MAIDEN IBRU @ 70

THE MOST INFLUENTIAL WOMAN IN AFRICAN MEDIA

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If there is anything I admire most about elderly women, it’s when they still maintain a vibrant personality that belies their age! Women like this are so comfortable within their skin that they have friends from all works of life regardless of age. They mix freely and moments with them are always filled with gaiety and laughter. You always learn a thing or two from them when in their midst. Maiden Ibru is certainly one of such women!

To say she is also a woman of style is of no dispute as you will see from her pictures inside the magazine. She was ‘on point’ with fashion and remains so till date even at 70! Auntie has always achieved effortlessly. Bubbly by nature, Maiden also loves to dance. In fact, there is a particular dance step she is famous for. This step is done with two particular tracks and anytime any of these tracks are played at events, lady is always back out for her And needless to say... always at the front of the line... teaching younger people how to do the step! It is such a delight to watch when this happens.

Some women also carry on the baton when they lose their spouses. When her husband, Alex Ibru, passed away some years back, Maiden took on the reigns in running the The Guardian newspaper taking it to the next level. She did not waiver nor did she step aside, she soldiered on and held the top position one of the best in Nigeria, alongside the THISDAY brand of course! So it comes as no surprise that we decided to celebrate her by featuring her on our cover this week. Hers is an inspirational story that younger women should learn a lesson or two from.

Ibru is a living testimony that hard work, perseverance and dedication always pays. More importantly, life and it’s lessons have taught us that most times, with good health and well being, age is just a number. Aging should not kill your spirit or slow you down. As long as you are still able to do what you love doing, nothing should prevent you from doing so. Embracing and living life to the fullest is the way to go.

Embracing and being engaged in doing good service to those in need should also take high place on the list of ‘to do’ things. Every woman wants to be remembered fondly and leaving an impactful legacy is key. So as we celebrate Maiden Ibru’s 70th, we hope many younger women will aspire to be like her and to create their own legacy while they still can. They should take a leaf from her book and realize that life is what you make of it regardless of circumstance.

Cover
Maiden Ibru is a name that needs no introduction in the media industry as a doyenne in the business. Publisher and CEO of The Guardian Newspaper, Maiden has successfully held on to the reigns and this week, THISDAY Style celebrates her as she marks her seventh decade. Here’s an inspirational story that younger women should learn a lesson from. 

FUNKE BABS-KUFEJI

PHOTO CREDIT – TY BELLO

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Real Estate mogul, International Lawyer and CEO of Fine & Countey recently celebrates her golden jubilee in grand style!

To commemorate this milestone birthday, family and friends gathered from far and wide to spend a weekend with her. The celebration kick started with a pre-jubilee vacation to the Republic of Seychelles, an archipelago country on the Indian Ocean in East Africa. They wines and dined in the relaxing resort. The party later continued with a fun-filled three day getaway in Accra, Ghana. Her event was themed "Golden Jubilee on The Gold Coast," which was hosted at the Kempinski hotel, known for its beauty and height of luxury. UDO and her friends certainly brought some added colour and fun fare to the environment whilst there!

UDO OKONJO’S GOLDEN JUBILEE ON THE GOLD COAST

Scene and be Seen

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UDO OKONJO
Hosting Leaders in society, Executives, Friends, and Book lovers, to an evening of book signing, book reading and cocktail, Olajumoke Adenowo’s awarding winning architect, launched her first work of fiction, “Beyond my Dreams” at her firm AD Consulting Limited in Oniru, Lekki. The riveting work of prose, by the renowned architect, speaks to this time, and has been cheered by many as being entertaining, poignant and instrumental in building minds, and raising change agents globally. The event was spent discussing the themes of love, patriotism, and leadership with Dr. Fayemi engaging Dr. Fayemi on leadership, governance and the nexus of the foregoing with family and relationships.

**THE SUPERLATIVE CHRONOMETER**

The world of Rolex is filled with stories of perpetual excellence. From the beginning, Rolex has tirelessly pursued precision and reliability in every watch. In this spirit, the company now conducts quality controls in its own laboratories that exceed watchmaking norms and standards. These tests certify superlative performance in terms of precision, waterproofness, power reserve and self-winding. Every finished Rolex watch is awarded the status of Superlative Chronometer, symbolised by the green seal and coupled with an international five-year guarantee. This is a story of perpetual excellence, the story of Rolex.

