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OFFICE HOURS,
REWRITTEN
LOJAY
PASSION, CURIOSITY,
& THE DREAM LIFE
DESIGNER FEATURE
D'OPHIR, NYA LAGOS
& MULAWWAN
THE DUPE
ECONOMY
Africa's finest
ISSUE 07





Africa's finest

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ON THE COVER
Rebecca Fabunmi
Photograph by Adebayo Jolaoso

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Dupes

"Dupes aren't knockoffs anymore, they're the flex."



HOW DUPES TOOK THE LUXURY MARKET BY STORM

Luxury used to whisper: you can't afford me. Now, TikTok shouts: here's the look for ten dollars. What began as a hush-hush corner of fashion, the cheap knockoff hidden in back-street stalls, has become a cultural juggernaut, a multi-billion-view movement reshaping how we think about style. The dupe economy isn't simply about copying; it's about access, identity, and the thrill of discovery.



On TikTok alone, the hashtag #dupe has racked up more than six billion views, doubling in just two years. Scroll through and you'll find influencers proudly holding up "perfect dupes," a $9.99 lip oil identical to Dior's $32 cult favorite, a Bottega-esque pouch found on Amazon, a Zara dress uncannily reminiscent of Miu Miu's runway. What was once a guilty secret is now a badge of pride. Almost half of Gen Z shoppers admit they've purchased dupes, and many see it not as shameful but as smart, proof that they can keep pace with fashion without draining their wallets.

The cultural timing couldn't be sharper. In an age of rising costs, consumers are aspirational yet pragmatic. They crave the polish of Jacquemus tailoring and the gloss of Chanel skincare, but their budgets demand compromise. Dupes answer this tension by offering the vibe, the validation, and the fleeting thrill of trend participation without the intimidating price tag. As one TikTok user put it while swiping on e.l.f.'s Glow Reviver Lip Oil, a nearly indistinguishable stand-in for Dior's Lip Glow Oil, "I don't feel guilty about this one bit. I get the same mirror-shine, and I saved twenty bucks."

For the luxury houses, however, the dupe wave is unsettling. These brands have built empires on scarcity and heritage, but when a $40 handbag can go viral alongside its $4,000 counterpart, the question becomes inescapable: what are we really paying for, craftsmanship or clout? Some maisons bristle, others adapt. Lululemon has leaned into the moment with cheeky "dupe swap" campaigns, inviting consumers to trade in their copycats for the original. Olaplex, instead of fighting dupes, invented a fictional hashtag #Oladupe as a tongue-in-cheek way to drive buzz.



But to dismiss dupes as fraud misses their nuance. Most shoppers aren't deceived; no one mistakes Zara for Miu Miu. Instead, dupes have become a kind of playful participation, a dialogue between aspiration and reality. They democratize style, giving fashion lovers permission to experiment, follow trends fleetingly, and engage in an aesthetic conversation once reserved for the elite. The fact that designers know their runway looks will be reinterpreted within weeks is less a tragedy than proof of their influence seeping into every price tier.

And that is perhaps the irony of it all: the dupe economy, far from destroying luxury, may actually be its loudest compliment. It confirms the cultural grip of designer goods while forcing the industry to ask harder questions about what exactly it is selling. For consumers, meanwhile, the joy lies in the hunt, the viral discovery, the side-by-side comparison, the casual flex of saying, "I found the dupe."

Luxury no longer lives only in boutiques. It thrives in the algorithm, in the thrill of the scroll, and in the savvy wink of a generation that has decided fashion is not about who can spend the most, but who can spot the best find.



Seoul *SEARCHING*

INSIDE SOUTH KOREA’S COSMETIC TOURISM BOOM

That truth explains why South Korea has become the world’s de facto beauty capital, drawing nearly 400,000 medical tourists in 2023, according to the Korea Health Industry Development Institute. What once meant stocking up on sheet masks and snail serums has transformed into something far more ambitious: a pilgrimage for facelifts, sculpted jawlines, and subtle enhancements that promise to send travelers home with souvenirs no duty-free aisle could ever match. In Seoul, beauty is less a product than a craft, one that the world is increasingly willing to travel for.

Cosmetic tourism in South Korea is not a niche; it is an institution. The country’s cosmetic surgery market is now valued at more than $10 billion annually, and Seoul’s Gangnam district alone is home to hundreds of clinics stacked one atop the other like luxury handbags in a department store. Walk through its neon-lit streets and the billboards tell their own story: flawless faces paired with before-and-after captions that are as much public art as they are marketing.

The allure is hard to resist. World-class medical expertise, cutting-edge technology, and prices that often undercut those in the West by half have turned beauty into a travel incentive. Why settle for filler at home when you can book a full-service package abroad, complete with translator, recovery suite, and a driver to ferry you between hotel and clinic? Here, cosmetic procedures are not whispered indulgences; they are bundled with your boarding pass.

Part of what makes this phenomenon distinct is Korea’s cultural embrace of aesthetic enhancement. Unlike in many Western countries, where surgery is still approached with quiet discretion, in Seoul it feels as natural as upgrading your phone. Parents gift procedures to children as graduation presents. Office workers schedule rhinoplasties during long holidays and return “refreshed.” Double eyelid surgery and nose reshaping remain the most sought-after procedures among both locals and visitors, each symbolizing the seamless way reinvention is built into everyday life.

There is, of course, an irony in the global pilgrimage to Seoul. Many international patients arrive chasing the K-pop look, forgetting that much of Korean beauty culture prizes uniformity and balance rather than Kardashian-style drama. Yet the transformations—V-shaped faces, button noses, almond-shaped eyes—photograph beautifully, and that is often the only passport a look needs to travel.

The boom raises sharper questions too. What does it mean when beauty becomes not only aspirational but exportable? When flying across continents for a “new face” feels no more radical than a long spa weekend? Seoul has become both theater and operating table, a city where the global beauty ideal is sculpted, stitched, and polished for an audience that spans continents.

Perhaps the most profound shift is not on patients’ faces but in our shared perspective on beauty itself. In Seoul, reinvention is available on demand, free of shame, framed as savvy rather than secretive. The rest of the world, it seems, is merely catching up. After all, in a city where recovery downtime is marketed alongside sightseeing itineraries, who needs a fridge magnet when you can fly home with a new profile photo?



The Ultimate *Guide to* DENIM

Denim has always had a way of reinventing itself. What began as workwear has become a universal symbol of style, shifting with every era and cultural mood. In the ’70s, it was flared and free-spirited, worn with platforms and fringed jackets. The ’90s brought minimalism with dark-wash bootcuts and crisp denim shirts. Y2K made low-rise jeans and micro-minis the ultimate statement. Today we have entered the age of Denimcore, where denim is not just a piece in your wardrobe but the look.

Designers are treating denim as high fashion, transforming the humble fabric into something sculptural and experimental. On the runways, we have seen denim bustiers layered with fluid tailoring, exaggerated wide-leg trousers puddling at the ankle, and patchwork dresses that feel like wearable art. In Lagos, street style has embraced its own interpretation with oversized jackets shrugged on over slip dresses, tailored denim skirts paired with sneakers, and sharp indigo jeans styled with dramatic tops for a look that moves effortlessly from day to night.

The beauty of denim lies in its universality. Everyone owns it, but no one wears it quite the same. That is where Denimcore comes in. It is less about a single silhouette and more about embracing denim in new, playful, and unexpected ways. Double denim, once the fashion faux pas of the early 2000s, is now chic again when balanced with proportion. Think of an oversized shirt tucked into structured high-waist jeans, or a cropped jacket thrown over a maxi skirt.

Accessories are part of the conversation too. Denim bags, heels, and even headscarves are being worked into looks with ease. There is also a sustainability angle worth noting. Denim has historically been one of fashion’s most resource-heavy fabrics, but brands are rethinking production with organic cotton, recycled fibers, and water-saving washes. For the conscious shopper, Denimcore is not just about the latest cut but about choosing pieces that last. That could mean a perfectly tailored vintage Levi’s or a Lagos thrift find that feels one of a kind.

When it comes to shopping, the options stretch across every budget. At the high end, designers like Diesel and Balmain are pushing the boundaries with dramatic silhouettes and finishes. Contemporary brands are experimenting with hybrid styles, from jeans that double as cargo trousers to denim tops that cinch like corsets. For those who prefer to keep it accessible, local markets and thrift stores offer endless treasure hunts. Wide-leg jeans, midi skirts, and cropped jackets can be styled in endlessly modern ways. In Nigeria, “bend-down select” culture continues to feed wardrobes with pieces that feel fresh and current without breaking the bank.

Ultimately, the secret to Denimcore is experimentation. It is about taking denim beyond the ordinary and making it your own by mixing textures, layering washes, and finding cuts that fit your body and mood. The fabric that once symbolized rebellion now represents freedom in a new sense, the freedom to style, to express, and to reinvent. While trends may shift, hemlines rise and fall, and washes fade in and out, denim always comes back stronger than before.

The truth is, there is no single guide to denim because denim belongs to everyone. If there is one rule to embrace this season, it is this: do not hold back. Pair your denim with denim, dress it up, dress it down, and above all, let it reflect you. That is the essence of Denimcore, a celebration of a fabric that never goes out of style but always finds new ways to stay ahead.

Timeless Denim

The beauty of denim lies in its universality. Everyone owns it, wears it no one does it quite the same.

AROUND THE WORLD IN SCARVES



HOW STYLE TRAVELS

From Parisian silk knots to Geles of Nigeria and Moroccan traditional wraps, scarves are more than accessories. They are style statements, cultural markers, and expressions of personality. Here is how people wear them around the world.

Scarves are everywhere, but how they are worn depends on the city. In Paris, a small silk scarf tied neatly around the neck can take a simple blazer from office-ready to effortlessly chic. The trick is in the knot, tight enough to look polished, but loose enough to feel natural. A silk carré or printed twill can instantly elevate a neutral outfit.

