the other hand, provides for credit information on a sharing between Credit Bureaus and lenders (such as banks), as well as other institutions that provide services on credit such as telecommunication companies and retailers. We have seen increase in MSME financing, with the Collateral registry recording 35,000 financing transactions valued over N695 billion.

We regard government as a catalyst to small business financing, and so a significant number of financing options have been introduced to small businesses by the Buhari Administration. These were in the form of grants and loans, with programmes like GEM, Trader Moni and the Anchor borrower’s programme for farmers. There is a lot that still needs to be done for the small businesses, and I believe that the efforts around legislation and availability of financing from government will make it easier for banks, angel investors and other financiers to fund small businesses.

Most small business owners still shy away from credit because of high interest rates. Why so?

We recognize high interest rates are not palatable to the local economy and cannot suit small businesses. To mitigate this issue, we set up and used vehicles that provide much cheaper access to capital at single-digit interest rates, to thousands of qualifying businesses. One of the paradigms under the Ministry is the Bank of Industry (BOI), with which we have worked closely to execute programmes that provide cheap credit, on a large scale, to Nigerian businesses. The last big milestone in this regard was the achievement of a $176m syndicated medium-term loan facility with the African Export-Import Bank, made available to entrepreneurs in Nigeria for a period of five to seven years. BOI has also established a series of partnerships and managed funds and lines of credit at very friendly terms. Some of these funds are industry-specific.

In the area of foreign investment, what has been done to attract more investors to Nigeria?

We took it upon ourselves to do two things in parallel. First was to stay focussed and aggressive on our ‘Ease of Doing Business’ reforms so we were not selling out of an empty wagon. Next was to target the investment community directly, understand their needs and decision-making frames, and proactively deliver and communicate our promise. We also pushed the envelope on reforming, documenting, and communicating the real incentives available to investors. We revamped the Pioneer Status regime and released the first compendium of investment incentives in Nigeria. In addition, the Nigeria Investment Promotion Council (NIPC) has been working to cascade these reforms down to the states, establishing the Nigeria Investment Certification Programme (NICP) to guide them through a detailed process of investment competitiveness.

First, we recorded a total of $139.36 billion (USD) in commitments from 2017 through September 2019, the highest we have had on record in Nigeria. In the same period, we established bilateral MOUs with the UK, Germany and China for local investment commitments. These Commitments will take time to crystallize as the parties go through necessary diligence and processes, but the point we have reached in these discussions is an important milestone that signals the commitment and results of deliberately attracting investment.

The government is not only focused on foreign investment, but also local investment, especially investments that unlock idle domestic capital. The Nigerian Investment Promotion Council continues to drive this agenda.

Nigeria is a country that imports most of the goods it consumes, how were you able to help improve and promote industrialization in Nigeria? Industrialisation has been one of our most critical pillars as a Ministry. It is an initiative that, if gotten right, will set us on a path of long-term economic advancement that would not be easily reversible. We believe it is also impossible to effectively industrialise a country without the active and equal participation of the private sector. This is why President Buhari set up the Nigeria Industrial Policy and Competitiveness Advisory Council which comprises of captains of industry who have fully bought into the Nigerian Industrial Revolution Plan, and are willing to commit their time and resources to advance our Industrialization agenda. The initiatives of the Council include sector intervention policies in Sugar, Tomato, Cassava, Cotton-Textile-Garment, and Oil Palm, financing for businesses, skill and capacity building (especially for the youth), access to critical infrastructure (such as power, roads and broadband), the Special Economic Zones initiative (Project MINE) and the upgrade/ expansion of our industrial parks.

In Project MINE, we created local models of global best practices and world class infrastructure for the development of Special Economic Zones. These are like cases with targeted concentrations of critical enablers (such as power and essential infrastructure), and incentives that will make businesses resident in these zones not only globally competitive but also locally relevant. Execution of an initiative as ambitious as Project MINE would outlive a single administration. Therefore, from the very start, Project MINE was designed as a public private partnership between the Government, Development Finance Institutions and the private sector. Two years after it’s implementation, the Nigeria SEZ Investment Company (NISEZCo) was established. NISEZCo is a public-private partnership which includes a number of institutional investors for establishing and rolling out model Special Economic Zones to drive industrialization throughout the season in six geopolitical zones of Nigeria.