#Perpetual
White Suits
As far as designers are concerned, a cool white suit is the unofficial uniform for every IT girl. Just add a pair of easy sandals and some striking earrings and you’re dressed for virtually any occasion.

Neon
This is the trend that never ends. Colour block with contrasting shades, like navy blue or with soft pastels. But for those who are willing to dare the punchy bright hue, face it heads on and wear one bright shade from head to toe.

Polka Dots
Step aside snake print: we’re in the midst of a polka dot renaissance. We’ve got the hots for polka dots! The classic print that never seems to go out of style and has now popped up in every big fashion capital.

Matched Set
Getting dressed in the mornings should be effortless, which is why I’m thankful for matched sets. They are easy and stylish all in one swoop.

Bubble Hem and Sleeves
Bubble sleeves have been a capital “T” thing for going on five years now. Meanwhile their close relative, the bubble hem, is still a little baby of a trend. But mark my word it’ll pick up before you can blink.

Fringe
No matter its origin story, one thing is clear: Fringe is here to pervade our closets, our Instagram feeds, our lives in 2019. After several designers debuted fringe-covered styles at New York Fashion Week Spring/Summer 2019, fringe-y pieces crept into our favorite fashion retailers stores.

Half-And-Half
Indecision is in. The great thing about a split-personality piece — whether it’s a bisected dress, a dual-pattern skirt or a pair of jeans that’s half boot-cut, half booty short — is that it makes quite the statement all on its own.

Dresses Over Pants
Wearing skirts and dresses over pants is officially making a comeback, and the look is perfectly suited for all the indecisive folks out there. One thing about this trend: don’t choose between traditionally masculine and feminine styles. It’s like the fashion equivalent of having your cake and eating it too. You don’t have to decide between a dress and pants because you can just wear both. The key to the look is to keep your bottoms relatively formfitting (at least in the pelvic region) and your frock a bit outsize and roomy. And to lengthen your sleeves as you like.

Trends TO TRY NOW

1. Bubble Hem and Sleeves
2. Fringe
3. Half-And-Half
4. Dresses Over Pants
5. White Suits
6. Neon
7. Polka Dots
8. Matched Set

BY FUNKE BABS-KUFEJ

ABISOLA KOLA-DAISI
BECCAA
ALEXANDRIAH
SHO-SILVA
ELLIE
NIKE BALOGUN
JULIET OLANIPEKUN
TOKE MAKINWA

BY FUNKE BABS-KUFEJ

STYLISTS

VICTORIA ILEANA
MEGA MIA
YOLADE
SHOLA
ABISOLA

STYLISTS

VICTORIA ILEANA
MEGA MIA
YOLADE
SHOLA
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VICTORIA ILEANA
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SHOLA
ABISOLA
GOOD IDEA OR GOD-IDEA?

God’s ways are different from ours; in fact, both are as far apart as the heavens and the earth. Most times what we are appealing to is repulsive to Him, and vice versa. And this is because we are by nature sinful while He is holy. We are human while He is divine. We are limited in many ways, but He is omnipotent, omnipresent and omniscient.

In the book of Genesis, chapters two and three, God placed Adam and Eve in a garden and permitted them to enjoy everything in it but the fruit of a particular tree. Eve looked at the forbidden fruit and found it appealing. The devil told her that it would make her wise and she would be like God. She decided to take a bite. She had what seemed like a good idea but it was not a God idea. She went ahead to execute her will, you and I are still suffering the consequences.

In First Samuel chapter fifteen, while Saul was King over Israel, they went to battle against Amalek. God instructed Saul to destroy all the Amalekites as well as their cattle and sheep. Saul decided to spare the enemy-king and the best of the beasts. He intended to offer what he had preserved as a sacrifice to God. His thinking made sense; it was a good idea but it was not a God idea. For this action, God rejected Saul like a good idea but it was not a God idea.

In the book of Jonah, God sent a prophet to warn the people of Nineveh to repent or face divine retribution. Jonah was reluctant to deliver the message because he feared that the Ninivites would repent, God would forgive them and he would be branded a false prophet. So, he decided to run in the opposite direction. His decision seemed like a good idea but it was not a God idea. Jonah eventually took the message to Nineveh, but not before he almost lost his life at sea. And, to top it all, he had to travel in the belly of a whale!

You may be a young person working hard to make decent living but life is tough. You have a family to feed and you are struggling to meet your obligations. Meanwhile before you is a God idea that would give you the needed breakthrough. But you are not at peace with it because it is not a God idea.