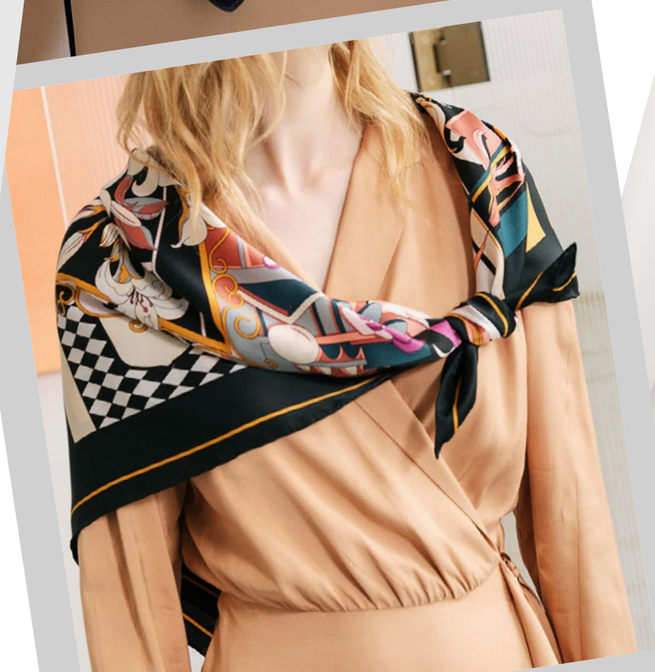
In Morocco, scarves and wraps are colorful, textured, and versatile. Worn over the head or draped across the shoulders, they combine practicality with striking style. From marketplaces to casual streets, Moroccan scarves mix bold patterns and rich fabrics, turning everyday dressing into something visually vibrant. Pair a neutral outfit with a patterned wrap for instant impact, or layer two scarves for a bohemian flair.

Back in Lagos, scarves come alive as geles. This sculpted head wraps transform every outfit into a statement, blending tradition with contemporary fashion. A gele can be casual or formal, worn to brunch, weddings, or evening events. Choosing the right fabric and tying technique shows skill and individuality. Try experimenting with volume and folds to make the look your own.

Scarves are endlessly versatile. You can loop one around a bag strap, knot it as a belt, or drape it over a coat for a subtle accent. On the runway, designers twist scarves into tops, skirts, and belts, showing that one piece of fabric can completely transform a look. Look to recent collections for inspiration—luxurious silks, oversized knits, and bold prints demonstrate that scarves are more than accessories, they are statements.









STYLING TIPS FOR EVERY OCCASION

WORKDAY POLISH

Choose a silk scarf in muted tones and knot it neatly at the neck.

BRUNCH with FRIENDS

Try a colorful wrap tied loosely around your shoulders or tied to your bag strap.

EVENING DRAMA

Experiment with oversized scarves draped asymmetrically or layered over a sleek dress.

CULTURAL FLAIR

Honor traditions by using scarves or wraps in authentic styles, like geles in Lagos or patterned wraps in Morocco.

No matter where you are, scarves give outfits personality. Choose fabrics and colors that speak to you, experiment with knots and drapes, and wear them with confidence. From city streets to special occasions, scarves prove that a small accessory can make a big impact.



dye lab

AFRICA'S FASHION IDENTITY

Written in PRINT



Africa's fashion story has always been a story told in fabric. The unique lines of kente, the deep indigos of adire, the earth-toned motifs of bogolanfini — these textiles are more than patterns. They have carried histories, marked rites of passage, and declared allegiances for centuries. But where they were once reserved for the ceremonial and the symbolic, they are now stepping into the everyday, evolving into the language of a new generation of designers and wearers who are reshaping what African fashion looks like.

Across the continent, a quiet but powerful transformation is taking place. Designers are revisiting indigenous textiles, not as relics of the past but as blueprints for the future. Lagos-based Dye Lab is turning adire into an effortless wardrobe essential, its hand-dyed cottons cut into breezy silhouettes that feel at home in both Lagos and London. Obida explores structure, pairing traditional prints with clean tailoring. 'This is Us' approaches design almost as cultural documentation, each collection a study of memory and identity, offering clothes that feel both intellectual and intimate.

This renewed attention to print is not just about aesthetics. It signals a deeper exploration of identity, belonging, and autonomy. The revival of indigenous textiles is happening alongside a global push for fashion that is slower, more intentional, and less disposable. These fabrics, often produced through labor-intensive processes using natural dyes and traditional methods, embody sustainability not as a trend but as a way of life. They are made to last, to be worn repeatedly, to hold stories.

At the same time, this movement challenges fashion's historic hierarchies. For decades, global style was defined by a Western gaze, with Paris, Milan, and New York setting the tone. Now, Africa's designers are setting their own agenda, exporting not just garments but ideas about craft, circularity, and cultural pride. Street style photographers are capturing these prints from Brooklyn to Berlin, and international retailers are beginning to stock them, but the most striking thing is how they are worn at home. They are styled with sneakers, layered under blazers, worn to work and to parties, embedded in daily life.

These clothes blur the lines between tradition and modernity, between the local and the global. They remind us that fashion is not simply about what is new, but about what endures and what is reclaimed. Africa's fashion identity is no longer something to be defined from the outside. It is being written from within, boldly and unapologetically, in print.





YOUR GUIDE TO

resort WEAR

FOR A TROPICAL CHRISTMAS

If your holiday plans involve sunshine instead of snow, your wardrobe needs to reflect that shift. A tropical Christmas is its own kind of festive: palm trees strung with lights, dinners outdoors, and long afternoons by the sea. Resort wear becomes your answer, with pieces that feel light enough for the heat but still polished enough to celebrate the season.



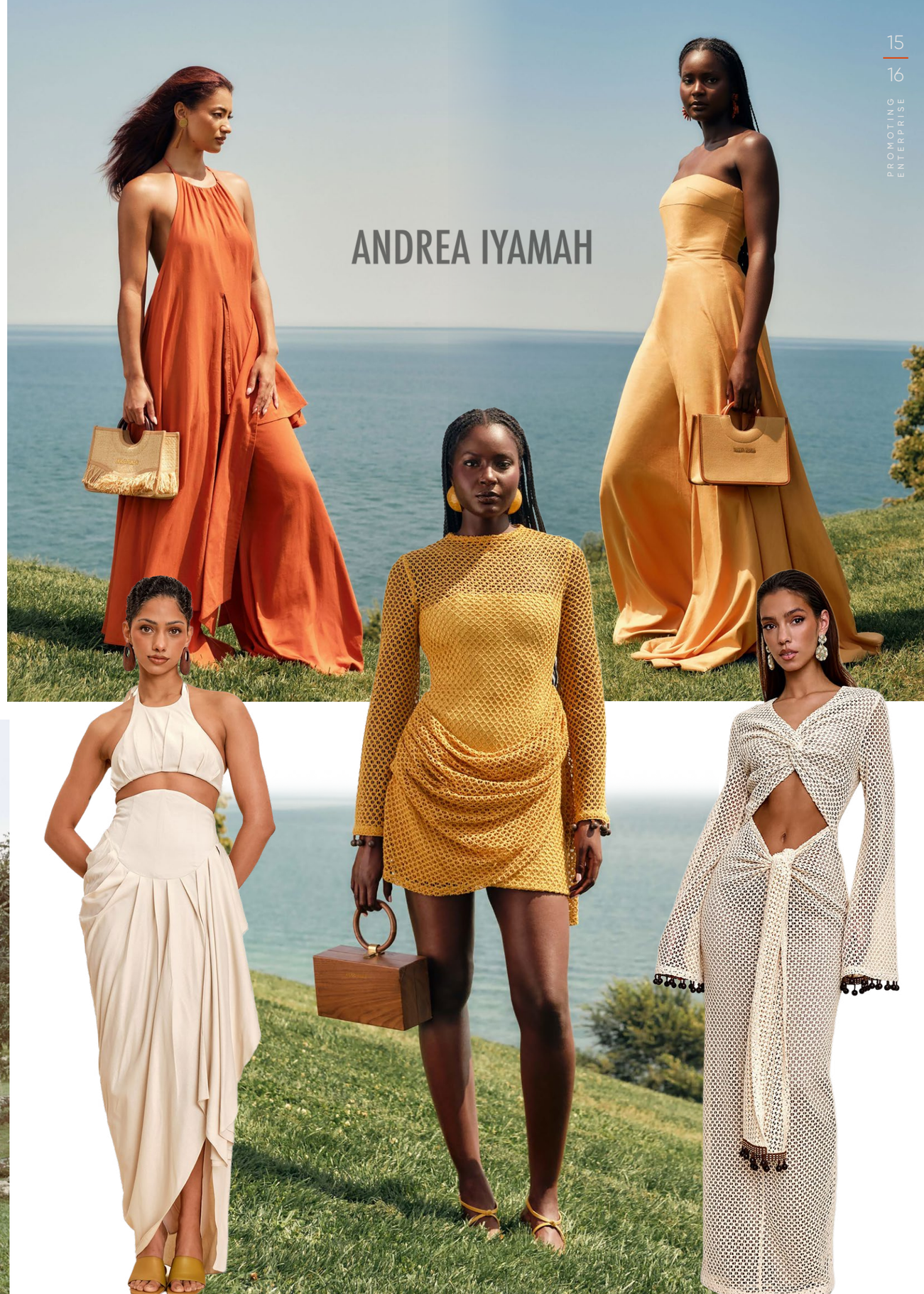


Nigeria understands this well. Christmas in Lagos is packed with concerts, beach parties, and rooftop dinners where style leans tropical by default. Think embellished minis that shimmer under fairy lights, bold prints in airy fabrics, and kaftans or linen sets that work as well at brunch as they do by the beach. Designers like Andrea Iyamah, with her sculptural swimwear and bold resort pieces, capture exactly how festive fashion works in warm weather.

Step outside Nigeria and the inspiration multiplies. In Seychelles and Zanzibar, it is all about effortless barefoot elegance with white linens, raffia bags, and breezy dresses that move with the ocean air. Barbados and Jamaica embrace bold color and joyful prints, perfectly paired with pieces from Farm Rio or Johanna Ortiz, whose playful draping and ruffles feel like they were made for dinners under the stars. Further afield, in the Maldives or Bora Bora, resort wear leans into sleek swimwear, sheer sarongs, and chic sets by global names like Zimmermann or Missoni, where glamour feels as easy as slipping into a sundress.

Wherever you are, accessories seal the look. A raffia clutch adds an artisanal touch in Lagos just as easily as in the Caribbean. Oversized sunglasses and wide-brim hats are a must for sunlit days, while gold jewelry catches the light beautifully from Zanzibar beaches to rooftop dinners in Victoria Island. Even metallic sandals or silk scarves can carry the hint of holiday sparkle without feeling out of place in the heat.

The beauty of resort wear for a tropical Christmas lies in its balance: relaxed but celebratory, easy yet intentional. Whether you are spending it in Lagos, Barbados, Zanzibar, or Bora Bora, your holiday wardrobe can be sun-drenched and stylish, proof that Christmas under the palms is every bit as glamorous as one under the mistletoe.









Designer: House of Marvee
Model: Rebecca Fabunmi
-
MUA: Bimpe Onaokoya
Hair: Abbey Mathew Hair
Styling: Tosin Style Infidel
Photographer: Adebayo Jolaoso

Designer: Sevon Dejana
Model: Chisom Nwaukwa
-
Designer: Samuel Noon
Model: Rebecca Fabunmi
-
MUA: Bimpe Onaokoya
Hair: Abbey Mathew Hair
Styling: Tosin Style Infidel
Photographer: Adebayo Jolaoso







The Art of Thoughtful Design

Charles Harbison has always believed that fashion should reflect the world as it truly is, diverse, expressive, and deeply human. Through his namesake label, Harbison Studio, the North Carolina-born designer has become a defining voice in modern American luxury, known for his clean lines, architectural tailoring, and vivid use of color. His clothes speak a language of balance: between strength and softness, tradition and reinvention, sophistication and ease.

