FASHION EDITORIAL

FASHION MOVES FORWARD

GTCO FSHN WKND

FROM BOLD LOGOS TO SUBTLE STATEMENTS



IN THE WORLD OF SOUND

QING MADI, JOHNNY DRILLE

Africa's finest

ISSUE 06



Africa's finest

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AFRICA'S

ISSUE 06





GTCO FSHN WKND

RELIVE THE

RUNWAY

HOW DO LUXURY BRANDS SELL TO THE 0.001 PERCENT?

It is only accessible to the one percent of the one percent. It is known for its strong heritage and beautiful history. It is a status symbol that even the wealthy have to sweat to make the list and there is a waiting list for the waiting list. One must convince the establishment that they are worthy and that there is a limit to how many people are accepted in a year. That anecdote used in an academic environment describes Harvard, The United States Of America's oldest institute for higher learning. However, when used in the fashion domain, that anecdote can only refer to Hermès, the French Luxury giant.

WHAT MAKES HERMES THE HARVARD OF FASHION?



Luxury brands have long been associated with exclusivity and prestige. They cater to a select group of consumers who can afford to pay top dollar for their products. But how do these brands reach the ultra-wealthy and what strategies do they use to appeal to the 0.001 percent?

Both Harvard and luxury brands share several characteristics that allow them to attract and retain 0.001 percent. A history, prestige, quality, personalisation, exclusivity, marketing, and community. The perfect parallel is the French House, Hermès, with a clientele that includes monarchs, oligarchs, presidents, dictators, and billionaires. How did Harvard and Hermes tick all the boxes on the 0.001 percent checklist?

Heritage and Personalisation

Harvard University, founded in 1636, was established as a college to train clergy for the Massachusetts Bay Colony. Originally named "New College," it was later renamed Harvard College in honour of John Harvard, a benefactor who donated a significant sum of money and his library. Over time, Harvard expanded its curriculum beyond theology to include fields like law, medicine, and science.

The name Harvard provides a personalised touch to the institute's history. Hermès' is much deeper with six generations of related artisans building it into its present position.

Before the Kellys, Birkins, and the Haut a Courroies of the company. The story of Hermès began in 1837 after Thierry Hermès had lost his entire family to disease and war in Germany. The 36-year-old orphan moved to France and opened a saddle and harness shop in Paris, he called it, Thierry Hermès, Sellier—- French for Thierry Hermès, saddler.

Before their deaths, Thierry Hermès' family was involved in the innkeeping business. This meant they operated inns or taverns, providing lodging and food to travellers. This connection to the hospitality industry exposed him to the world of equestrianism. Horse riders and travellers alike frequently stopped at the inns.

In the 1800s, Horses were a valuable commodity and a symbol of wealth and status. The cost of a horse could vary significantly depending on factors such as its breed, age, training, and physical condition. They were essential for transportation, agriculture, and military purposes.

So as a saddle maker, the German-born, Hermès' Parisian workshop catered to the needs of European nobility. Nevertheless, his expertly crafted saddles and bridles were renowned for their quality and craftsmanship.

The Hermès family continued to lead the company for several generations. Charles-Émile Hermès, Thierry's son, took over in 1880 and moved the shop to its current location on Rue du Faubourg Saint-Honoré. The Hermès site explains that this marked a pivotal moment for the brand and states, "The house's reputation for the excellence of its creations spread throughout Europe."

In the 1900s, the business was passed down to Adolphe and Emile-Maurice, the sons of Charles-Emile Hermès. They changed the Hermès name to Hermès Frères—Hermès brothers— during their running time.

Adolphe believed the company had a limited future in the era of the horseless carriage, leaving Emile to carry on. In the 1910s, while on a trip to Canada, Émile became obsessed with the American "close-all" opening and closing system on the hood of a military car. Today, it is known as a zip or zipper and Hermès became the first brand to make clothing and handbags with zips. By the late 40s, he had expanded the brand into a fashion house.

Prestige

As the father of four daughters, Émile Hermès passed the torch to his sons-in-law. One of them, Robert Dumas, took over from his father-in-law as head of the business in 1951. In the 1930s, Robert had created some of its highly coveted pieces; the Kelly bag (not yet known as the Kelly), Silk scarves, and Haut a Courroies bag.

However, the Kelly bag entered the list of the world's most expensive bags and garnered its name in 1956. The bag was renamed as a tribute to the princess of Monaco when a photograph of Grace Kelly using the bag to cover her pregnancy was published around the world.

With the success of the Kelly bag, Hermès had another key ingredient that Harvard possesses excluding history—a public co-sign from a royal. The United States Of America operates on a democratic system and Harvard producing the highest number of Presidential alumni, eight, created its prestigious persona.

Craftsmanship and Quality.

Hermès was now associated with monarchs and by the 1980s, Hermès created its next golden goose.

From the 50s to the 80s, Hermès proved that its craftsmanship is as affluent as its name. Another trait Harvard boasts of, as it is home to the world's largest academic academic and private learning system— its library.

In the 1970s, the manufacturers adopted the use of synthetic fabrics such as polyester, nylon, acrylic, PVC, and rayon. Robert Dumas' son, Jean-Louis Dumas insisted that the brand would never use polymers and would use the highest quality natural materials. This made production more expensive and put Hermès at a competitive disadvantage. Yet the brand persevered, and this helped push the narrative that Hermès is synonymous with quality.

In 1984, Jean-Louis on a plane with Jane Birkin designed a bag that would satisfy her demands. Jane Birkin was notorious for opting to use baskets instead of bags. Birkin explained to Dumas her difficulty in finding a suitable leather bag and he made her one.

The Birkin like all Hermès products is handmade and takes months to produce. "Our artisans need to do four years of



Hermès Feather Mosaïque Kelly



Hermès Haut à
Courroies Crocodile

training to be able to manufacture a bag." Priscila Spring, Hermès' leather goods creative director said to Vogue.

Similarly, Harvard professors include Nobel prize laureates, which reassures hopeful applicants about the quality of education.

Exclusivity

In the early 2000s, the Birkin became the IT girl bag, featuring in hit TV shows like Gilmore Girls and Gossip Girl. With its newfound popularity, the waiting list system for the bag was abandoned and Hermès introduced the wishlist. One only has access to this after spending a required amount in a Hermès store. The amount varies in different countries, this forces consumers to buy other Hermès products.

Hermes also has a limit on how many Birkins a client can purchase per year. The number of Birkins bags Hermes produces is unknown, Hermes only discloses its quality assurance, "Not even one bag is the same, not even a stitch." Priscila Spring said of the hand-stitching techniques. This secrecy and scarcity make seem Hermes mysterious and even more desirable.

"The only sure way to get one of the coveted bags is to buy it on the auction market," a writer for Forbes said. "In 2013 Heritage Auctions sold a collection of Birkins for three to five times the presale estimates. The record for a Birkin was the $203,150 that a collector paid in 2011 for a red crocodile bag with white-gold-and-diamond detailing."

Both Harvard and Hermes are highly exclusive. Harvard's acceptance rate is just 3.19%, making it one of the most difficult universities in the world to get into.

Community.

Harvard students have access to a vast network of alumni, and luxury brands often host events and gatherings for their customers. This has fostered a strong sense of community. On the other hand, Hermès hosts exclusive events and experiences for its customers, such as fashion shows, art exhibitions, and product launches. These events provide opportunities for customers to connect with the brand and with other like-minded individuals. This helps customer loyalty and creates a sense of belonging.

They say Rome was not built in a day, and neither was Harvard and Hermès. They have been able to appeal to the 0.001 percent through their rich heritage, personalized approach, and endorsement of prestigious figures. Their ability to maintain exclusivity and prestige over the years has solidified their positions as leaders in their respective domains. By leveraging their history, quality, personalization, and public endorsements, these institutions have managed to create an allure that is irresistible to the ultra-wealthy.

The Enduring Appeaal of

QUIET LUXURY

A TIMELESS TREND IN THE SPOTLIGHT



It is about refinement without the need for overt branding or flashy details. It's characterized by impeccable craftsmanship, premium materials, and timeless design that speaks for itself. Brands associated with quiet luxury often favor subtlety, with garments that may not immediately catch the eye but exude a sense of quality and sophistication upon closer inspection. Coco Chanel once said,

"Elegance is refusal."

This perfectly encapsulates the essence of quiet luxury—refusing the need for overt embellishment and instead embracing simplicity and substance.

THE ROOTS

While the term "quiet luxury" may seem like a recent trend, its roots stretch far back into fashion history. It has always been a cornerstone of haute couture and bespoke tailoring, where the focus is on the finest fabrics, meticulous construction, and a perfect fit rather than attention-grabbing logos. The understated elegance of figures like Audrey Hepburn and Grace Kelly exemplified this approach long before it became a buzzword.

It is not about hiding wealth but rather about choosing to express it discreetly. As Tom Ford eloquently put it, "Style is very personal. It has nothing to do with fashion. Fashion is over quickly. Style is forever." The idea of Quiet luxury embodies this philosophy, favoring enduring style over fleeting trends.

WHY NOW?

THE RESURGENCE OF QUIET LUXURY

So, the surge in popularity in recent times? Several factors contribute to this shift. First, there's a growing desire for sustainability and mindfulness in fashion. Consumers are increasingly rejecting fast fashion and disposable trends in favor of investment pieces that last. Quiet luxury aligns perfectly with this ethos, emphasizing quality over quantity and encouraging thoughtful consumption.