If you are reappointed, what will be your continuity plan?

My approach is to leave whatever assignment I am given better than what I start. This is what good stewardship is. We have to lay a solid foundation for those coming after us to build on. It will take more than one administration to build the Nigeria of our dreams.

The Nigerian Investment Promotion Council (NIPC) has been working to cascade these reforms down to the states, establishing the Nigeria Investment Certification Programme (NICP) to guide them through a detailed process of investment competitiveness.
“Less is more” is the least favorite saying for a die-hard maximalist. Not sure if you are a maximalist in fashion? If you consider neutrals and solid pieces boring, you might be one. Moreover, if you love to excessively layer and accessorize, you are one for sure. Maximalism is an intricate approach to fashion that only style conscious individuals can master. It’s about having more fun in fashion and not taking your style too seriously. To help you and the maximalist approach to fashion without going through trial and error, read our best tips below.

The Maximalist approach to Fashion

Layering is a must in the life of a maximalist. However, try to shift away from the ordinary ways of layering. Instead, think outside the box. Don’t let imaginary fashion rules affect your creativity. After all, they are just clothes, you can take them off if you don’t like the outcome.

Master the art of adorning stand-out accessories that start conversations. Instead of one necklace, go for 5-6 tiny ones in different lengths. That works too.

Get ready to mix prints and textures, add ruffles here and there and include embroidery and embellishments whenever possible. When mixing prints make sure your prints of choice still have something in common.

Bright florals combined with bold accessories is also another fun option as long as the prints and the colors go well together.

Runway to Real life

Not many celebrities know how to effortlessly translate a dramatic runway piece to a stunning everyday look but Ruth Osime, the Executive Editor of THISDAY Style did an awesome job with the 2019 Arise Fashion Week’s a maroon snake print style, a vintage fabric from Valentino, Ruth looked all shades of fabulous.

Armed with a little megawatt smile and minimal accessories, it was quite clear that she owned her look. The sheer delicacy this magic piece, by Artsi Ifrach, is a Marrakech-based designer, originally from Israel, who has earned widespread acclaim for his label Maison ARTC. The fashion label showcases his handcrafted, one-off kind pieces made from vintage fabrics, family heirlooms and materials sourced from flea markets around the globe. For Ruth Osime’s look, he was inspired by commercial opportunism and more about creating an outlet for memory and emotion. His closet is transitional, fusing couture with his own signature style. His collections are lovingly created with durability and timelessness as opposed to fast fashion.
ADDING COLOUR TO YOUR WARDROBE

For many of us, it’s not uncommon to find our wardrobe is suddenly a combination of varying shades of black, grey, navy and white: a somewhat sad selection of neutrals that are lacking a bit of life. We get it, it’s very easy to shy away from the bright yellow dress in favour of a quieter navy, and this can easily become the default. But if you’re a woman who loves the face of fashion, art and travel, why not add some pieces into your wardrobe that match the bold, bright elements of your personality? It’s time to take on colour.

KONYE CHELSEA NWABOGOR

Style & Design

BUYING A TUXEDO

THE COMPLETE GUIDE

A tuxedo is an investment. A uniform blunt will guide you through formal events for several years. Though seemingly simple, these suits can get compli- cated. Make sure when you choose to shop for a suit, you choose from the most suitable fabrics for each individual look. Most will follow a relatively strict formula for each ensemble. You’ll find an outfit to wear.

Here’s how to find the best look for you, plus expert advice on choosing the right skirts, jackets, ties, and even how to clean your suit properly.

BY KONYE CHELSEA NWABOGOR

STAY CLASSIC, BUT ALSO EXPERIMENT

When you choose traditional, stick to the tried and true, but don’t stay too much on a tuxedo. Make your third option stand out somewhere, use something that works too.

EMBRACE THE BOWTIE

When you choose a bow tie, it’s one of the many ways to wear a regular tie, but it is new. It is one size fits all, so you get the full feel. Ties are a key part of the look, so try a tuxedo. A bow tie should be used to complement, enhance and improve your overall look.