Harbison's path to fashion was shaped by a rich blend of influences. Raised by a mother who sewed, he learned early that clothing could be a form of care and storytelling. That sensibility followed him from his studies in textile design and fashion at North Carolina State University to the fashion capitals of New York and Los Angeles. Before launching his label, Harbison honed his craft at houses like Michael Kors and Luca Luca, experiences that sharpened his eye for proportion and detail.

When Harbison Studio debuted in 2013, it felt like a quiet revolution. The brand offered a new vision of American luxury: minimal yet soulful, polished yet warm. Harbison's collections stand out for their sculptural silhouettes, bold color-blocking, and thoughtful use of sustainable materials. Each piece feels considered, from structured coats to fluid dresses, designed for people who live fully and dress intentionally.

At the heart of Harbison's design philosophy is inclusivity. His collections are often inspired by the women who shaped him (his mother, his muses, and his friends) and are built on the belief that everyone deserves access to beauty and craftsmanship. This commitment to diversity extends beyond casting and sizing to the very spirit of the brand, which celebrates individuality and self-expression without compromise.

Harbison's work has earned admiration from both the fashion elite and a new generation of consumers seeking meaning in what they wear. His pieces have been worn by Michelle Obama, Beyoncé, Solange, and Ava DuVernay, figures whose strength and authenticity mirror the brand's ethos. After taking a brief hiatus to reflect and recharge, Harbison returned with renewed vision, relaunching his studio in 2021 with a collection that reaffirmed his mastery of form, texture, and purpose.

Today, Harbison Studio continues to evolve as a platform for thoughtful design and cultural conversation. The brand bridges luxury and accessibility, often through collaborations that bring Harbison's refined aesthetic to wider audiences without diluting its integrity. Every garment, from sharply tailored suiting to effortlessly draped separates, carries his unmistakable fingerprint: a fusion of clarity, warmth, and intellect.

For Charles Harbison, fashion is more than an industry; it is an act of care, of building beauty from the inside out. Through his work, he reminds us that elegance is not about excess, but about intention, emotion, and truth. In doing so, he has quietly but powerfully redefined what it means to dress, and to live, with grace.









Office Hours, REWRITTEN

The Office Siren's Guide to 2025 Workwear

Let's be honest: office wardrobes have been, well... predictable. Navy blazers, beige trousers, the occasional sad pencil skirt. But 2025 has officially called a fashion meeting and the memo is clear: workwear is no longer about fitting in, it is about standing out. Enter the TikTok-fueled "office siren", the unofficial hero of your 9-to-5, strutting through meetings with confidence, color, and a little bit of chaos.



Smart Casual, but Make It Sassy

Gone are the days when "smart casual" meant playing it safe. Think crisp trousers paired with luxe tees or silk blouses, polished enough for a meeting, relaxed enough for your mid-afternoon coffee break. It is a vibe that says: "I know what I'm doing, and I look damn good doing it."

2. Waistcoats that Work Overtime

The waistcoat is back and it is not here to whisper. Layer it over a crisp shirt, pair it with tailored trousers, or rock it solo as the centerpiece of your outfit. It is structure with a wink, proving that office dressing can be strategic and fun.







4. Layer Like a Pro

Turtlenecks under blazers, silk shirts under coats, linen jackets over tees, the art of layering is alive. Mix textures, fabrics, and patterns to keep your outfits Instagram-ready without even trying. It is office-ready style with a wink.









3. Oversized Blazers, the Hug Your Shoulders Needed

Oversized blazers are still the MVP. They glide over your shoulders, swing with your stride, and make every coffee run feel like a mini catwalk. Neutral tones are your safety net, electric hues show pure confidence. Pair with trousers, skirts, or even jeans, the office siren knows no rules.





5. Long Skirts and Shirt Dresses for the Win

Flowy, tailored, or just slightly oversized, long skirts and reimagined shirt dresses are your secret weapon. Layer, tuck, belt, or leave loose. They move with you, not against you, offering elegance and ease for every season.







6. Color Me Confident

Monochrome looks are sleek, but pops of color are a power move. Fiery reds, electric blues, sunny yellows, they announce presence without saying a word. The office siren does not whisper, she shines.







7. Silk, Satin, and Luxe Everything

Who says 9-to-5 cannot feel like a runway? Satin blouses, flowing silk skirts, or dresses layered under structured jackets make workdays feel a little more glamorous and a lot more fun. Bonus, you will feel like you are wearing confidence itself.





8. Stripes, Asymmetry, and Co-ords

Graphic stripes, asymmetric cuts, and matching co-ords inject movement and personality into your wardrobe. Co-ords make dressing effortless, while asymmetry ensures you never look like you are playing it safe. These are the pieces that say: "Yes, I'm professional. Also, yes, I have style."

2025 workwear is not about rules. It is about attitude. Oversized blazers, playful layers, luxe fabrics, and bold colors are your armor. The boardroom is your runway, coffee breaks are your stage, and the office siren is officially in charge. So go ahead, swirl, strut, and own every minute of your 9-to-5 with flair, confidence, and a little bit of sparkle.





DESIGNER *feature*



Nigerian Fashion's New Luxury Codes:

D'Ophir, Mulawwan and NYA Lagos

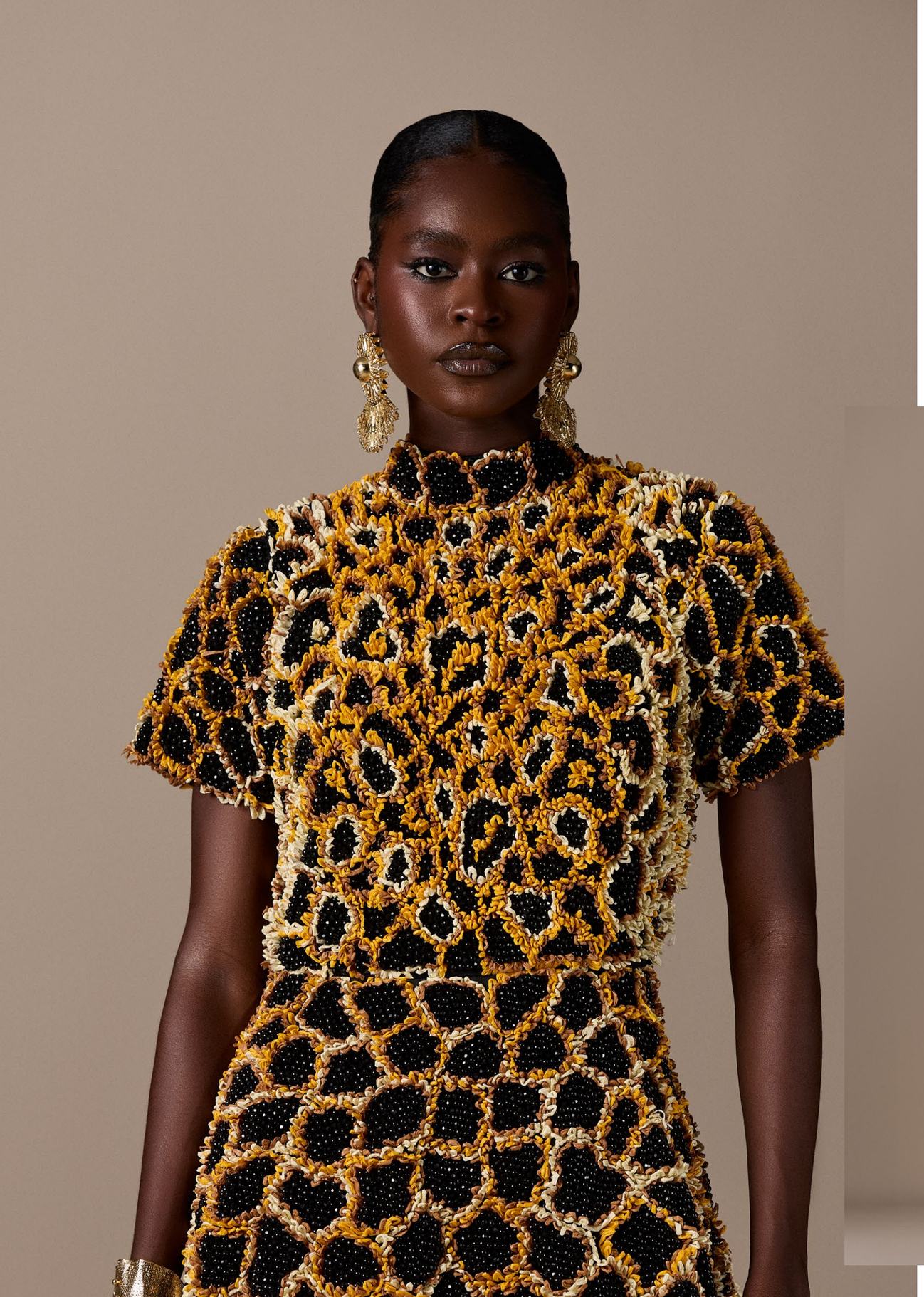
Nigeria has become one of fashion's most exciting frontiers, where tradition, artistry, and ambition collide in a unique way. Among the many names shaping this narrative, three stand out for their devotion to craft and their distinctive visions of luxury: D'Ophir, Mulawwan, and NYA Lagos. While all are rooted in heritage and meticulous handwork, each brand interprets elegance in its own way. D'Ophir explores couture-level fabric innovation and narrative-driven collections. Mulawwan embraces modesty and cultural storytelling through refined embroidery while NYA Lagos celebrates African craftsmanship, weaving French tambour techniques into contemporary silhouettes.