Secondly, the pandemic has reshaped many aspects of our lives, including how we view fashion. In a time of uncertainty and introspection, people are gravitating toward simplicity and comfort, which quiet luxury effortlessly provides. In a world where excess can feel overwhelming, quiet luxury offers a comforting retreat into timeless style.



Elegance is not standing out, but being remembered."

-Giorgio Armani

This movement is not without its critics. Some argue that it perpetuates a form of exclusivity, accessible only to those who can afford premium materials and craftsmanship. While the trend champions sustainability and quality, it can also inadvertently emphasize the divide between those who can invest in such pieces and those who cannot. However, many elaborate on the fact that timeless pieces do not have to cost a fortune, as is seen by many social media content creators focusing on showing their followers how to create simple elegant looks on a budget.









WHAT THE FUTURE HOLDS

Quiet luxury's appeal lies in its timelessness. Though trends come and go, the principles of this movement—quality, craftsmanship, and understated elegance—will continue to resonate. It offers a counterbalance to the rapid turnover of fast fashion and the constant search for the next big thing. As we move forward, quiet luxury may well prove to be more than just a trend; it could represent a lasting shift in how we approach fashion altogether. As Phoebe Philo famously remarked, "I believe in finding the perfect thing, and I believe in the longevity of that." Quiet luxury is the embodiment of this philosophy, and as we navigate an ever-changing fashion landscape, it reminds us that sometimes, the most powerful statements are the quietest ones.













"Fashion is not just about clothing; it's about confidence and inclusivity. We're in a time where everyone should be able to see themselves in fashion and feel empowered."

-Christian Siriano





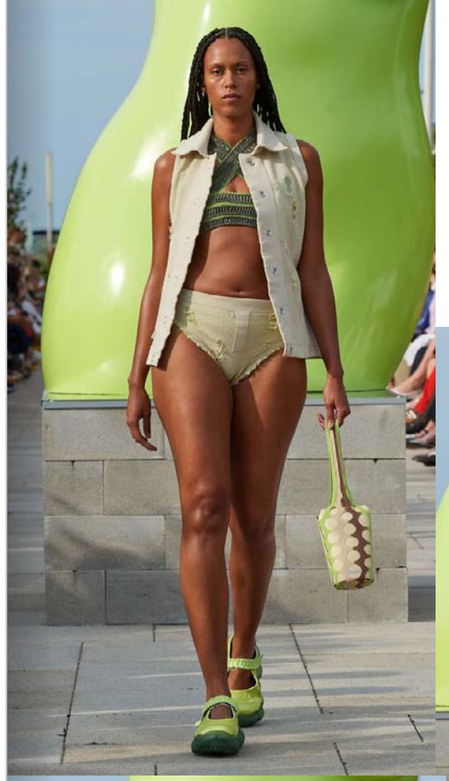
Fashion for Every Body

Fashion's shift towards inclusivity is reshaping how we view style, with designers and brands embracing body positivity and creating clothing that celebrates all shapes and sizes. This movement is not just confined to high fashion runways but has also taken root in everyday wear and is significantly influenced by user generated content on social media. The days of limited options for specific sizes or shapes are fading, as designers and brands prioritize diversity in their collections. This shift isn't merely about accommodating different sizes but about redefining beauty standards and ensuring everyone feels empowered in their own skin.

Designers like Selkie and Christian Siriano contribute majorly by incorporating size diversity into their collections. Selkie's romantic, whimsical and ethereal designs cater to sizes from XXS to 6X, while Siriano's Spring 2024 collection, featuring sizes zero to 30, blends balletcore with a sultry edge, proving that high fashion is for everyone. These brands emphasize that beauty is diverse and that everyone deserves to feel confident and stylish, sending a clear message: fashion is for all, and beauty is diverseBeyond the runway, everyday fashion has also embraced this inclusivity. Staple pieces like wrap dresses, which cinch at the waist to create an hourglass shape, or high-waisted jeans, which elongate the legs and accentuate the waist, are universally flattering. These garments work across different body types, highlighting assets and providing a balanced silhouette. Tailored blazers and structured jackets are other examples of clothing that enhance various body shapes by adding definition to the shoulders and waist

> "Fashion is about dreaming and making other people dream. It's about embracing who you are and celebrating it with confidence."
>
> -Andre Leon Talley

Today's fashion encourages people to adapt trends to their unique body shapes. The experts tell us that monochromatic outfits can create a sleek, elongated look, while vertical stripes and strategic patterns can enhance or minimize specific areas. This approach allows individuals to participate in trends while staying true to what suits them best.





SINÉADO'DWYER
S/S 25 WOMENSWEAR





> "Fashion should be a universal language. It should speak to everyone, regardless of their size, shape, or background."
>
> -Naomi Campbel

Today's avant-garde designers who prioritize body positivity hold this close to heart as they brands like Sinead O'Dwyer continue to influence how fashion is perceived. Known for her boundary-pushing designs, Sinead O'Dwyer emphasizes body acceptance in her collections. Her use of unconventional materials and daring cuts is a testament to the idea that fashion can and should celebrate every body. O'Dwyer's work, particularly her Spring 2024 collection, which featured bold, body-hugging designs, further underscores the industry's commitment to inclusivity

On the flip side, mainstream fashion brands are making strides in everyday wear. Chopova Lowena, for instance, blends maximalist silhouettes with practical designs, offering clothing that is both stylish and comfortable for a range of body types. Their size-inclusive designs, which often feature adjustable elements, cater to individuals from smaller sizes up to 3X, making fashion accessible to a wider audience.

Social media cannot be left out of this conversation.. Absolutely not!. Platforms like Instagram and TikTok have become hubs for body-positive activism, with influencers and everyday people showcasing diverse body types in fashion. Hashtag movements like #BodyPositivity have created vibrant communities that challenge traditional beauty standards and promote inclusivity. Influencers such as Ashley Graham use their platforms to advocate for size diversity and collaborate with brands to create more inclusive collections

User-generated content on social media also plays a crucial role, as consumers demand more representation and inclusivity from brands. Viral fashion challenges on TikTok further empower users to embrace their bodies and experiment

with trends, fostering creativity and confidence regardless of size or shape. This social media influence has pressured brands to expand their size ranges and feature more diverse models in their campaigns

To end it all, the movement towards fashion for **Every Body (Type)** is a reflection of broader cultural shifts towards diversity and inclusivity. Designers, brands, and social media communities are all contributing to a fashion industry that celebrates all body types, ensuring that everyone can feel confident and stylish in their clothing choices. As the industry continues to evolve, the future of fashion looks set to embrace even more diversity, driven by both industry leaders and empowered consumers. This shift towards body diversity is more than just a trend; it is a significant cultural movement. As the fashion industry continues to expand its definition of beauty, it sends a powerful message to people of all shapes and sizes: you are seen, you are valued, and you deserve to feel confident in what you wear.

For those seeking to stay ahead of the trends, looking at brands and designers committed to this ethos can provide inspiration. Whether it's a high-end runway piece or an everyday staple, the future of fashion is **Inclusive, Diverse, and Ready to Celebrate Every Body.**









FASHION MOVES FORWARD

2024 FASHION EDITORIAL







GLOBAL STREET STYLE

DISCOVER HOW STREET STYLE FROM CITIES AROUND THE WORLD IS INFLUENCING MAINSTREAM FASHION TRENDS.



"Street style is the backbone of the culture. It's more than just a trend, it's the authentic way people dress," said the late Virgil Abloh, encapsulating the profound impact that street style has on fashion.

The best fashion show is definitely on the street. Always has been, and always will be.

-Bill Cunningham

The streets have become a vibrant runway showcasing authentic style. From the bustling avenues of Tokyo to the chic boulevards of Paris, and the energetic streets of New York and Lagos, street style is increasingly influencing mainstream fashion trends. As designers and brands draw inspiration from these urban landscapes, global street style has emerged as a powerful force shaping the industry.

THE LEGACY OF BILL CUNNINGHAM: A CAREER BUILT ON STREET STYLE

No conversation about street style is complete without mentioning Bill Cunningham, the legendary photographer who turned everyday fashion into an art form. Cunningham's career was a testament to the power of street style, as he spent decades capturing the spontaneous and authentic ways people dressed on the streets of New York City. Armed with nothing more than his camera and an eye for detail, he documented how ordinary people expressed themselves through clothing, turning sidewalks into runways. His work for The New York Times became iconic, proving that fashion isn't just about designer labels or celebrity culture—it's about real people and the stories they tell through their personal style. Cunningham's ability to elevate street style to the forefront of the fashion conversation cemented his legacy as a pioneer who recognized that true fashion lives on the streets. Cunningham's legacy is evident in the way street style has become a central component of the fashion narrative. His work paved the way for a new generation of street style photographers and bloggers who continue to explore and document fashion in urban environments around the world. The rise of street style blogs and social media platforms owes much to Cunningham's pioneering efforts, which demonstrated the power of street fashion to shape trends and influence the broader fashion industry.

In essence, Bill Cunningham's career was a celebration of the ordinary and the everyday, revealing that the most compelling fashion stories are often found on the streets. His ability to capture the essence of street style with honesty and affection transformed the way we understand and appreciate fashion, making him a revered figure in the history of style. Cunningham's legacy lives on in the vibrant, diverse, and ever-evolving world of street fashion, reminding us that true style is always found where the people are.