You want to know God and follow Him. John chapter three verse sixteen says: “For God so loved the world that He gave His only begotten son, that whosoever believes in Him should not perish.” You may be a Christian who believes in God so much you packed up your profession to become a full-time preacher. Yet God wants you to keep your job and, through that avenue, touch the lives of those you meet. He has been trying to tell you that He has called you to serve Him in the market place. Your idea to go into full time ministry is a good idea but it is not a God idea.

Life is unbearable for you in Nigeria. You cannot see how you will ever achieve your goals here. It only makes sense for you to check out in search of greener pastures, after all everyone is doing so. Even your family cannot understand why you are still here. But God has asked you to remain in this land. Everyone around you has a good idea but it is not a God idea.

You want to know God and follow Him. John chapter three verse sixteen says: “For God so loved the world that He gave His only begotten son, that whosoever believes in Him should not perish but have eternal life.” You can come to God by a sincere prayer of repentance and a commitment to follow Him through faith in His son Jesus Christ. Instead, you want to earn your salvation with your religious observances, fasting, prayers, annual pilgrimages, benevolence, penances, offerings and sacrifices. This is the ultimate good idea but it is not a God idea.

Got a good idea? God has a better one. Dump your idea and follow God’s. Sunrise hour. 20012020
MAIDEN IBRU...From Childhood To Matriach!

Parents

20s

0-10

30s

40s

50s

60s
The amiable Chairman, Publisher and Chief Executive Officer of the Guardian Newspapers, Lady Maiden Ibru needs little or no introduction. Her name Maiden that is as unique as her bubbly yet firm personality, is one that commands respect in the media industry. She is Nigeria's answer to Katherine Graham who in her lifetime was the publisher of Washington Post, an institution she inherited at the death of her husband just like Maiden did. She oversees both the editorial and business operations to ensure a smooth running of the newspaper; She is a philanthropist, passionate about education and has privately financed scholarships for brilliant indigent students in both secondary and tertiary institutions. Today we celebrate this amazon at 70, as she gives a riveting interview about her life, passion and turning the big 70!

Growing up, who would you say played a pivotal role in making you the woman you are today? I think my mother played a significant role. She was very friendly, chatty, witty and was the first personality, is one that commands respect in the media industry. She is Nigeria's answer to Katherine Graham who in her lifetime was the publisher of Washington Post, an institution she inherited at the death of her husband just like Maiden did. She oversees both the editorial and business operations to ensure a smooth running of the newspaper; She is a philanthropist, passionate about education and has privately financed scholarships for brilliant indigent students in both secondary and tertiary institutions. Today we celebrate this amazon at 70, as she gives a riveting interview about her life, passion and turning the big 70!

Growing up, who would you say played a pivotal role in making you the woman you are today? I think my mother played a significant role. She was very friendly, chatty, witty and was the first to bring a sense ofUbuntu to me. She was very kind and had a way of making everyone feel special. She was a very skilled communicator, a great listener, and her presence was calming. She always had a positive outlook on life and was always willing to help others. She taught me the importance of empathy and showed me how to be a good listener. She was also very supportive and always encouraged me to pursue my dreams and passions. She instilled in me the values of hard work, determination, and perseverance, which have been instrumental in shaping who I am today. I am grateful for her influence and the lessons she taught me. I believe her guidance has played a significant role in making me the woman I am today.
What do you miss most about him?

We had the most important relationship of our lives. I will never be able to carry you if you sit around for long periods.

You clearly love to dance, which is a delight to watch! What’s an average day in your life like, from the time you wake up till you go to bed?

You are right to love to dance. It’s good for the soul, it makes you happy. My man used to whistle and dance around the house with the old “His master’s voice” and so it’s not a surprise that I love to dance and I’m quite quick at grasping new steps.

Do you have what it takes to be the next singing sensation?

Do you have any pet projects or hobbies that you take much delight in?

I’m thinking of a project that will empower people to enable them keep body and soul together, to generate income, to keep a roof over their heads and a place to rest their body and mind at the end of the day. There are so many skills out there and you don’t necessarily have to be a graduate or whatever as long as you can read and write.

What are your plans for your legacy?

I will also create an Aids’ centre in Opebi in Ikeja and a cancer centre on the outskirts. I will also create an Aids’ centre in Opebi in Ikeja and a cancer centre on the outskirts. I will also create an Aids’ centre in Opebi in Ikeja and a cancer centre on the outskirts.
Forget cleavage, the midriff is fashion’s erogenous zone of choice as more and more fashion IT girls are strutting their stuff in belly-baring ensembles. The look, however, is much more subtle than the crop tops of the early 90s, as these fashion girls demonstrate. Sometimes just a sliver of skin is sexier than the full midriff.