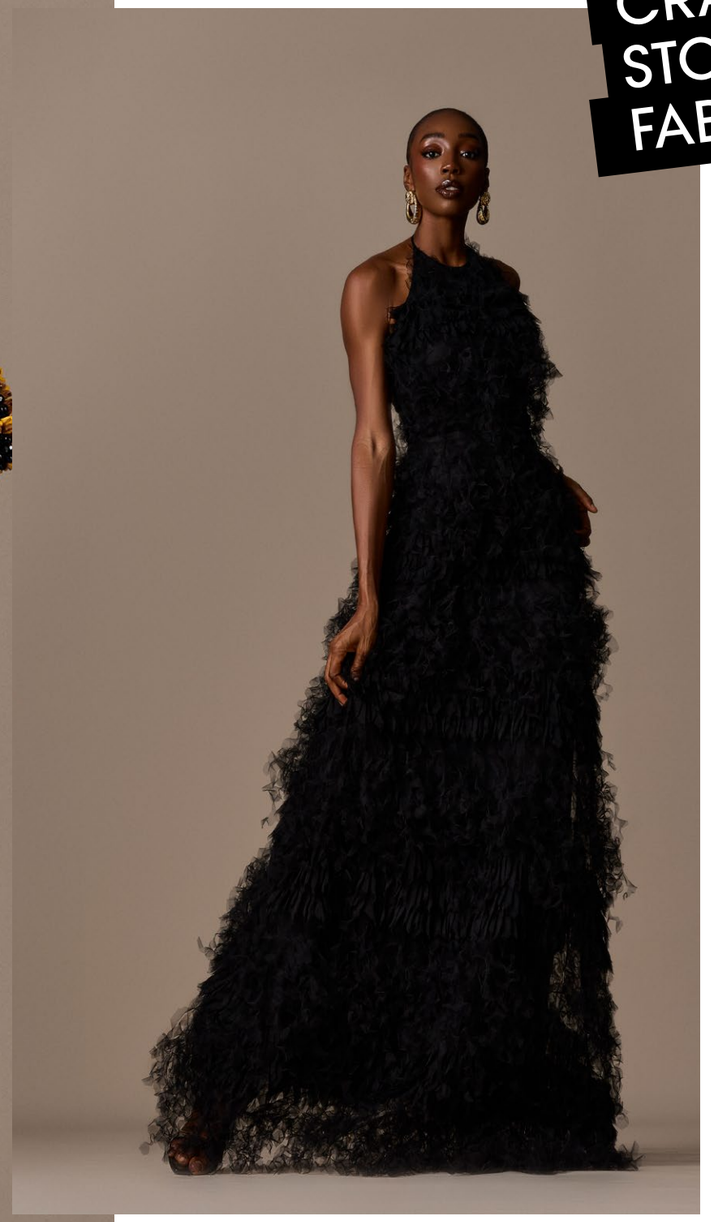


DESIGNER *feature*

D'Ophir

CRAFTING STORIES IN FABRIC





D'Ophir was born out of textiles before it was ever about clothing. The sisters behind the brand first established Ophir Textiles, supplying intricate fabrics to some of the world's most exclusive couture houses. The fashion line, they explain, was a natural extension of that work. "We originally started out as a luxury textile manufacturing company," they say. "When we decided to do D'Ophir, it was an extension of the brand itself." Even the name reflects that evolution: what began as Or D'Ophir, meaning "gold over here," was distilled by customers into simply D'Ophir.

The brand's design philosophy is refreshingly unconventional. "The fabric never existed at the start of our design process," they reveal. "It begins with the vision, the story we want to tell. That vision dictates the silhouettes, and then the fabrics are created." With embroidery and lace detailing as their signature, every D'Ophir garment is an intricate marriage of craftsmanship and narrative.

Some pieces carry deeply personal meaning. The Malaika dress, created in memory of a loved one, featured dove embroidery and angel wings to symbolize grief and transcendence. It is this blend of intimacy and precision that makes D'Ophir distinct.

The sisters themselves are the brand's quiet force. One studied fashion across three schools while the other worked in the corporate world to fund the dream. "We ended up spending about ten years just learning the ropes," they recall. Even today, barriers to entry, distribution, and the need to retrain new hires in their unique techniques remain challenges. Still, they describe running D'Ophir together as "fun and interesting," balancing their sisterhood with a shared vision for the future.

"If D'Ophir were a person," they say with a smile, "she'd be bougie. Classy. A little snobbish. Like wine, not just to be consumed, but experienced." That sensibility shapes both the brand and its community. "We're excited about the people who will wear our dresses, the D'Ophir women and men, and the kind of world we will build around them."



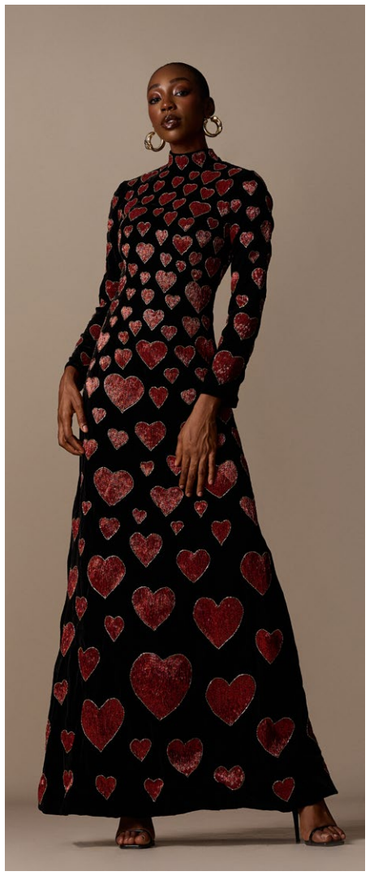


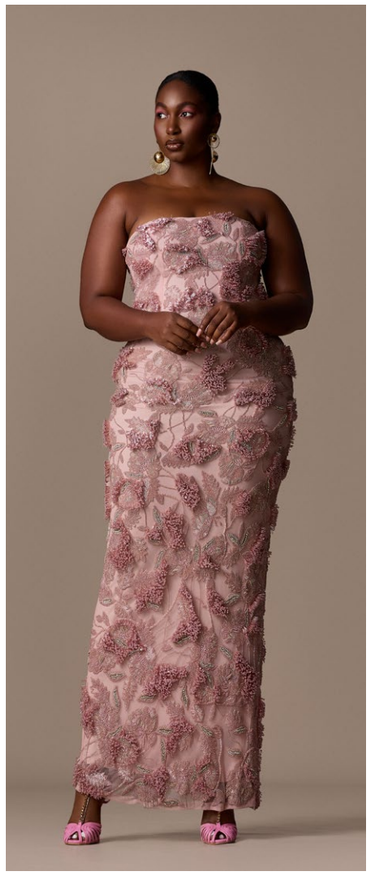














DESIGNER *feature*

NYA Lagos





EMBROIDERY IN MOTION

NYA Lagos is a house built on the belief that craft is alive. Every piece begins with handwork, French tambour embroidery fused with African techniques, and ends with garments that feel celebratory, modern, and distinctly Nigerian. For NYA, embroidery is not simply surface decoration but a language of storytelling through texture, color, and rhythm.

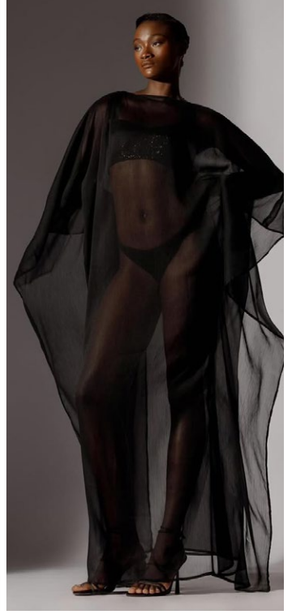
The brand's strength lies in its ability to balance tradition with contemporary form. Each garment is hand-finished, shaped by deliberate choices in silhouette, fabric, and embellishment. Structured dresses flow with unexpected softness, while tailored pieces hold a subtle sense of romance. This approach creates clothing that is equally at home at a formal celebration or in a cosmopolitan setting.

Collections often highlight this duality. The Zaria dress, for example, captures NYA Lagos's aesthetic: tailored yet fluid, it merges embroidery with clean modern lines. The result is elegant without losing its cultural voice. "We want our work to feel lived in, not just worn," the designers have said. It is this sensibility that defines the house, placing it firmly in the wider conversation on African craftsmanship and its place on the global stage.



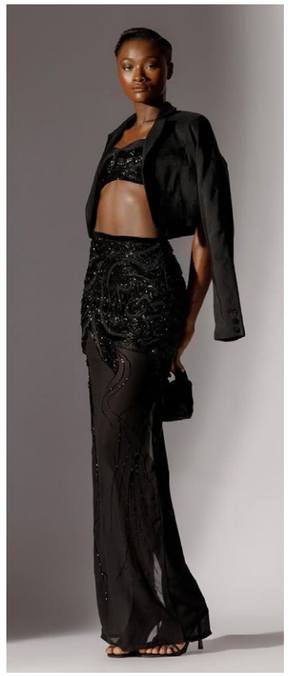




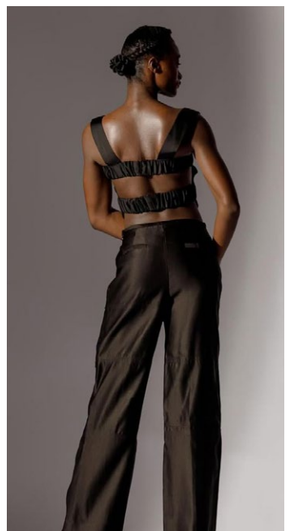


















DESIGNER *feature*

Mulawwan

A LANGUAGE OF MODESTY AND DETAIL



Mulawwan speaks through modesty and restraint, using these as a canvas for cultural detail. The brand draws deeply from the North of Nigeria, where embroidery, flowing silhouettes, and kaftans have long been markers of identity and elegance. In Mulawwan's hands, these traditions are reinterpreted for today, stitched into garments that feel global yet unmistakably tied to their roots.

The work is distinguished by embroidery, often referencing techniques used in traditional attire but elevated with contemporary refinement. This creates pieces that celebrate modesty while retaining boldness. In doing so, Mulawwan has positioned itself as part of the larger global conversation around modest fashion, presenting designs that honor faith and tradition while remaining firmly modern.

Mulawwan's collections are both rooted and expansive. By engaging with heritage embroidery and the global demand for modest silhouettes, the brand demonstrates how Nigerian craft can exist confidently on international platforms. Its clothing appeals not only to women who seek demure silhouettes but also to those who appreciate the richness of detail and the cultural story embedded in each stitch.

Together, D'Ophir, NYA Lagos, and Mulawwan embody a spectrum of Nigerian luxury. D'Ophir builds fabric-driven couture with narrative depth, NYA Lagos celebrates embroidery and balance, while Mulawwan brings cultural heritage and modest fashion into contemporary form. Each tells its story differently, but all affirm the strength and sophistication of Nigerian design.

As the sisters of D'Ophir advise young designers: "Decide on the niche you want to be in. Know your onions. Do the work." Their words echo across these brands, showing that Nigerian fashion is not just participating in global conversations but leading them.

















2025 *FASHION TRENDS AND FORECASTS*

As the year draws to a close, fashion in 2025 has revealed itself as a study in balance. Designers across Paris, Milan, New York, Lagos, and Tokyo have leaned less into shock value and more into refinement, crafting collections that sit at the intersection of bold expression and lived-in wearability. Looking back at the codes that defined the year, and forward to what will carry us into 2026, the picture is one of contrasts harmonized into something distinctly modern.