We all get dressed for Bill

- Vogue Editor- in -Chief Anna Wintour

THE PINNACLE OF AVANT GARDE FASHION AND THE EPITOME OF ELEGANCE

Tokyo's street style is a testament to the city's avant-garde fashion sensibility. Known for its eclectic mix of high fashion and subcultures, Tokyo's streets are a playground for experimental fashion. Harajuku, in particular, stands as a hub for vibrant and unconventional looks, where one might encounter everything from bold colors and oversized silhouettes to intricate layering and playful accessories. Designers and fashion experts alike look to Tokyo's street style for inspiration on pushing boundaries and blending diverse influences. This fashion-forward approach often translates into mainstream trends that embrace maximalism and unique personal expression. Tokyo Fashion Week, a showcase for emerging talent and bold designs, further cements the city's reputation as a global fashion innovator. Meanwhile, Parisian street style epitomizes effortless elegance and refined sophistication. The city's style is marked by its understated yet impactful aesthetic, characterized by clean lines, classic pieces, and a strong sense of individualism. Parisian women, known for their chic simplicity, often pair tailored blazers with skinny jeans or opt for timeless little black dresses adorned with statement accessories. Paris Fashion Week, a pinnacle event in the global fashion calendar, showcases these qualities on the grandest stage, profoundly influencing global fashion trends and encouraging a return to classic tailoring, minimalist designs, and a focus on quality over quantity.

THE MELTING POT OF CULTURES AND THE VIBRANT FUSION OF TRADITION

New York City's street style reflects its diverse, fast-paced nature, making the city a melting pot of cultures, styles, and trends. From the sleek, polished looks of Manhattan to the laid-back, eclectic styles of Brooklyn, New York's streets offer a rich tapestry of fashion. Bold statements, including graphic tees, distressed denim, and innovative sneaker designs, are hallmarks of NYC street style, blending high and low fashion. This fusion drives inclusivity and experimentation in mainstream trends, highlighting the city's influence on global fashion. New York Fashion Week, known for its high-energy shows and trendsetting designers, showcases this diversity, cementing the city's status as a major fashion capital. On the other hand, Lagos stands out for its vibrant and colorful street style, seamlessly blending traditional African aesthetics with contemporary fashion. The city's streets are alive with bold prints, bright colors, and intricate beadwork, reflecting Nigeria's rich cultural heritage and dynamic spirit. Lagos Fashion Week has gained international recognition for its celebration of African design and innovation, bringing global attention to the unique fusion of traditional fabrics like Ankara with modern silhouettes and accessories. As a result, Lagosian fashion has encouraged mainstream fashion to embrace more vibrant and culturally diverse elements. Together, these cities and their fashion weeks demonstrate the power of street style in shaping and redefining the fashion world.

As fashion continues to evolve, the influence of global street style becomes increasingly evident. Each city brings its own distinct flavor to the fashion landscape, offering a plethora of styles that challenge conventional norms and inspire new trends. From Tokyo's avant-garde innovations to Paris's timeless elegance, New York's eclectic mix, and Lagos's vibrant fusion, street style provides a rich source of inspiration for designers and fashion experts worldwide. As mainstream fashion increasingly draws from these urban trends, the result is a more inclusive, diverse, and dynamic fashion industry that celebrates individuality and creativity.



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2023 STREET STYLE





Fashion

Snapshot of 2024

As 2024 draws to a close, it's time to reflect on the standout fashion trends that defined the year. From runway hits to street style sensations, this year has been a celebration of creativity and bold expression. We have seen the resurgence of vintage-inspired pieces, a love affair with statement accessories, and a continued push for sustainability in fashion. Let's take a stylish stroll down memory lane and revisit the trends that turned heads and reshaped wardrobes in 2024.



Socks Steal 2024 Spotlight

In 2024, socks have stepped out from the shadows and into the spotlight, becoming a key accessory that elevates any outfit. Gone are the days when socks were merely functional—now they're a fashion statement. From chunky, ribbed socks paired with loafers to sheer, embellished styles worn with heels, this trend adds a playful yet polished touch to footwear. Whether styled with sandals, sneakers, or even boots, the right socks can transform your look, blending comfort with a dash of unexpected flair. It's all about letting your socks—and your style—shine.





The Return of the Balloon Skirts Minis

Short skirts are getting a glamorous makeover with rhinestones, sequins, and mod silhouettes. Designers are merging retro styles with contemporary embellishments, making these pieces both bold and playfu.l Balloon skirts have made a bold return in 2024, redefining silhouettes with their voluminous shapes and playful flair. This trend is all about making a statement—whether it's through exaggerated proportions, structured fabrics, or bold colors. Balloon skirts add a sense of drama to any outfit, effortlessly transitioning from daytime chic to evening elegance. Paired with fitted tops or oversized sweaters, they create a dynamic contrast that draws attention and exudes confidence. Embracing this trend means embracing fun, femininity, and a touch of the unexpected in your wardrobe.

Athletic Sophistication: Tennis fashion off the court

Tennis-inspired fashion has taken center court in 2024, as sporty-chic styles have seamlessly transitioned from the court to everyday wardrobes. Think pleated skirts, crisp polo shirts, and sleek tennis dresses that offer a blend of athleticism and elegance. This trend isn't just about function—it's about making a statement with clean lines, fresh whites, and preppy details that exude confidence. From brunch to shopping trips, girls everywhere are embracing this effortlessly cool aesthetic, proving that you don't need a racket to serve up serious style.





The Wide-Leg Shorts

Combining the relaxed comfort of shorts with the elegant flow of wide-legged trousers. This trend is all about effortless chic, offering a breezy, laid-back look that's perfect for both sunny days and evening outings. With their loose, airy fit and versatile style, wide-leg shorts can be dressed up with a tailored blouse or kept casual with a simple tee. This summer staple brings a new level of sophistication to your wardrobe, proving that comfort and class can go hand in hand.

Polished Preppy

This trend emphasizes a return to refined and classic styles with a modern twist. Think statement suiting, tailored pieces, and the comeback of polo shirts, all reflecting a desire for sophistication. It's a playful yet refined aesthetic that effortlessly balances structure with softness, offering a refined elegance that's perfect for any occasion.





Redefined Ballerina Flats

Mesh ballerina flats to be precise are emerging as a must-have in 2024, combining the timeless elegance of ballet-inspired footwear with modern, breathable designs. These shoes are the perfect blend of style and comfort, making them versatile enough to pair with both casual and more polished outfits. This trend has been embraced by celebrities like Sofia Richie and Dua Lipa, who have been spotted sporting these barely-there shoes.



The Asymmetric Skort

Blending the comfort of shorts with the chic appeal of a skirt screams, "Put me in your closet!" The asymmetric skort has become a cult favorite in 2024, offering a fresh, modern twist on the classic silhouette. Perfectly balancing casual ease with a touch of elegance, this trend effortlessly elevates any outfit. Whether dressed down with a tee or dressed up with a blazer, the asymmetric skort proves that comfort and style can be a perfect match.

Subversive Prep

Classic preppy layers like cardigans and polo shirts are getting a rebellious update with bold prints, sequins, and unexpected pairings, making traditional styles feel fresh and daring



The Flat-Heeled Mary Janes: Feminine Classic

The feminine and classic flat-heeled Mary Janes, characterized by their distinctive strap across the instep, have emerged as a rising star in 2024, boasting an impressive 108% growth. This shoe model has found favor primarily among Edgy consumers aged 26-35 and 45 and older, reflecting its broad appeal across different age groups. According to fashion experts the popularity of flat-heeled Mary Janes is expected to continue its steady growth, cementing its status as a key footwear trend of 2024.



Hyper Feminine

Ultra-girly aesthetics are back, with influences from coquette core, ballet, and cottage vibes. Expect to see lots of pinks, lace, bows, and floral prints, channeling a whimsical and romantic feel. Celebrating all things delicate and graceful. This trend is characterized by soft fabrics, romantic silhouettes, and intricate details like lace, ruffles, and floral prints. Whether it's a flowing dress with a cinched waist or a blouse adorned with dainty embellishments, ultra-feminine pieces bring a touch of whimsy and elegance to any outfit. Perfect for those who love to showcase their feminine side with a modern edge, this trend is all about embracing beauty and softness in your style.

These trends highlight a diverse and eclectic fashion landscape for 2024, where personal expression and creativity are key. Whether you're drawn to nostalgic pieces or looking to experiment with new shapes and textures, there's something for everyone in this year's style offerings.

DESIGNER *feature*

LOHIJE



"Our brand's DNA is rooted in African architecture-inspired silhouettes and the use of vibrant, indigenous textiles."

GIFT OLOHIJE RAJI, Founder & Creative Director LOHIJE

What does your brand name mean?

LOHIJE is an eponym derived from my name, OLOHIJE, which means 'Who God sends".

How did you decide to become a part of the fashion space as a designer?

From childhood, I've always had a keen eye for the arts and naturally thrived in creative spaces. My love for African culture and sustainable fashion was largely inspired by my parents—my father, a passionate lover of indigenous music and arts, and my mother, a seamstress. Their influence nurtured my passion for design, particularly African-inspired fashion. It felt natural for me to venture into the creative arts, as I did before ultimately landing in fashion.

Are you self-taught or do you have any formal training?