I enjoy how colourful and at the same time bold, this two-piece rainbow coloured set is! She has the right body for it. Love the colour play on her skin!

9/10

This chic photo and very stylish put together look. Love it!

8/10

This young lady brings a dose of fun to her ensemble with the flashes of vibrant prints, lending a pleasing tone to her complexion. The knotted top and flared skirt seamlessly that is very flattering.

7/10

Who said prints only make you look bigger? Totally love this print dress. The play on red with the hat, bag and shoes really dress up the entire outfit. Great look!

7/10

Very wedding guest appropriate but without the hat. Love it. Sometimes less is MORE.

7/10

In this outfit she shows us exactly why fast fashion remains in style. It echos trendy in style while the length is classic. I especially love the peekaboo cut outs on the side and the form it creates. It would have been nice to see it without the hat piece but she certainly gets an approved thumb up in my eye.

8/10

Denike looks absolutely stunning in this bold orange dress. The cut-outs fit her curves and this dress will definitely cause heads to turn! The gold purse and show to match are great and sold! Overall she is beautiful so above 7/10

8/10

Idia looks great! I would have loved to see her flaunt her beautiful long legs with some nice wide leg pants with that top! Overall she is beautiful as always!

8/10

She is such a beautiful girl with beautiful style but again, shoes are wrong for this look. I would have thought she would pair the look with a black strap sandals for a very sexy night or casual chic with a pair of white sneakers movies-with-the/girls kinda look.

7/10

I really like the volume of the skirt with this loose v-neck shirt knotted at the waist. She strikes the perfect balance in styling with a simple studded earring.

8/10

This simple (well not so simple) stripped shirtdress is so elegant. She is one of my faves when it comes to fashion. I think this looks very elegant and easy. I may opt for simpler shoes however.

7/10

This is so Bomb! Shoes fit, and the pose - love it.

9/10

She took the conservative English princess vibe up a notch in this sweet pink stripe maxi dress with double side midriff cutout. Her caged peep toe makes a great seal to her modern twist on the classic piece.

8/10

Sharon is always fun! She looks great in this front tie crop top and skirt! Great colours and simple accessories. Very Safe!

8/10

A new favourite of mine at the moment. I love everything about this photo. So effortless.

9/10

She shows how to have fun with a print set while the total ensemble gives a softly feminine vibe. Paired perfectly with open toe sandals and a pretty smile, it’s definitely the kind of pairing my weekend would speak to.

8/10

Denike looks great! I would love to see her show her beautiful long legs with some more wide leg pants. Overall she is beautiful as always.

7/10

She looks amazing in a dress that celebrates the art of clean and sultry so well. I love how the neon orange tone of the dress pops ridiculously well with her skin tone.

8/10

One of my favourite looks of her. My only problem is the wrong choice of shoes and clutch. Hair is sleek, makeup is beautiful and that dress on her skin tone is everything.

7/10

This simple (well not so simple) striped dress is so elegant. She looks lovely but I would have thought she would pair the look with a black strap sandals.

7/10
Fashion Power House Mudi Africa is once again redirecting discussions within the space with its excitingly intricate turn. In keeping with its vision of reenergizing African menswear, better positioning itself as a willing partner in the renaissance being witnessed in men's styling, the market leading Fashion House has come out with an exotic but captivating pants/shoe combo which allows for an introspective look at the positively mischievous streak in men. With this ensemble, the Brand throws up an aura of supreme confidence in its ability to set trends and arrowhead the budding revolution.

According to Mudi Enajomo who is the creative Force behind this exciting label, the need to keep re-inventing and re-enforcing the brand in the market’s consciousness has led to this pioneering effort which has seen it drop on an unsuspecting market a line of sweetly designed fitted pants that would sync with classic footwear aimed at; not only our celebrities but men of power.

In a series of images, Mudi Africa throws up more than fledgling interest in this exciting combo that stands out the man of means and confidence. The styling which is already sweeping across a large swath of discerning adherents is in keeping with the Mudi Africa mantra of continually challenging the norm with some of Africa's most breathtaking visions in Menswear.
GLO SUPER VALUE
TALK AND BROWSE LONGER
HOME OR ABROAD

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