FLUID TAILORING has

been a quiet revolution. The Row and Peter Do reimagined the suit with soft-shouldered blazers and wide-leg trousers, while Max Mara perfected elongated coats cut for movement rather than rigidity. This new power dressing is built on ease, proving that confidence can be fluid rather than forced.

METALLICS shimmered

throughout the year, but in more subtle forms than seasons past. Paco Rabanne leaned into its heritage with brushed silvers, Loewe worked liquid bronze fabrics into sleek evening silhouettes, and Bottega Veneta found understated ways to weave muted gold into accessories. The result was shine that felt modern and wearable, rather than nostalgic for disco.

THE SUSTAINABILITY CONVERSATION matured in

2025, moving beyond buzzwords to tangible practices. Stella McCartney continued to anchor eco-conscious luxury, while Marine Serre's small-batch pieces told stories of repurposed beauty. Ahluwalia pushed cultural heritage as a sustainable practice, and in Lagos, Lisa Folawiyo demonstrated how artisanal craft can become the new face of longevity. Capsule wardrobes evolved into more personal edits, with consumers investing in pieces meant to endure both seasons and sentiment.



VOLUME AND TEXTURE

gave fashion its most dramatic moments this year. Alexander McQueen sent sculptural gowns down the runway, Schiaparelli sculpted surreal ruffles into wearable art, and Valentino embraced sweeping silhouettes that cocooned the body. These statements proved that grandeur still has its place, particularly when balanced by modern simplicity elsewhere in a wardrobe.

TRANSPARENCY AND SHEER LAYERING brought

sensuality back into sharp focus. At Dior, delicate tulle overlays softened otherwise structured dresses; Nensi Dojaka continued her mastery of mesh and lace in barely-there layers; and Fendi explored chiffon as a canvas for fluid movement. These looks whispered rather than shouted, offering sensuality with refinement.

ACCESSORIES emerged as focal

points rather than afterthoughts. Prada's oversized earrings framed faces with bold geometry, JW Anderson sculpted handbags into architectural shapes, and Miu Miu elevated belts into styling statements. Lagos' Orange Culture highlighted accessories as central to the storytelling of a look, proving that the smallest elements can define the biggest statements.

THE COLOR PALETTE OF 2025 grounded itself in earth yet

reached for escape. Dries Van Noten explored terracotta and olive tones, while Christopher John Rogers painted in jewel shades of emerald and sapphire. Chanel balanced the spectrum with crisp whites and soft pastels, a reminder that color can both anchor and uplift in a single stroke.

Technology, meanwhile, continued to embed itself quietly into the industry. 3D-printed jewelry, adaptive fabrics, and immersive digital presentations became less novelty and more norm. What distinguished 2025 was restraint: innovation applied with purpose, supporting design rather than overshadowing it.

If this year taught us anything, it is that contradictions coexist beautifully. Minimalism stood beside maximalism, tradition evolved alongside technology, and structure met sensuality. As we look toward 2026, fashion feels less about chasing the next new thing and more about interpreting what exists through an authentic lens. The trends of 2025 may be remembered not as fleeting, but as the foundation of a new era where individuality remains the ultimate luxury.

femi
HANDBAGS

MAIRACHAMP

NIGERIA

MAIRACHAMP

In their BAG



MEET THE NIGERIAN HANDBAG DESIGNERS CRAFTING STYLE, SUBSTANCE, AND A NEW STANDARD OF LUXURY

Handbags have always been more than functional objects; they are statements of identity and markers of taste. Across the world, consumers are moving away from the predictable allure of monogrammed logos and toward pieces that feel individual, storied, and rooted in authenticity. In Nigeria, two designers are redefining what luxury looks like by marrying artistry with purpose: Femi Olayebi of FemiHandbags and Aisha Mustafa of Mairachamp. Their paths into fashion could not be more different. One is shaped by decades of experience, while the other reflects the sharp instincts of youth. Yet both arrive at the same destination: handbags that command attention and tell a story.

FEMI OLAYEBI

FEMI HANDBAGS

When Femi Olayebi first picked up fabric to sew a diaper bag for herself decades ago, she could not have known she was laying the foundation for one of Nigeria's most respected handbag labels. Trained as a French translator, Olayebi entered fashion through necessity, but her curiosity and craftsmanship soon transformed that single project into a full-fledged business. What began as an experiment has evolved into FemiHandbags, a brand synonymous with bold colour, architectural silhouettes, and a deep reverence for heritage.

At the heart of her work lies a commitment to African storytelling through design. Olayebi incorporates materials like aso-oke, the handwoven textile tied to Yoruba culture, giving her pieces a cultural authenticity that transcends trend cycles. A signature style, the Segilola Midi, with its whip-stitched details and vintage-inspired structure, exemplifies her balance of tradition and modernity. "For me, it's not just about creating a bag," she has explained in past interviews. "It's about creating something that carries our story and stands shoulder to shoulder with global luxury."

But Olayebi's influence extends beyond her own atelier. Recognising the systemic barriers African designers face, she founded the Lagos Leather Fair, a platform that has become a cornerstone for the continent's artisans. The fair not only showcases Nigerian and African craftsmanship but also fosters industry growth through mentorship, training, and global exposure. In doing so, Olayebi has become both designer and industry architect, building infrastructure that did not exist when she was starting out.

For her, luxury is about more than materials. It is about consistency, authenticity, and excellence. Each bag is the product of rigorous quality control and meticulous design, a philosophy that has earned her recognition at home and abroad. Her story reminds us that Nigerian luxury is not a derivative of Western ideals but a flourishing sector in its own right.





AISHA MUSTAFA

MAIRACHAMP

If Olayebi embodies the polish of experience, Aisha Mustafa represents the audacity of reinvention. A first-class graduate in Nursing, she defied expectations to build Mairachamp, a brand born in 2018 with campus fanny packs and transformed into a beaded-bag phenomenon during the pandemic.

Her breakthrough came when she posted her first design on Twitter. While the immediate sales were not staggering, the conversations they sparked gave her confidence. Beaded bags had long been dismissed as passé, but Mustafa saw potential. By reshaping them into sculptural and playful forms, from boom box silhouettes to drum-inspired designs, she turned a nostalgic craft into modern statement pieces.

Mairachamp's most famous design, the Elsa bag, launched in 2021 and remains the label's bestseller, its cylindrical silhouette and iridescent beading cementing its cult status. Still, Mustafa admits she now favours the Renault Clutch, which offers versatility with a removable handle. The designer's candour is part of her brand's identity: honest, bold, and attuned to what her generation craves — bags that feel unique, personal, and endlessly Instagrammable.

Running a brand in Nigeria comes with its challenges, from sourcing beads to battling copycats and unreliable logistics, but Mustafa has steadily scaled up. This year, to mark Mairachamp's fifth anniversary, she opened a retail store and expanded her production space, milestones she describes as proof of resilience. "Thank you for not listening to anybody and for trusting your gut," she says to her younger self, reflecting on the decision to choose fashion over a conventional career path.

For her customers, many of them young Nigerians at home and in the diaspora, Mairachamp embodies a new kind of luxury: authentic, playful, and deeply personal.

Together, FemiHandbags and Mairachamp illustrate the breadth of Nigerian design: one rooted in heritage and refinement, the other brimming with youthful daring. Both prove that handbags made in Nigeria can carry more than just possessions; they carry identity, culture, and the promise of a new luxury standard.

A BEGINNER'S GUIDE to the

7 *Point Rule of* GETTING DRESSED

There are days when getting dressed feels effortless, and others when you stand in front of the mirror thinking, Something is missing. The outfit is fine, but it does not sing. That is where the "7-Point Rule" comes in. Equal parts styling trick and fashion philosophy, it offers a way to balance basics and statement pieces so your look feels intentional and complete.

The idea is simple. Every garment or accessory counts as a point. A staple piece like a T-shirt, tailored trousers, or loafers earns one point. If the item has something special, such as a bold print, an unexpected texture, or a striking silhouette, it is worth two. The sweet spot is between seven and ten points. Go below 7 points and you risk looking unfinished. Go above and you drift into costume territory.

Think of it as the art of editing. A crisp shirt (one point), straight-leg jeans (one point), sleek loafers (one point), a belt (one point), layered necklaces (two points), oversized sunglasses (two points), and a red lip (one point). That makes nine, which feels polished but not overdone. Swap the necklaces for delicate studs and you land at eight, still chic but a touch quieter.

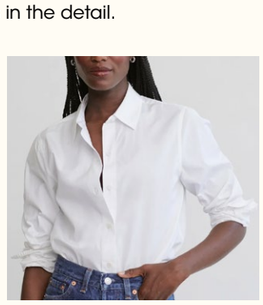
Street style is a perfect stage for this rule in action. One look might pair jeans, a blazer, sneakers, and a tee, all one-point basics that total four. Add a cow-print bag, worth two points, and you suddenly reach six. Throw in tinted glasses and the look climbs to seven, hitting the sweet spot of effortlessness. Another outfit might rely on a plain jacket, shirt, and trousers (three points) but then lean into studded ankle boots, a bold bag, and a statement brooch, each worth two. Nine points in total, and what could have been simple becomes unforgettable.

The beauty of the 7-Point Rule is its flexibility. Minimalists can hit seven with a clean palette of neutrals, while maximalists can climb closer to ten with bold accessories and textures. The framework simply ensures that no matter your style, your outfit feels balanced.

Here is how the rule breaks down:

Tops: 1–2 Points

A crisp button-down or a classic white tee earns a single point, the foundation every look needs. Swap in a silk blouse, a sequined cami, or something with an architectural cut and suddenly you are at two points. The difference is in the detail.

Bottoms: 1–2 Points

Denim, tailored trousers, or a slip skirt are wardrobe staples worth one point each. But choose leather pants, a patterned maxi, or anything with movement and texture and you have a two-pointer that instantly elevates the entire outfit.




Shoes: 1–2 Points

Footwear is where balance comes into play. Minimalist sneakers or sleek pumps add one point, while a cow-print loafer, metallic sandal, or mesh ballet flat tips the scale at two. When the rest of your look is quiet, statement shoes carry the mood. When your outfit is already bold, let your shoes whisper instead of shout.




Outerwear: 1–2 Points

A neutral trench or sharp blazer counts for one point. Trade them for a jewel-tone coat, a cropped leather jacket, or a sculptural piece and you are in two-point territory. Outerwear often sets the tone for the whole look, so consider whether you want polish or drama.