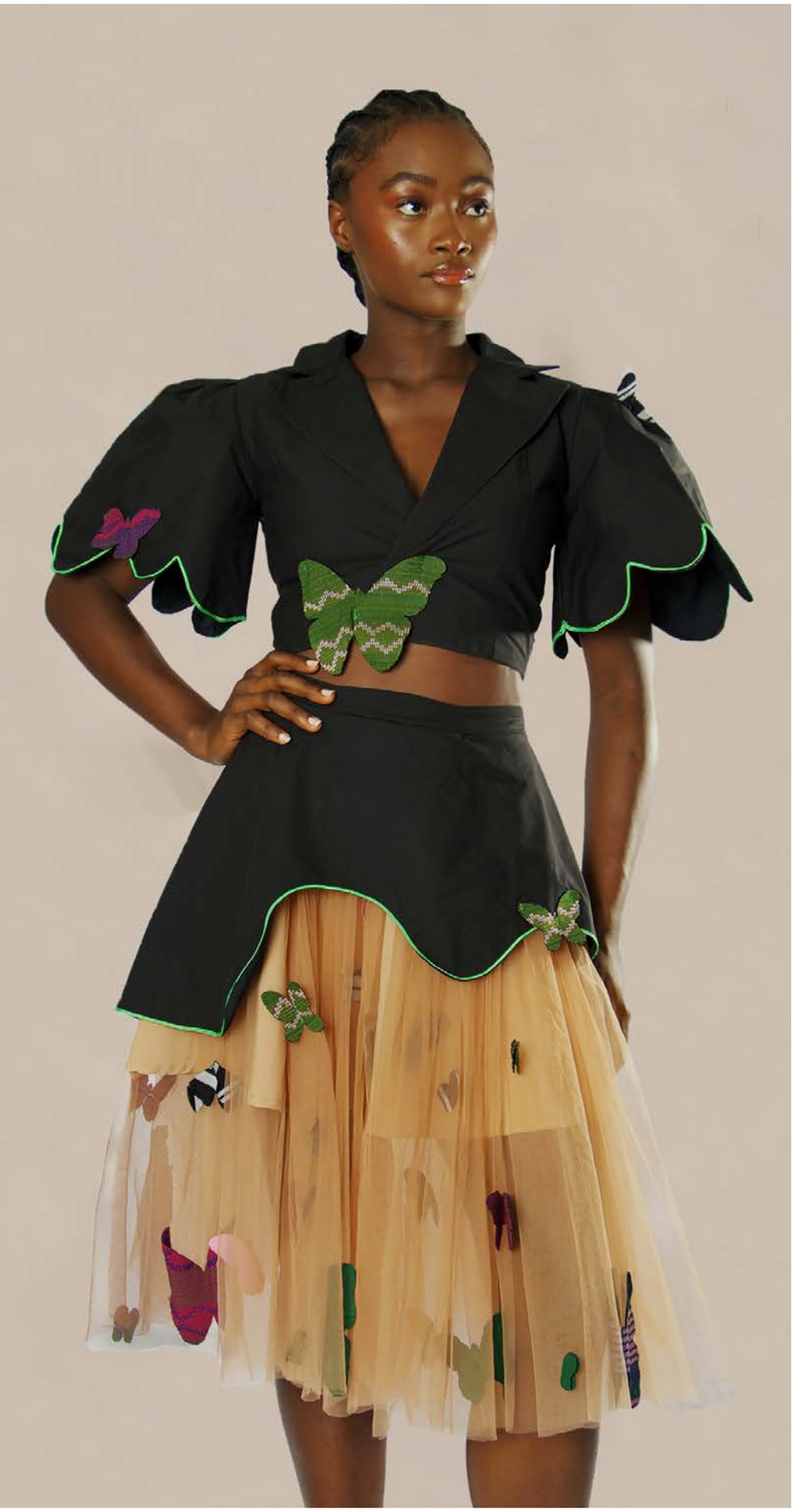
I hold a diploma in Fashion Design, and since founding LOHIJE, I have continued to take courses in sustainable fashion, fashion business management, fashion design, and production to further enhance my skills and knowledge.

What would you say have been the challenges in your business?

Like in the Nigerian fashion industry, one prevalent challenge we also face is the scarcity of skilled workers. Additionally, like most businesses in Nigeria, we face issues such as unreliable electricity, hike in fuel prices and the overall disintegrating state of the economy. Securing adequate funding for scaling the business is another significant challenge. As a sustainable fashion brand, we've also encountered difficulties in identifying the right artisan communities to collaborate with, ensuring transparency throughout the textile production chain, and educating the entire team to uphold the brand's sustainable ethos.

What would you say the Nigerian fashion industry is missing?

One gap I have continually noticed in the Nigerian fashion industry is the lack of structure, particularly in the educational sector. There aren't enough globally standardized curricula being taught in fashion schools and in the few tertiary institutions that offer fashion design as a course. This has hindered the industry's growth and the development of a strong structure. The absence of a broader range of fashion professionals can also be traced back to the shortcomings in the educational system. Another significant gap is the lack of verified organizations that can endorse the sustainability of brands by global standards. While many brands claim to be sustainable,



the standards for measuring this is left to the conscience of the brand itself, unless the brand takes the initiative to educate itself on global best practices. Once again, it comes back to education, which is the bedrock of any society and key to driving pivotal change and innovation.

What is your normal day to day schedule?

My typical day-to-day work routine involves overseeing general operations, reviewing and managing financial details, and directing the creative team. I also handle communication and orders from clients who have direct access to me. In between, I make out time for designing garments or watching videos of designers, responding to emails, and reviewing brand strategies. I always try to find moments to relax, recharge, and rethink our strategies to ensure we stay aligned with our goals.

What would you say makes your brand stand out? What's your brand DNA and do you have any house codes?

What sets our brand apart is our deep commitment to using indigenous textiles and collaborating with local artisans. We not only draw inspiration from them but also through collaboration, encourage them to innovate and evolve their crafts into contemporary styles, ensuring they remain relevant.

Our brand's DNA is rooted in a silhouette that reflects structural design mostly inspired by ancient African architecture, evident in both the construction of our garments and the textile prints. Our designs are highly functional, and each collection tells a story through its textile design. We embrace vibrant colors and use handmade accessories, such as buttons made from discarded coconut shells and recycled plastic.

Additionally, our commitment to recycling and upcycling remnant materials is central to our ethos. One of the first principles we instill in our team is that there is no waste; we are dedicated to transforming our 'waste' into valuable resources.

What was the inspiration for your past two collections?

The inspiration for my last two collections, WHERE THE LINES MEET and UPNORTH: THE JOURNEY CONTINUES, was a tribute to the weavers in Iseyin, Oyo State, and Warawa, Kano State. I was inspired not only by their exceptional textile crafts but also by the historic architectural structures that continue to serve as a beacon of the past. As I often say, LOHIJE is a traveler, and with each collection, we explore new artisan communities and integrate them into our extended family, creating across diverse traditions and histories.









“Lupita Nyong’o embodies sophistication and elegance, making her the ideal person to wear LOHIJE.”

As a designer, do you wear all your pieces?
I wear at least 90% of my pieces

Who would be an ideal person in your clothes and why?
Lupita Nyong’o would be an ideal person to wear our clothes. She embodies success, sophistication, and elegance while staying true to her culture and roots. Her deep appreciation for African history and progress, both within the continent and globally, aligns perfectly with the values and aesthetic of LOHIJE.

Who is the ideal LOHIJE client
The ideal LOHIJE client is sophisticated and elegant, but most importantly, a conscious buyer with a deep appreciation for unique and indigenous crafts.

Do you have a mentor and what was the best advice they’ve ever given you?
Yes, I have had the privilege of being guided by amazing mentors who have significantly influenced my journey as a creative entrepreneur. One of the best pieces of advice I’ve received is, ‘You are not in competition with others; stay true to your brand.’ Another valuable insight is, ‘Focus on what works, not what doesn’t.’ These pieces of advice have been instrumental in shaping my approach to my work and maintaining authenticity.

What is the future of fashion in your opinion
In my opinion, the future of fashion is set to be profoundly influenced by Africa. We will see more African brands gaining global recognition as luxury icons and setting new standards for luxury and design. Technology will play a major role in shaping the industry, and those who effectively harness it will lead the way. Additionally, sustainability and circularity will become crucial in determining a brand’s relevance, as increasingly conscious consumers prioritize these values.



Advice to young designers?
As a young designer myself, I’d offer this advice to fellow designers: First, remember that you are not in competition with others—stay true to your own brand. Focus on what works for you, rather than what doesn’t. Additionally, lead your team with kindness and integrity, continuously evolve and rebrand as needed, and be compassionate with yourself. Don’t hesitate to change the direction of your brand when necessary. Seek help and listen to advice from corporate professionals; their insights can be invaluable in helping you structure and grow your brand effectively.









DESIGNER *feature*

MÓYE

What does your brand name mean?

Móye is a tribute to my mother's eclectic wardrobe and the cherished individuals in my life. It represents a canvas for creativity where I blend diverse influences into unique, harmonious ensembles. The name honors the legacy of self-expression and style that has deeply inspired me throughout my life as it is in fact her name, MOYEKE JOHNSON NUPO

How did you decide to become a part of the fashion space as a designer?