WEAR A CUMMERBUND THE RIGHT WAY

Cummerbunds went out of fashion and, like all things that go out, they came back. There are ways to make a cummerbund work well, but it should be a little bit more traditional. It’s a gentleman’s bow tie, so be sure to wear it with the proper fit. Make sure not to oversize, so it’s well fitted and gives just the idea of a cummerbund.

GET TWO SHIRTS, MINIMUM

We recommend getting two or more shirts — one that has a light blue button (which means you see the sun button) and the other that’s the option for suits, so you can work different looks into the tuxedo.

SAY YES TO SUSPENDERS

Suspenders are extremely cool. You can buy a pair of suspenders to match a white shirt or tuxedo suit, but the difference is there.

WORK YOUR ACCESSORIES WITH THE SHIRT AND TIE

Have one classic, traditional bow tie that matches the suit but is different in shape and size. A different tie is sometimes a little more daring, too. You can also experiment with a necktie, or a chain or something that’s a true pop of colour.

ON SHIRTS AND BUTTONS

Never do a button-down on a tuxedo shirt because it’s more formal. You need to make a statement, and the buttons will be subtle, but the difference is there.

ON SHIRTS AND BUTTONS

Never do a button-down on a tuxedo shirt because it’s more formal. You need to make a statement, and the different is there.

THE IMPORTANCE OF CANVASSED LININGS

The importance of lining a suit or jacket is immense. If the lining is canvassed, it gives a jacket the proper shape in the front—whether it’s a half canvas that’s just on the chest plate or something that runs the full front of the jacket—this is why lining is so important. More mass-market (lower-priced) manufacturing uses an alternative called fusing, which is something that’s pressed onto the front of the garment to give more shape and body, but that’s going to add the same shape to the body, and in turn, will begin to bubble.

A canvassed garment will look sharp and have a much better silhouette.
Finding The Perfect red lipstick

There’s no denying that red lipstick is basically the little black dress of your makeup wardrobe. But one of the most common complaints is the feeling that it doesn’t look quite right on you. We promise you this: there’s a red lipstick out there just waiting to become your signature shade. And in fact, just like the LBD, there can be more than one that looks amazing on you. Just follow our tips and you’d be on your way to owning the perfect red lipstick.

Know your undertones.
The key to picking the perfect red is understanding the undertones of your skin as well as the undertones of the lipstick—and how they work together. To identify your skin’s undertones, simply check your wrist. If your veins appear more purple-ish, you have cool undertones. If your veins look more green, you’re considered warm.

Now you have two choices. If you want a red lip that really pops, choose a lipstick with undertones that are the opposite of your skin. And vice versa. If you want a red lip that looks understatedly chic, then go with a red lipstick that has the same undertones as your skin. After all, a girl’s gotta have options, right?

Lip test it.
Most of us wouldn’t buy that LBD without first trying on a few. It’s the same for your lipstick. You need to actually try it on instead of just looking at it or swatching it on your hand. The only way to really tell is to wear it and see how it looks. A word to the wise: If you’re trying on lipsticks in a store, first wipe off the lipstick bullet with a tissue, then use a cotton bud to apply it to your lips to avoid catching anyone else’s germs.

Play around.
The right red isn’t just about the colour; you need to find the formula and finish that works for you, too. Based on your preferences and what makes you feel most confident, you don’t always have to opt for that classic, Hollywood red. The red that works is the one you put on and feel most confident in.

BY KONYE CHELSEA NWABOGOR

There’s an unlimited data package that suits every need and budget

4G UNLIMITED DATA PLANS

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<tbody>
<tr>
<td>Unlimited Weekly</td>
<td>N5,000</td>
<td>7 days</td>
<td>No data cap</td>
</tr>
<tr>
<td>Unlimited Monthly</td>
<td>N17,500</td>
<td>30 days</td>
<td></td>
</tr>
<tr>
<td>Unlimited 90</td>
<td>N49,500</td>
<td>3 months</td>
<td></td>
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<tr>
<td>Unlimited 180</td>
<td>N97,000</td>
<td>6 months</td>
<td></td>
</tr>
<tr>
<td>Unlimited 365</td>
<td>N189,000</td>
<td>12 months</td>
<td></td>
</tr>
</tbody>
</table>

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