Accessories: 1–2 Points

Belts, hats, and sunglasses are the easiest way to rack up points. A simple belt or pair of frames adds one. Oversized shades, a wide corset belt, or a bucket hat in a playful fabric can take you to two. Accessories are often the punctuation marks of your outfit.




Jewelry: 1–2 Points

Delicate studs or a thin chain necklace earn a single point. Layered gold necklaces, chandelier earrings, or chunky bangles earn two. Jewelry is where personality sneaks in, and it can turn a simple look into something memorable.




Bags: 1–2 Points

Your bag can be either background or headline. A structured tote or mini shoulder bag counts as one point. A beaded clutch, a sculptural handle, or a bold print brings you up to two. The right bag can finish the look or shift its entire direction.




Together, these categories create the framework for the 7-Point Rule. Mix and match your singles and doubles, aim to land between seven and ten points, and you will always find yourself in that sweet spot of balance. Enough to turn heads, never enough to overwhelm.

At its heart, the rule is not about limiting what you wear. It is about creating rhythm, giving your clothes and accessories room to shine. Because true style is not about how much you pile on but how seamlessly it all comes together.

So next time you pause at the mirror, wondering what your look needs, remember the number seven. Treat it as a guide, not a restriction, and you might find that getting dressed becomes less of a daily puzzle and more of a creative thrill.

Designer: Olhanna bu Zikora
Models: Chisom Nwatikwa
-
MUA: Bimpe Onaokoya
Hair: Abbey Mathew Hair
Styling: Tosin Style Infidel
Photographer: Adebayo Jolaoso

Designer: Mmakamba
Models: Chisom Nwaukwa
-
Designer: Weizdhurm Franklyn
Models: Rebecca Fabunmi
-
MUA: Bimpe Onaokoya
Hair: Abbey Mathew Hair
Styling: Tosin Style Infidel
Photographer: Adebayo Jolaoso





Designer: Samuel Noon
Models: Rebecca Fabunmi
-
Designer: Mmakamba
Models: Chisom Nwaukwa
-
MUA: Bimpe Onaokoya
Hair: Abbey Mathew Hair
Styling: Tosin Style Infidel
Photographer: Adebayo Jolaoso



FROM RUNWAY TO REAL LIFE

WHAT TRENDS

ACTUALLY STICK?

The runway has always been fashion's stage for showmanship, where designers present ideas not only meant to sell clothes but to spark imagination. The lights, the music, the drama, it is all a reminder that fashion begins as fantasy. But once the shows end, a quieter test begins: which of those ideas can survive in real life? Because while a floor-sweeping gown or a sculptural shoe may captivate at Paris Fashion Week, it is the pieces that slip into everyday wardrobes that ultimately shape the rhythm of style.

The truth is, very few trends make the transition. Runways are dreamscapes, unconcerned with morning commutes or practical budgets. Yet fashion has a way of filtering itself. What begins as a statement often trickles down, pared back until it feels less like performance and more like possibility. Oversized blazers, once exaggerated on the runway, became the backbone of modern workwear. The return of ballet flats, dismissed as nostalgic until Miu Miu and Alaïa reimagined them, proved that comfort and chicness can happily coexist. Even denim, season after season, finds fresh life through runway reinterpretations that translate effortlessly into the everyday.

But the question of what sticks is not only about wearability, it is also about timing. A trend succeeds when it taps into something cultural. The explosion of quiet luxury was less about neutral palettes and more about a collective craving for subtlety in a noisy world. The Y2K revival resonated not just because of crop tops and low-rise jeans, but because an entire generation wanted to revisit a carefree, pre-social media aesthetic. Runway trends that last often answer a cultural need before we even realize it is there.

Street style has become the final arbiter. Outside the shows, editors, influencers, and off-duty models are the real filter, testing what feels authentic and remixing looks with personal twists. A slouchy trouser, a bold red accessory, a slicked-back hairstyle, when these choices appear repeatedly on sidewalks from New York to Lagos, they quietly confirm a trend's staying power. Runways set the stage, but sidewalks seal the deal.

Of course, there will always be the outliers, the daring, almost unwearable pieces that never trickle down but still matter. They remind us that fashion is an art form, not just a consumer product. Still, for most of us, the joy lies in watching the fantastical and the practical meet somewhere in the middle. To see a dramatic silhouette softened into a weekend coat, or a jewel-toned statement pared into a subtle accessory, is to witness fashion's evolution from vision to habit.

The runway, then, is not just about predicting the future, it is about planting seeds. Some flourish only for a season, others grow into staples that redefine how we dress for years. Fashion's real magic lies in that transformation: the way a look designed for spectacle becomes something you can actually wear to the office, to dinner, or to simply feel like yourself. Trends that last do not just stick, they adapt, proving that style, at its best, is less about performance and more about longevity.



RUNWAY TO REAL LIFE

Proven Transitions

Oversized Blazers
Once dramatic and padded on the runway, now an everyday staple that sharpens jeans, dresses, and even athleisure.

Ballet Flats
Resurfaced as a nostalgic nod on the runway and quickly reclaimed as a daily uniform, balancing comfort with elegance.

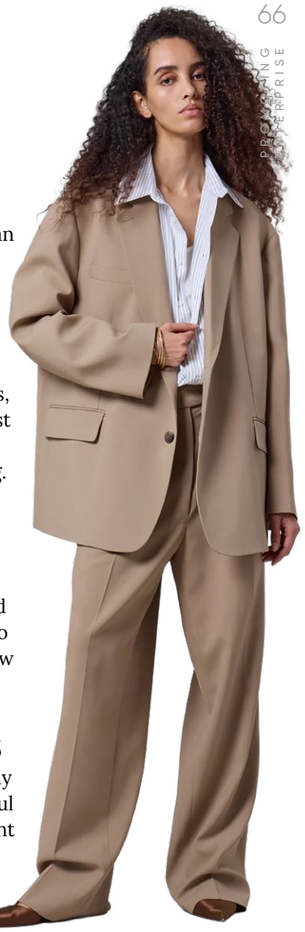
Sheer Layers
Dramatic on catwalks, but softened with slips, camisoles, and layering tricks that work beyond the runway.

Cargo Pants
Elevated with satin, tailoring, and sleek cuts, taking them from utilitarian to effortlessly chic.

Metallic Accents
Full looks appear at shows, but in reality, they live best as accessories, evening pieces, or subtle detailing.

Minimal Tailoring
Clean lines and restrained palettes, once thought too austere, have defined a new era of power dressing.

Red Accents
From monochrome runway looks to small but impactful accessories that add instant energy to any outfit.







Next-Gen BEAUTY

How Tomorrow's Beauty Consumer Will Shop

The way we buy beauty is changing as fast as the trends themselves. Once upon a time, beauty shopping meant wandering through glossy department stores, testing lipsticks at a counter, and taking home a carefully wrapped purchase. Today, a single viral TikTok can turn a product into a global sellout, and tomorrow's beauty consumer is navigating an entirely different landscape where platforms, habits, and products are being reshaped in real time.

Gen Z, the first true digital-native generation, is leading the shift. For them, discovery happens on social media feeds rather than in shop aisles. A mascara demoed in a 30-second "get ready with me" clip holds more sway than a billboard campaign. Authenticity is everything, and shoppers are quick to rally around indie brands that feel transparent and inclusive. At the same time, established beauty houses are racing to adapt, collaborating with influencers, experimenting with AR try-ons, and launching refillable lines that speak to both sustainability and aesthetics.

Technology is becoming the new beauty counter. Artificial intelligence is helping consumers shade-match foundation from the glow of their phone screens, while augmented reality lets them test a bold lip or experimental eyeliner before committing to checkout. Apps are even curating personalized routines, replacing the advice once offered by in-store consultants. In Nigeria, beauty consumers are blending these global innovations with local realities, relying on Instagram boutiques, WhatsApp sellers, and independent beauty entrepreneurs to access cult products that may not yet have retail presence in the market. The result is a beauty culture that is both hyper-global and distinctly local.

The habits themselves are shifting. Subscription boxes and auto-refill services are making beauty less transactional and more lifestyle-driven. Shoppers are investing in skincare as seriously as they once did handbags, treating serums and creams as status symbols. Refillable packaging and multipurpose formulas are changing what consumers prioritize. Function, sustainability, and design now go hand in hand. Where once impulse purchases drove beauty, now it is long-term curation, with buyers building wardrobes of products as carefully as their closets.

Platforms are also redefining the rules. TikTok and Instagram drive discovery, but e-commerce giants are no longer the only players. Niche marketplaces, resale platforms for lightly used luxury products, and even community-led pop-up shops are giving beauty a new social dimension. Shopping is less about a single purchase and more about belonging to a tribe, whether that is a digital fandom for a cult lip gloss or a Lagos beauty circle trading recommendations and finds.

At the heart of this evolution is a new kind of consumer who expects brands to meet them where they are, whether online or offline, digital or physical. Tomorrow's beauty shopper wants convenience without compromise, choice without overwhelm, and products that not only perform but align with their values.

The future of beauty shopping will not be defined by aisles or counters but by connection. It will be social, immersive, and conscious, shaped by consumers who see beauty not as a routine but as a statement of who they are and how they live. For brands and retailers, the challenge is clear: adapt quickly or risk being scrolled past. For consumers, the possibilities are endless. Beauty is no longer something we simply buy, it is something we experience, and tomorrow's shopper is already living that future today.



DAILY HABITS HURTING YOUR *Hair*

For many women, especially those with textured hair, the biggest threat to healthy strands is not genetics or bad luck but the quiet routines of everyday life. From the way heat tools are used to how often 'protective' styles are worn, seemingly harmless habits can quietly compromise hair health. What feels like routine care is often the very thing standing in the way of growth, strength, and shine.

Heat styling still tops the list of everyday hazards. That quest for sleek edges or everyday silk presses often invites repeated exposure to high temperatures, which gradually weakens the cuticle. Without protection, the fragility mounts, leaving breakage that no edge control can hide.

Then comes the era of protective styling, now part of our cultural elegance, yet easily harmful when overdone. Tight braids, prolonged weaves, and daily wigs press on delicate follicles, risking thinning hairlines and even traction alopecia over time.

Moisture, or the lack of it, can be a persistent thief. Textured hair naturally craves hydration. Skipping deep-conditioning treatments or leaning on harsh cleansers strips away essential oils, turning strands brittle and frizzy. Even bedtime matters. Cotton pillowcases tug and dehydrate, while satin or silk scarves lock in moisture and preserve your curl pattern.

A trichologist's wisdom tells us more. Precious Rutlin, founder of Help Me With My Hair, explains that textured hair requires a precise protein and moisture balance. She emphasizes the need for both hydration and structural strength. Too much protein can dry out hair, while excess moisture leads to weak, limp strands.