Fashion wasn't something I grew up knowing much about. In fact, it struck me unexpectedly, and ever since, it has been a passionate love affair that has shaped my life. As a child, I was always experimenting with things around me, always curious to see what the result would be when I mixed different elements together. This natural curiosity translated into many aspects of my life, but it was fashion that captured my heart. One of my earliest memories involves wrapping myself in my mother's vibrant and beautiful wrappers, imagining I was walking into grand rooms full of people, sometimes even envisioning myself on my wedding day. During my university days, I fell even deeper in love with the art o tailoring and design. I started making dresses for friends and family, experimenting further with my craft. These experiences honed my skills and made me realize that fashion was truly my calling. Eventually, this passion led me to start my very first brand, IDIOLNUPO, which was the foundation for everything I've gone on to build. Through that journey,



"Móye Africa blends my love for design, my cultural heritage, and the eclectic influences that shaped me."

IFEDAYO NUPO, Founder & Creative Director MÓYE AFRICA

Fashion, for me, became a way to express myself and to bring my creative ideas to life. What started as simple curiosity has now grown into Móye Africa, where I get to blend my love for design, my cultural heritage, and the eclectic influences that have shaped my journey.

Are you self-taught or do you have any formal training?

My journey in fashion is mostly self-taught, though I did take about two months to learn how to cut and sew basic designs. After that, everything I've developed has come from hands-on experimentation and my creative instincts.

What would you say have been the challenges in your business?

One of the biggest challenges throughout my journey, starting with my first brand, IDIOLNUPO, and now with Móye Africa, has been finding a balance between staying true to my creative vision and managing the practical, business side of fashion. My passion lies in designing and creating, but running a brand requires so much more—logistics, marketing, production management, and finances. Navigating these business aspects while ensuring my creativity doesn't get stifled has been a significant learning experience.

Another challenge I've faced with both brands is sourcing sustainable materials and working with artisans who can bring my designs to life while maintaining the quality and affordability that I strive for.

Additionally, finding the right team has been a challenge. Building a staff that not only understands my creative vision but also aligns with the brand's values and work ethic has been difficult at times.



/hat would you say the Nigerian ashion industry is missing?

ne of the key thing missing is better infrastructure nd access to resources. For many designers, including yself when I first started with IDIOLNUPO, it was fficult to find reliable suppliers, quality fabrics, or anufacturers who could bring our designs to life at ale. The lack of industry-standard facilities makes challenging for designers to produce high-quality ork consistently.

dditionally, there's a need for more platforms at can give designers, especially upcoming ones, eater visibility both locally and internationally. hile Nigerian fashion is gaining more global tention, having more platforms like fashion eeks, showcases, and mentorship programs at connect designers to a global market ould further elevate the industry.

uilding more awareness around sustainability Nigerian fashion will not only benefit the nvironment but also increase the global mpetitiveness of Nigerian brands.

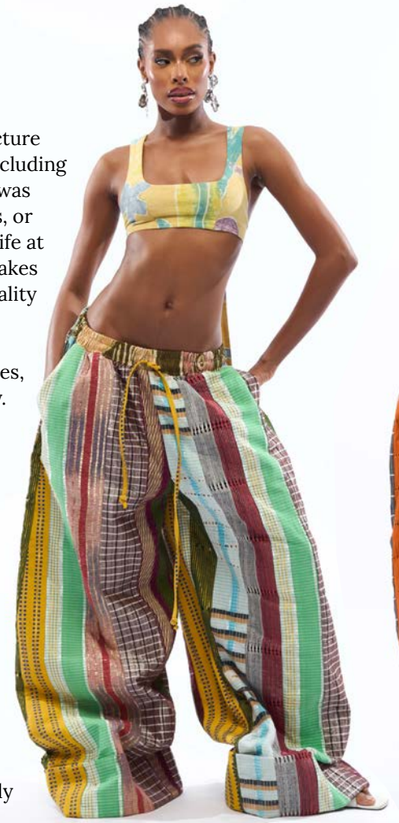
/hat is your normal ay-to-day schedule?

y day-to-day schedule honestly changes epending on how much work I have to get ne. As much as I enjoy slow mornings, I usually ake up with thoughts of work on my mind. ost days, I start my morning at home, reviewing ngoing projects, checking in on designs, and making re everything is on track. Whether it's new ideas or visions for current collections, I like to take that time focus on the creative side of things.

nce I'm up and moving, I usually head to the studio workshop, where I dive into the heart of the day's sks. If there are fittings, sample approvals, or fabric lections, that's when I handle them. My schedule n get pretty busy depending on what stage e are in with production, especially if I'm anaging both Móye Africa and handling any quiries or custom requests related to my rst brand, IDIOLNUPO.

/hat would you say makes our brand stand out? /hat's your brand DNA and o you have any house odes?

oth Móye Africa and my first and, IDIOLNUPO, stand out ecause they are deeply rooted authenticity and cultural orytelling. What makes my ands unique is the blend of aditional African craftsmanship ith contemporary designs. I ke great pride in honoring African eritage through textiles, techniques, d silhouettes, but I also strive to make my



















pieces feel modern, versatile, and wearable in everyday life. This balance between the old and the new is at the core of what sets my designs apart.

What was the inspiration for your past two collections?

I kinda see myself as a story teller.. lol
For Móye Africa, we've had one collection so far, as we've only recently launched about 3.5 months ago. The collection was titled IrinAjo Adaba. The inspiration for this collection was deeply personal, symbolizing resilience and peace, represented by the dove, or "Adaba" in Yoruba. The collection is a narrative woven with the essence of our journeys—marked by both joy and adversity, as well as the profound emotions tied to life's uncertainties and desires. It reflects a pivotal moment of introspection and change, embracing each experience with courage

As a designer, do you wear all your pieces?

Absolutely! I believe that to truly understand a piece, I need to experience how it feels and moves on the body. I wear my designs from both Móye Africa as its mostly my personal style, however rarely IDIOLNUPO, *shy face*. However, they are extensions of my personal style and creativity. Each piece carries a story and represents a part of me, so it's important that I can connect with it on a personal level. Wearing my own designs also allows me to experience them from the perspective of the wearer. I get to see firsthand how the fabrics behave, how the fit holds up throughout the day, and how comfortable or functional the pieces are. This helps me refine my designs further and ensures that every piece I release is something I'd proudly wear myself.

Who would be an ideal person in your clothes and why?

The ideal person in my clothes is someone who embraces individuality and isn't afraid to stand out. They value authenticity and appreciate the story behind each piece. Whether it's a design from Móye Africa or IDIOLNUPO, my ideal wearer understands the craftsmanship and cultural significance embedded in every garment. They are confident, bold, and see fashion as a form of self-expression, using clothing as a way to tell their own story.

Did or do you have a mentor, and what was the best advice they've ever given you?

I haven't had a formal mentor, but I've been blessed with support from family members, kind friends, and big uncles and aunties who have guided me along the way. Their advice and encouragement have been instrumental in shaping my journey. The best advice I've received from them is to stay true to my vision, no matter the challenges. They've always reminded me to trust my instincts and create from a place of authenticity.

Advice to young designers?

My advice to young designers is to stay true to yourself and your creative vision. The fashion industry can be challenging, and there will always be pressure to follow trends or fit into certain expectations, but the most important thing you can do is remain authentic. Trust your instincts, and don't be afraid to explore and experiment—that's how you grow as a designer.
Also, be patient with the process. Building a brand or a name for yourself takes time, and it's okay to take things one step at a time. Learn as much as you can, whether it's from people around you, your own experiences, or from those who inspire you. And remember that mistakes are part of the journey; they teach you valuable lessons and help you improve.
Most importantly, let your passion drive you. Fashion is an art form, and when you create from a place of love and purpose, it shines through in your work. Keep pushing forward, stay curious, and always create with intention.

GTCO FSHN

PRESENTATION STAGE *Designers*



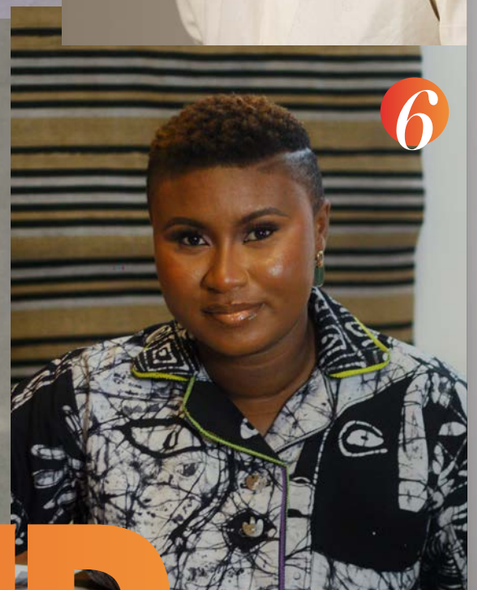




1. MOYE AFRICA
2. ELPIS MEGALIO
3. IBILOLA OGUNDIPE
4. JEWEL JEMILA
5. NINIE
6. LOHIJE







IN WKND

Welcome to The Skincare Awards, where we celebrate the creams, serums, and treatments that not only deliver radiant results but also command a place of honor on your vanity. These aren't just skincare products; they're the new icons of beauty, as sought after as the latest It bag. Here's our curated list of must-haves that will elevate your skincare routine to a whole new level of glamour.

the Skincare AWARDS

Face creams and serums as covetable as an It bag. Here's our list of your routines new status symbols

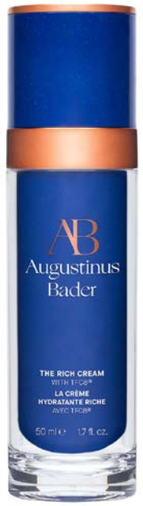




La Mer - Crème de la Mer Moisturizing Cream

Price: $380 (2 oz)

Known as the Rolls-Royce of moisturizers, La Mer's Crème de la Mer has maintained its legendary status for years. Its signature Miracle Broth, a blend of nutrient-rich sea kelp, vitamins, and minerals, is meticulously crafted through a three-to-four-month fermentation process and promises to transform your skin with a luminous glow. The cream's rich texture provides deep hydration, soothing even the most sensitive skin while reducing the appearance of fine lines and wrinkles. Owning this luxurious jar is akin to holding a piece of skincare history.



Augustinus Bader The Cream

Price: $290 (1.7 oz)

Backed by 30 years of stem cell research, Augustinus Bader's The Cream features the brand's patented TFC8 (Trigger Factor Complex), which includes over 40 ingredients such as amino acids, high-grade vitamins, and synthesized molecules. This lightweight cream supports the skin's natural repair processes, reducing the appearance of fine lines, wrinkles, and hyperpigmentation. Its sleek design and impressive results have made it a go-to for those seeking both high-performance and prestige. This sleek blue bottle on your vanity is akin to a designer accessory.



Dr. Barbara Sturm Hyaluronic Serum

Price: $300 (1 oz)

When it comes to skincare that screams luxury, Dr. Barbara Sturm's Hyaluronic Serum is a staple. Known for its powerful hydrating properties, this serum is a favorite among A-listers and beauty editors alike. Its minimalistic packaging is as chic as it is effective. Formulated with both low- and high-weight hyaluronic molecules that penetrate the skin deeply and on the surface, offering intense hydration and plumping effects. Infused with Purslane, an antioxidant powerhouse, it also protects against free radicals. This serum delivers a glow that's hard to match, making it a key item for anyone aiming for that coveted dewy complexion.



Tatcha The Dewy Skin Cream

Price: $70 (1.7 oz)

Inspired by centuries-old Japanese beauty secrets, Tatcha's The Dewy Skin Cream is packed with Okinawa red algae, hyaluronic acid, and the brand's Hadasei-3 complex—a blend of green tea, rice, and algae. This formula deeply hydrates and imparts a luminous glow, making it perfect for dry and combination skin. The beautiful packaging and lush texture make it as much a pleasure to use as it is effective, embodying luxury at an accessible price point. This cult favorite delivers rich hydration and a dewy glow worthy of a spot on any vanity.



SK-II Facial Treatment Essence

Price: $245 (5.4 oz)

Often referred to as "miracle water," SK-II's Facial Treatment Essence is a holy grail in the skincare world. With over 90% Pitera, it revitalizes skin for a smoother, more radiant appearance. This skincare equivalent of a timeless Chanel bag is powered by over 90% Pitera, a naturally derived bio-ingredient rich in vitamins, amino acids, and minerals. With essence comes the promise to enhance skin texture, clarity, and radiance, making it a staple for achieving glass-like skin. The elegant packaging and revered reputation make it a luxury skincare essential that never goes out of style.

Drunk Elephant T.L.C. Sukari Babyfacial

Price: $80 (1.69 oz)

Drunk Elephant's T.L.C. Sukari Babyfacial is a potent blend of 25% AHA and 2% BHA, featuring glycolic, lactic, and salicylic acids that exfoliate the skin, revealing a brighter, smoother complexion. The addition of chickpea flour helps to soothe and balance the skin after exfoliation. This at-home facial treatment is as effective as professional options, making it a beloved product for those who want radiant skin without leaving their home. This at-home facial treatment delivers professional-grade results, making it a coveted addition to any skincare regimen.





Chanel Hydra Beauty Micro Serum

Price: $150 (1 oz)

Chanel's Hydra Beauty Micro Serum features the innovative Camellia Alba PFA, derived from the iconic camellia flower. This serum provides intense, long-lasting hydration while leaving the skin plump and radiant. The micro-droplet technology ensures that the serum is delivered in its purest form, making it an essential luxury for those who seek flawless, hydrated skin with a touch of couture.





Sisley Paris Black Rose Cream Mask

Price: $220 (2.1 oz)

Sisley Paris' Black Rose Cream Mask is known for its instant youth-enhancing results. Enriched with Black Rose extract for softness, Padina Pavonica to boost moisture, and Red Vine extract to improve radiance, this mask is a quick fix for tired, dull skin. Its velvety texture and luxurious scent make it a spa-like experience at home, perfect for those moments when your skin needs an extra dose of TLC.



La Prairie Skin Caviar Luxe Cream

Price: $555 (1.7 oz)

La Prairie's Skin Caviar Luxe Cream is the ultimate in skincare opulence. Infused with Caviar Extract, known for its lifting and firming properties, and La Prairie's exclusive Cellular Complex, this cream rejuvenates and regenerates the skin at a cellular level. The rich, decadent texture combined with its elegant packaging makes it a luxury experience both inside and out.



Sunday Riley Good Genes All-In-One Lactic Acid Treatment

Price: $85 (1 oz)

Sunday Riley's Good Genes is a game-changer, formulated with purified lactic acid that exfoliates the skin, removes dead cells, and reveals a brighter, more even complexion. It also contains licorice root extract to naturally brighten and improve skin tone. Its bright packaging and instant results have made it a skincare staple for those who want a radiant complexion with minimal effort. This hero product earned a permanent spot on beauty shelves worldwide.

In a nutshell, these products not only deliver high-performance results but also symbolize luxury and exclusivity in the world of skincare. Whether you're indulging in the science-backed formulas or displaying the beautifully designed packaging, these items represent the pinnacle of beauty that merges efficacy with elegance.

Thrift Shopping

THE TRENDY WAY TO STAY STYLISH AND SAVE





In recent years, thrift shopping has gone from being a niche activity to a full-blown fashion trend, capturing the hearts of style-conscious individuals globally. However, in Nigeria, the thrift shopping experience—locally referred to as okrika or bend down select—has its own unique flavor, deeply rooted in the cultural and economic landscape. What was once seen as a necessity for those on a tight budget has evolved into a fashionable, eco-friendly choice embraced by people from all walks of life.

Thrift shopping in Nigeria has a long history, originally serving as a more affordable way for people to acquire clothing. For many, it was a practical solution in a country where imported new clothes often carried high price tags. However, over the years, okrika has shed its humble beginnings and become a trend in its own right, catering to a growing number of Nigerians seeking unique, stylish, and affordable fashion. Nigerian markets like Yaba, Katangua, and Tejuosho in Lagos are famous for their bustling thrift sections, where piles of second-hand clothing from Europe, the U.S., and Asia are sold at a fraction of the cost of new items. These markets have become hotspots for fashion lovers who relish the hunt for vintage treasures and contemporary finds alike. The thrill of searching through stacks of clothing, negotiating prices, and discovering hidden gems is part of what makes thrift shopping in Nigeria so appealing.

Beyond the traditional markets, thrift shopping has also embraced the digital age. Social media platforms like Instagram and WhatsApp have become virtual thrift stores, where sellers curate collections of second-hand clothing for an eager audience. This shift to online thrifting has made it easier for Nigerians to access unique fashion items without the hustle and bustle of physical markets.



Thrift shopping may be a global trend, but it takes on different forms in various parts of the world. In the United States, thrift stores like Goodwill and The Salvation Army have long been staples of the second-hand shopping experience, offering everything from clothing to household items. In Europe, vintage boutiques and flea markets are popular destinations for those looking for high-quality, pre-loved fashion.

In Japan, thrift shopping is often associated with the concept of "mottainai," a cultural principle that emphasizes the importance of not wasting resources. Second-hand stores like Bookoff and Kinji are popular among young people looking for affordable fashion with a unique twist. Meanwhile, in Australia, the popularity of thrift shopping has grown alongside the rise of sustainability movements, with charity shops like Vinnies and The Red Cross becoming go-to spots for ethical fashion.

THRIFT SHOPPING AS A FASHION STATEMENT

Thrift shopping is no longer just about saving money—it's about making a statement. With fast fashion contributing to environmental degradation and concerns about sustainability on the rise, people are turning to thrift shopping as a way to reduce waste and support sustainable fashion practices. By choosing second-hand clothing, shoppers are not only finding stylish pieces but also making a conscious decision to lessen their impact on the environment. Thrifting also offers a unique opportunity to express individuality.

Unlike mass-produced clothing, which can often lead to a sea of identical outfits, thrifted items have a one-of-a-kind appeal. Whether it's a vintage dress from the 1980s, a rare designer piece, or a quirky accessory, thrift shopping allows Nigerians to curate a wardrobe that reflects their personal style rather than simply following the latest trends.

Thrift shopping has democratized style, making it accessible to a broader audience and challenging the notion that high fashion requires a high budget. Nigerian fashion influencers have also played a role in elevating thrift shopping's status by showcasing their thrifted finds on social media and at public events, further popularizing the trend. Entrepreneurs have seized the opportunity to create businesses around thrifting, from small-scale market vendors to more established online thrift stores. This growing industry not only provides affordable fashion options but also supports local economies and creates jobs.