And when protective styles are in rotation, dermatologists weigh in too. Dr. Brooke Jackson, a Harvard-trained dermatologist, advises young African American women to avoid tight braids, opt for regular deep-conditioning, limit daily heat, trim dry ends every two months, and focus on scalp health for long-term strength.

Even beauty enthusiasts echo these truths. As one voice from the natural hair community puts it: "Growing healthy hair isn't just a matter of luck. It's intentional. Maintaining a clean, healthy scalp is essential. When you don't properly cleanse your scalp, pores get clogged, which can deter hair growth."

WHAT TO LOOK FOR IN HAIR CARE THAT HONORS YOUR STRANDS

1

HABIT TO BREAK
Skipping scalp and moisture rituals

WHY IT'S HARMFUL
Dryness, buildup, breakage

HEALTHIER ALTERNATIVE
(Example Product)
Alternate protein and hydration with Cécred Moisturizing Deep Conditioner or Shea Moisture High Porosity Masque





2

HABIT TO BREAK
Daily heat or tight styles

WHY IT'S HARMFUL
Weakens cuticle, damages follicles

HEALTHIER ALTERNATIVE
(Example Product)
Use a heat protectant or nourishing oil such as Cécred Restoring Hair & Edge Drops or Mielle Organics Rosemary Mint Scalp Oil



3

HABIT TO BREAK
Sleeping on cotton

WHY IT'S HARMFUL
Friction and moisture los

HEALTHIER ALTERNATIVE
(Example Product)
Switch to satin or silk pillowcases, bonnets, or scarves



4

HABIT TO BREAK
Using wrong-texture products

WHY IT'S HARMFUL
Strips natural oils, causes irritation

HEALTHIER ALTERNATIVE
(Example Product)
Choose textured-hair-specific care such as Adwoa Beauty Melonberry Smoothing Gel

This is more than hair advice, it is cultural reverence. Just as we have learned to layer serums and prioritize clean beauty, hair deserves the same ritualistic respect. It is about ritual: adjusting braid tension before they tug, choosing nutrient-rich scalp treatments instead of gloss-only coatings, and honoring the scalp as the root of your personal narrative. For Black women, hair is never just hair. It is identity, it is heritage, it is artistry. Protecting it means honoring the rituals of strength, of celebration, of self-expression.

RETRO FASHION

AN ODE TO THE '70S, '80S, AND '90S





Fashion has a way of time-traveling. What once belonged in your parents' wardrobe suddenly feels fresh, exciting, and totally wearable. During our recent shoot, Lagosians brought the 1970s, 1980s, and 1990s back to life with style, attitude, and a confidence that made every street corner feel like a runway.

The 1970s arrived in bold prints, flowing kaftans, and wide-legged trousers. On the streets, these pieces came alive in vibrant colors and textures, reflecting a decade of music, freedom, and unapologetic flair. The 1980s brought structure and drama. Oversized blazers, shoulder pads, and statement accessories demanded attention. The 1990s offered effortless cool through slip dresses layered over graphic tees, denim on denim, and tiny handbags that were small but mighty. Our shoot captured all of it, showing how these decades continue to shape personal style today.

What is most exciting is how the old mixes with the new. Vintage finds from local markets meet contemporary sneakers, modern belts, and fresh accessories. A neon 1980s blazer suddenly feels current when paired with sleek trousers. A 1990s slip dress comes alive with bold jewelry or a graphic tee underneath. Designers and street stylists are taking nostalgia and giving it a modern twist, proving that retro is not just history. It is a playground for creativity.

This is the magic of retro fashion. Every shoulder pad, flared pant, and slip dress carries a story of music videos, family photos, concerts, and street corners long past. Wearing it today is more than a style choice. It is a little act of time travel, a way of borrowing confidence from another era and making it entirely your own.

These decades refuse to fade away. They evolve, they inspire, and they remind us that fashion's past is never truly behind us. It is alive, it is playful, and it is waiting to be rediscovered one outfit at a time.


LG7370GT






FEAR

Lojay

PASSION, CURIOSITY,
AND THE DREAM LIFE

“Music gave me the dream life.”

Fresh off a Grammy nomination and still buzzing from a memorable set at Morocco’s Mawazin Festival, the singer-songwriter is the perfect mix of playful and introspective. “Every day I wake up, I get to make music, travel the world, perform, meet new people,” he says with an easy grin. “And do it all in the way I envisioned it.”

That attitude spills into everything he does, from his burgundy-hued fit that he swears “looks good on me,” to his music-making process that starts with melodies and turns into global hits like “Mona Lisa.” He’s a little bit curious, a little bit stylish, and completely passionate about his craft.

With his signature mix of humor and honesty, Lojay opens up about his creative process, personal style, and the dream life he’s already living



Why the name Lojay?
It’s really simple — my name is Lekan Osifeso Junior. I just added “AY” so people don’t think it’s just LOJ. So, it’s Lojay.

What’s a typical songwriting process for you?
I usually start with melodies. Once I have those down, the words just flow naturally.

Who were your early musical influences growing up?
Bruno Mars, Lagbaja, Michael Jackson — I feel like every kid loved Michael Jackson — Tuface, Wizkid, Davido. I grew up around a lot of good music and a lot of gospel too, thanks to my mum. Back then it wasn’t a conscious choice, but now I see how much it has shaped how I make music.

Who has influenced your music the most?
I can’t pick just one person. Different people have given me different pieces that make up who I am as an artist.

What would be your dream collaboration?
Honestly, it would’ve been Michael Jackson. My dream collaboration is technically dead — but who knows, his vocals are still out there.

What does fashion mean to you?
Fashion for me is comfort, and sometimes even discomfort. It’s about functionality and wearing something that shows your personality. That’s the rule I live by.

How are you feeling about your look today?
I feel great — comfortable. Burgundy looks good on me.

What’s your go-to outfit?
Depends on the weather. If it’s cold, I go for a hoodie, sweatpants, and shorts — I wear shorts even in the cold. If I’m in Lagos, it’s usually a sleeveless shirt and shorts.

Do you select your outfits yourself or let your stylist take over?
It’s a mix. I like to have input, to bring myself into whatever the stylist suggests, but I also let them work their magic.

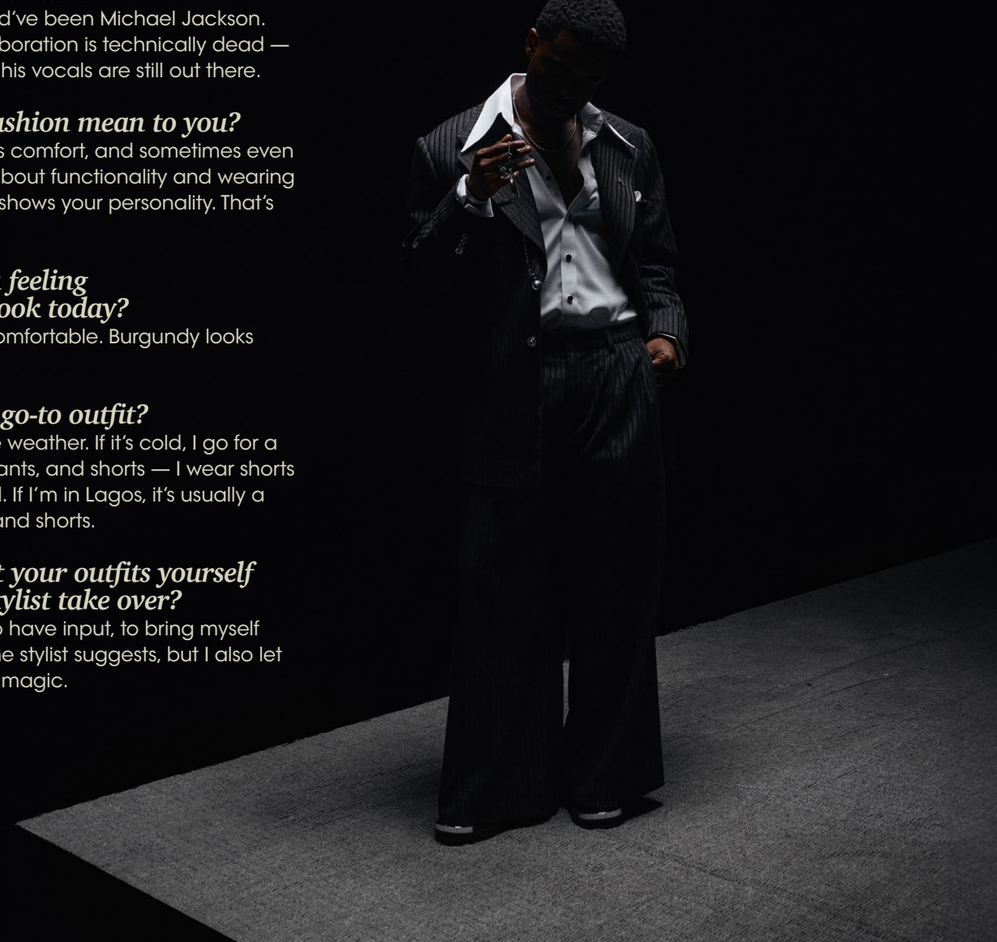
What’s something surprising fans don’t know about you?
Probably my sleep routine — it’s terrible. And I have a pretty crazy perfume collection. That’s definitely my thing.

What do you want people to feel when they listen to your music?
Emotional.

What’s your most prized fashion item right now?
I don’t think I have one specific item.

What’s one fashion item you can’t live without?
My accessories. Not just one piece — the whole collection.

If you weren’t making music, what career path would you have taken?
I’d have been a pilot. I fell in love with aviation at around 14 or 15. It gave me something to work toward in school. I didn’t end up pursuing it, but the music turned out pretty great too.



Mona Lisa was just me having fun.

Not overthinking, just expressing myself."





What would you say is your breakout track?
Definitely "Mona Lisa."

Tell us about making "Mona Lisa."
I was just having fun, honestly. I was expressing myself and not taking it too seriously.

Describe yourself in three words.
Passionate, curious, and a big learner.

How did the Grammy nomination make you feel?
Excited and grateful. Being able to represent Nigeria and Africa on that stage is such a privilege.

What's the most memorable performance you've had?
Morocco. I performed at Mawazin Festival earlier this year — that one definitely stands out.

What are you most looking forward to as the year winds down?
My show in Lagos.

What's the best advice you've received from another artist?
"If it feels good to you, then it's good." That's one that stuck with me.

What's the dream life of Lojay?
Honestly, I think I'm living it right now. I get to make music, travel, perform, meet new people, and take care of my friends, my family, and myself — all through music. It's a blessing.