As thrift shopping continues to evolve, its impact on the fashion industry and consumer habits is undeniable. With sustainability becoming increasingly important, and as more people embrace the idea that fashion doesn't have to come with a hefty price tag, thrift shopping is likely to remain a prominent and influential part of the country's fashion landscape.

In conclusion, thrift shopping is more than just a trend—it's a global cultural shift that seamlessly blends tradition with modernity, affordability with style, and sustainability with individuality. Whether you're navigating the bustling markets of Lagos or exploring curated collections online, thrift shopping offers a rich and diverse world of fashion that transcends borders and reflects changing attitudes towards consumption. From Nigeria to New York, it's a movement that empowers people to stay stylish, express their unique identities, and make a positive impact on the planet.





Simplifying wardrobes with versatile, timeless pieces that can be mixed and matched for various occasions.

Capsule Wardrobes AND MINIMALISM

Have you ever experienced the overwhelming feeling of standing in front of a closet brimming with clothes, yet still struggling to find something to wear? This common dilemma often results from a relentless chase for the latest trends and an accumulation of pieces that clutter our lives. The quest for simplicity and elegance in our wardrobes has never been more relevant, leading many to embrace minimalist fashion trends and the concept of capsule wardrobes.

Minimalist fashion is not merely about wearing neutral colors or basic pieces. It represents a mindset—a deliberate choice to embrace simplicity and elegance in everyday outfits. This approach prioritizes quality over quantity and timeless pieces over fleeting trends.In recent years, minimalist fashion has captivated many with its clean lines, impeccable tailoring, and effortless appeal. The core of minimalist fashion lies in celebrating simplicity while making a bold statement through understated designs. It is a reaction against the fast-paced fashion industry's constant trend-chasing, advocating for a mindful and sustainable approach to style.

THE ORIGINS OF THE CAPSULE WARDROBE CONCEPT

The term "capsule wardrobe" was first introduced in the 1970s by Susie Faux, owner of the London boutique "Wardrobe." Faux, who grew up immersed in the world of fashion, aimed to help women create a streamlined and stylish collection of clothing. Her idea centered around the notion of owning fewer, higher-quality pieces that could be mixed and matched to create a multitude of outfits. This approach was revolutionary at the time, as it encouraged women to focus on timeless, well-fitting clothing rather than being swayed by fleeting trends.

Faux's concept gained traction in the 1980s, thanks to American designer Donna Karan. Her "Seven Easy Pieces" collection showcased the power of a minimal wardrobe by demonstrating how seven interchangeable items could form the basis of a versatile and stylish wardrobe. Karan's collection, which featured a black bodysuit as the foundation, resonated with modern, career-oriented women who were seeking a practical yet elegant approach to fashion.

THE WORLD OF MINIMALIST FASHION

We have all heard the saying ' Less is more'. It's all about clean lines and structured silhouettes, emphasizing streamlined designs that highlight your natural figure without unnecessary embellishments. Opt for sleek shift dresses, A-line skirts, and tailored trousers that embody simplicity and sophistication. Embracing a neutral color palette—think white, black, beige, and gray—creates a versatile and cohesive wardrobe. These understated hues are easy to mix and match, offering a polished and put-together look that can adapt to various occasions. Investing in high-quality basics is key to building a minimalist wardrobe. Timeless essentials such as well-fitted white shirts, tailored blazers, and classic black trousers form a strong foundation, allowing you to effortlessly create multiple outfits. Purposeful accessories further enhance your look without overpowering it. Opt for quality pieces with clean designs, like delicate gold jewelry, minimal watches, and sleek leather bags, to add a touch of sophistication and elevate your style.

A capsule wardrobe serves as the perfect foundation for a minimalist clothing collection. This curated collection of versatile, timeless pieces can be mixed and matched to create a variety of outfits, minimizing clutter and simplifying your daily dressing routine.

HOW TO BUILD YOUR OWN CAPSULE WARDROBE



1 Assess Your CurrentWardrobe

Start by evaluating what you already own. Identify pieces that you frequently wear and those that align with your personal style. This step helps in deciding what to keep and what to let go of as you transition to a capsule wardrobe.

2 Define Your Style and Lifestyle Needs

Consider your daily activities and the environments you frequent. Your capsule wardrobe should reflect your lifestyle, whether it includes professional attire, casual wear, or a mix of both. Define your style to ensure that your wardrobe aligns with your aesthetic and functional needs.





3 Curate Core Items

Focus on selecting high-quality basics in neutral colors. Essential items might include a tailored blazer, a classic white shirt, high-quality denim jeans, and a little black dress. These staples will form the foundation of your wardrobe, allowing for endless outfit combinations.

4 Add Statement Pieces

While a capsule wardrobe emphasizes minimalism, incorporating a few statement pieces can add personality. Consider items like a bold printed scarf, colorful flats, or unique minimalist jewelry. Ensure that these pieces maintain the overall simplicity of your wardrobe.





5 Create Versatile Outfits

Maximize the potential of your capsule wardrobe by experimenting with layering, accessorizing strategically, and playing with proportions. Layer a basic t-shirt with a tailored blazer, accessorize with a sleek belt or structured handbag, and mix oversized with fitted pieces to create balanced and modern silhouettes.

Why curate a capsule wardrobe

A capsule wardrobe offers a streamlined approach to dressing that brings multiple benefits. By simplifying your clothing choices, a minimalist wardrobe reduces decision fatigue and makes getting dressed each day a more efficient process. With a selection of well-coordinated pieces, you can easily create outfits without feeling overwhelmed by an excess of options. Economically, investing in high-quality, timeless items may require a higher initial outlay, but it results in long-term savings by minimizing the need for frequent replacements and curbing impulse purchases. This thoughtful approach not only supports better financial management but also aligns with sustainable fashion practices. By focusing on quality over quantity, you contribute to reducing consumption and waste, fostering a more eco-friendly wardrobe. Additionally, minimalist fashion encourages creativity within a refined set of options. A well-curated collection allows for personal expression through versatile combinations, enabling you to showcase your unique style with elegance and simplicity

The Challenges

Transitioning to a capsule wardrobe may come with its own set of challenges, but with the right approach, you can embrace this minimalist style and its many advantages. One common hurdle is the allure of new fashion trends, which can be difficult to resist. To navigate this, it's helpful to concentrate on timeless pieces that reflect your personal style rather than chasing fleeting trends. If you wish to incorporate trendy elements, focus on accessories that can effortlessly enhance your existing wardrobe without disrupting its cohesion.

Another challenge is the initial feeling of limited options. A smaller wardrobe might seem restrictive at first, but this limitation can actually spark creativity. Experimenting with different combinations and layering techniques can breathe new life into your outfits. Additionally, accessories can provide versatility and variety, allowing you to refresh your looks without adding more clothing.

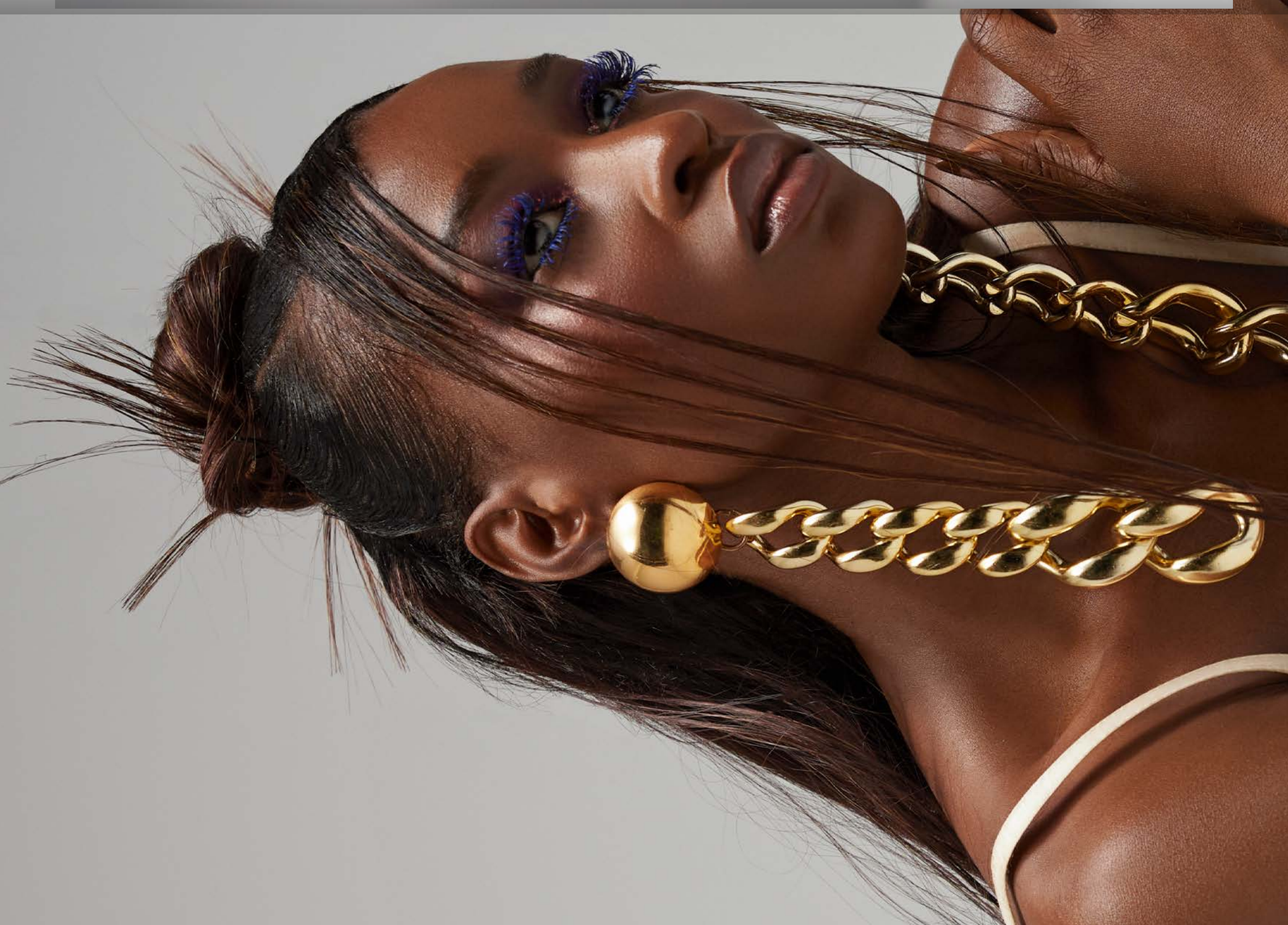
For those who find the idea of a capsule wardrobe overwhelming, a gradual transition can make the process more manageable. Begin by decluttering your current wardrobe and pinpointing your favorite pieces. You can then slowly incorporate capsule wardrobe principles by curating a mini-capsule for a specific season or aspect of your life, such as professional attire. This step-by-step approach helps ease the transition while allowing you to enjoy the benefits of a minimalist wardrobe.