GTCO FSHN WKND | 2025 RUNWAY DESIGNERS

1 JAQUES BAM
2 TIA ADEOLA
3 ITUEN BASI
4 MMUSO MAXWELL
5 PRIYA AHLUWALIA
6 MOWALOLA
7 SEVON DEJANA
8 SARAH DIOFF
9 CHARLES HARBISON
10 IMANE AYISSI
11 PATRICK MCDOWELL
12 STELLA JEAN

GTCO FSHN WKND 2025

FASHION Masterclass



Melissa BUTLER

Melissa Butler is the founder and CEO of The Lip Bar, a beauty brand that has changed the conversation around inclusivity and clean makeup. Born and raised in Detroit, she studied business finance at Florida A&M University and began her career on Wall Street before deciding to create something that spoke to her values. Frustrated by the industry's limited shade range and harsh ingredients, she started making vegan, non-toxic lipsticks in her kitchen in 2012. What began as a personal project grew into a movement. Even after being turned down on Shark Tank, Butler's vision for accessible, expressive beauty pushed The Lip Bar into major retailers like Target and Walmart.



Patrick TA

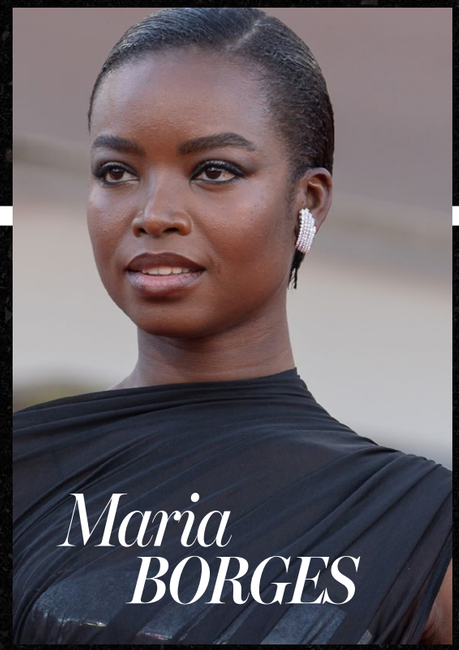
Patrick Ta began his journey in beauty at a tanning salon in Arizona, where an early fascination with makeup set the stage for a career that would soon capture Hollywood's attention. After relocating to Los Angeles, he became known for creating radiant, sculpted looks that redefined modern glamour, working with clients including Gigi Hadid, Sydney Sweeney, and Camila Cabello.

In 2019, he founded Patrick Ta Beauty, translating his signature aesthetic into a collection of glow-driven products that combine luxury and performance. With standout launches such as the Major Headlines and Major Glow collections, the brand has become a global favorite. Through his artistry and entrepreneurial vision, Ta continues to shape the contemporary beauty landscape and influence how makeup is worn and celebrated worldwide.



Jade OYATERU

Jade Oyateru is the Co-Founder and COO of Uncover Skincare, a brand reimagining beauty and wellness for African women. With a background in nutrition and business, she holds degrees from the University of Surrey and Imperial College London, bringing both scientific insight and strategic vision to her work. Before launching Uncover, she built a career spanning the consumer goods, e-commerce, and health sectors, where she developed a deep understanding of how brands can create meaningful impact. At Uncover, Jade oversees operations and strategy while championing products that merge innovation with intention, combining Korean skincare technology and African botanicals to meet the real needs of women across the continent. Her leadership reflects a belief that self-care should be empowering, accessible, and deeply connected to the women it serves.



Maria BORGES

Discovered in 2010, Maria Borges quickly rose to prominence, walking an extraordinary 17 shows during her very first fashion week season in 2012. Since then, she has graced the runways of Dior, Balmain, Chanel, Givenchy, and Marc Jacobs, earning a reputation for her commanding presence and versatility.

Her work extends well beyond the runway, with campaigns for global brands such as L'Oréal Paris and cover features for ELLE US and Vogue Portugal. In 2013, she was named Forbes Africa's "Top Model," cementing her status as one of the continent's most influential fashion figures. With every appearance, Borges continues to shape the narrative of African excellence in fashion while inspiring a new generation of models worldwide.

Masterclass



Christina TEGBE

Christina Funke Tegbe is the founder of 54 Thrones, a skincare brand that celebrates the beauty rituals and botanicals of Africa. Born in the U.S. to Nigerian parents. Christina left a career in consulting to travel across the continent, where she learned from local artisans and partnered with women-led cooperatives to source ingredients like shea butter, argan, and marula oils. Her goal was simple: to create a brand that honored Africa's heritage while uplifting the communities behind its ingredients.

Since launching in 2016, 54 Thrones has become an international name in clean beauty. The brand is carried by Sephora and Nordstrom, was featured on Shark Tank, and has been spotlighted by Oprah's Favorite Things as well as in Vogue, Essence, and Elle. With Christina at the helm, 54 Thrones blends authenticity, sustainability, and luxury into skincare that feels as meaningful as it is effective.



Bianca SAUNDERS

Bianca Saunders is a London-based designer celebrated for her refined, forward-thinking approach to fashion. Born to British-Jamaican parents, she brings a unique sensibility that merges culture, craftsmanship, and modern design. A graduate of Kingston University and the Royal College of Art, she launched her namesake label in 2017 and quickly gained recognition for her distinctive tailoring and effortless sense of form. Her work has earned her major industry honors, including the ANDAM Grand Prix Fashion Award, the BFC/GQ Designer Fashion Fund, and a place on Forbes' 30 Under 30 list.

FASHION masterclass







GTCO FSHN WKND

2025 PRESENTATION STAGE DESIGNERS

1.D'OPHIR 2.NELOWOMAN 3.NYA 4.MULAWAN 5.ILLONA ATELIER 6.SASSY BY YETTY







CREATING GREAT EXPERIENCES

GCEO's Welcome

For nearly a decade, the GTCO Fashion Weekend has been a celebration of creativity, innovation, and enterprise. With the goal of connecting small businesses with wider markets, GTCO Fashion Weekend has evolved into one of Africa's most anticipated fashion and lifestyle events, uniting fashion entrepreneurs, and audiences from across the continent and beyond.

This year as we mark the eighth edition of Africa's biggest fashion event, we take pride in how far this journey has come and the countless stories it has inspired. Each year, the GTCO Fashion Weekend reaffirms our belief that enterprise thrives where creativity is encouraged and opportunity is shared. Through fashion, we have built a platform that showcases talent, nurtures ambition, and drives meaningful participation in Africa's growing creative economy.

Our focus every year remains Promoting Enterprise. By bringing together emerging and established voices in fashion, we continue to highlight the ingenuity and diversity that define African creativity, while reaffirming our commitment to Promoting Enterprise in ways that enrich lives and strengthen communities.

Looking ahead our goal is not only to showcase the remarkable talent, innovation, and enterprise that define the continent's fashion landscape, but also to inspire shared, sustainable, and people-centered growth that truly moves Africa forward.

Welcome to the 8th GTCO Fashion Weekend.

Segun

RELIVE THE RUNWAY



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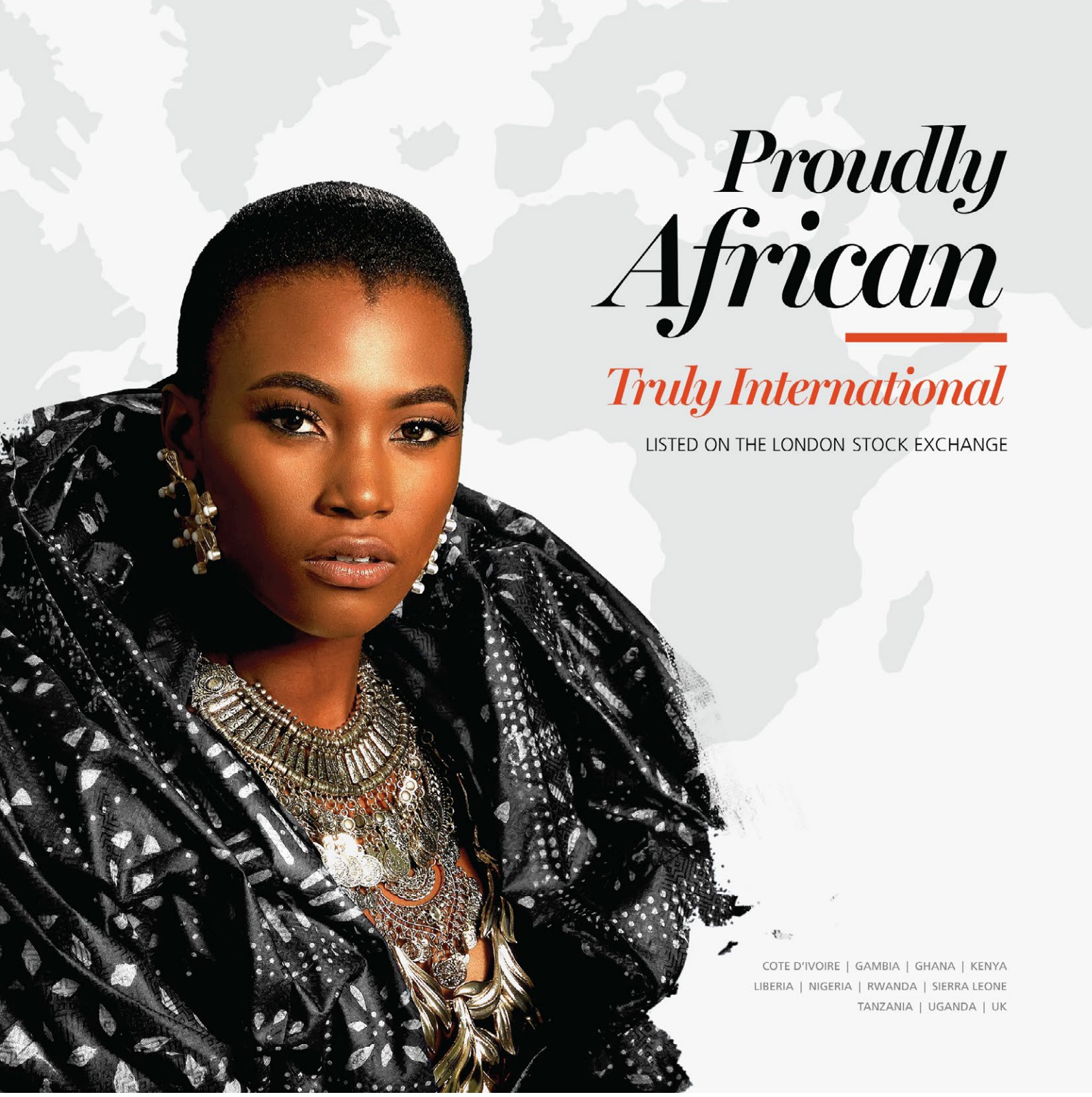


GTCO FOOD AND DRINK

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APRIL & MAY, 2026



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