In conclusion, embracing simplicity, elegance, and versatility, minimalist fashion allows you to create timeless and chic looks. By building a capsule wardrobe with well-chosen minimalist pieces, you can streamline your fashion choices and enhance your personal style. Remember, minimalist fashion is about embracing the beauty of simplicity, choosing quality over quantity, and curating a wardrobe that reflects your unique taste and lifestyle. Minimalism in fashion is not just a trend but a timeless approach that can transform your wardrobe, offering elegance and practicality in equal measure. By adopting a minimalist mindset and curating a capsule wardrobe, you can simplify your style and enjoy the benefits of a more intentional and refined approach to fashion.









Salon MATCH

FINDING THE PERFECT HAIR STUDIO FOR YOUR TEXTURE



The world of hair care as an African woman often means dealing with the joys and challenges of maintaining our glorious, diverse hair textures. Hair is an expression of individuality, and finding the right salon that understands your texture is essential. Whether you're rocking natural curls, locs, braids, or a sleek relaxed style, the right stylist makes all the difference. Here's how to find your perfect match. It all begins with knowing your hair type. From loose curls to tight coils, each texture requires a tailored approach. Hair types are generally classified into categories like Type 3 (loose, defined curls) and Type 4 (tighter kinks and coils). Whether you're embracing your natural curls or transitioning from relaxed hair, choosing a salon that caters to your specific texture is key to achieving healthy, flourishing strands. When it comes to finding the right salon, experience with your hair type matters more than flashy branding or celebrity clientele. In Nigeria, there's a growing list of salons that specialize in natural hair care, protective styling, and relaxed hair maintenance. Here are a few that stand out:

Known for its dedication to natural hair, **Hairitage Hub** has gained a loyal following for its treatments focused on nurturing curls and coils. They offer a range of services from twist-outs to moisture treatments, helping clients embrace and protect their natural hair. Their product line, specifically designed for textured hair, is an added bonus. Whether you're after a stylish twist-out, a protective updo, or simply a deep conditioning treatment, Hairitage Hub delivers with a personal touch. Their expert stylists celebrate your natural crown, making sure you leave the salon feeling empowered and radiant.

If you're looking for a salon with a modern approach to hair, **Taupe Salon** offers expertise in both natural and relaxed hair. The salon specializes in sleek blowouts, precision cuts, and luxury treatments for clients who want to keep their hair healthy while exploring chic, contemporary styles. Taupe Salon is a chic space for the woman who loves to experiment with different looks without compromising her hair's integrity. They offer a range of services from silk presses to beautifully installed weaves, always mindful of protecting your edges and strands. Taupe's stylists are well-versed in working with a variety of textures, making sure your hair stays healthy and stylish at the same time. Whether you're after a bouncy blowout or sleek, straight locks, Taupe Salon has got you covered.

Bloom is a haven for those seeking personalized hair care tailored to natural hair textures. The salon is highly regarded for its emphasis on scalp health and the careful use of products that promote growth and hydration. Whether it's a protective style or a simple wash and go, Bloom prioritizes healthy, flourishing hair. At Bloom Hair Studio, luxury and personalized care are at the forefront. Known for their creative approach to protective styling, Bloom caters to the modern woman who values hair health. Their services range from sleek braids to intricate cornrows and faux locs, all while ensuring your hair is treated with the utmost care. Bloom's commitment to customer satisfaction means they take time to understand your hair type and provide tailored advice on maintaining it.

Tasala HQ remains a top choice for women seeking a salon that understands the art of blending style with hair care. Known for their expertise in healthy hair practices, Tasala offers treatments like steam therapy and restorative conditioning for natural hair. Tsala is one of the top salons for intricate braiding styles and loc maintenance. They cater to clients who want to explore bold, creative protective styles while keeping their hair healthy underneath. Their team is skilled at working with textured hair, ensuring each client leaves with not just a hairstyle but a piece of wearable art.



Booking a salon visit can feel like a commitment, especially when it comes to your hair's health and style. To make sure the salon fits your needs, ask questions around their experience with their hair type and texture? The type of products they use, and it benefits on hair health? Also consider a salon's reputation which can often be gauged by its online presence. Instagram and Twitter are great tools for finding reviews and client testimonials. Search hashtags like #NaturalHairNigeria or #LagosSalon to find salons with glowing reviews from clients with similar hair textures. Photos of past clients and their experiences can give you a clear idea of what to expect. Word of mouth is also incredibly powerful. If you spot someone with a style you love, don't hesitate to ask where they got it done. Salons that come highly recommended by trusted friends or family are often a safe bet.

the POWER OF ACCESORIES

3 HAIR TRENDS OF THE YEAR

There's something undeniable about the way accessories transform a look. This year, the hair accessory game is bolder than ever. From effortless claw clips to statement-making headbands and oversized bows, hair accessories once made for practical use, have turned into the secret weapons in your arsenal. Ready to upgrade your everyday hairstyle or add a pop of personality to your evening look? These three hair accessories are defining the trends this year, bringing retro chic back in the most stylish way possible.



1

It's official, the **CLAW CLIP** has made a full-blown comeback. Once a staple of the '90s, claw clips were known for their practicality, perfect for effortlessly throwing your hair up when you're in a hurry, or need to hop in the shower. Today they've transcended mere functionality to become a key accessory in high-fashion circles. Designers are reimagining them with sleek, modern designs, offering options in everything from tortoiseshell and pastels to gold-plated metals and embellished versions that can hold their own at any glamorous event blending with any outfit you choose. Why do we love them? They bring a certain "I just threw this on" vibe while keeping you looking polished. It's the epitome of effortless chic, and whether you're rocking a messy bun or a half-up style, the claw clip delivers that cool-girl aesthetic.

2





HEADBANDS have always had a regal feel, and this year's trends are turning the volume way up. Think oversized, embellished, and statement-making headbands that draw attention the second you walk into a room. From pearls and rhinestones to floral appliqués and velvet textures, these headbands are all about making your crown sparkle, literally! The ultimate accessory for those days when your hair isn't cooperating, or when you simply want to add a bit of glamour without doing much else. Pair a bejeweled headband with a slick ponytail or let it accentuate soft waves. Either way, this trend speaks to the inner queen in all of us.



BOWS are back, and they're not just for little girls anymore. This year, bows have taken on a fresh, grown-up appeal, adorning everything from loose ponytails to intricate braids. The key to nailing this trend? Opt for oversized, dramatic bows made from luxe fabrics like satin, silk, or velvet. Gone are the days of overly delicate ribbons—today's bows are all about statement-making. Whether you're channeling your inner ballerina with a low bun and an oversized bow or tying one at the base of a high ponytail for a more playful vibe, bows bring a touch of whimsy to any hairstyle. They're the perfect balance of feminine and modern, offering endless versatility. And the best part? They instantly add that "wow" factor with minimal effort.

3





If fashion teaches us anything, it's that everything old becomes new again. Claw clips and bows aren't just relics of the past, they're redefined and reborn. What was once seen as a simple hair necessity is now a powerful fashion statement. It's all about reinvention, whether that means upgrading a classic accessory with bold materials or embracing new ways to style them. These trends have carved out a permanent space in modern hair styling, proving that accessories have the power to turn an ordinary look into something extraordinary. After all, fashion is about evolution, and as we revisit these beloved hair staples, we're reminded that style is always cyclical but with a fresh twist. So, next time you're looking for an easy upgrade, remember that a well-chosen hair accessory can be your most powerful styling tool. The claw clip, embellished headband, and bow are this year's must-haves—whether you're heading to brunch, a night out, or simply looking to elevate your everyday look, they've got you covered.



DIY NAIL ART

7 Fun and Easy Designs You Can Try at Home

Anyone can be an artist with these seven delightful DIY nail art designs that are perfect for the girl looking to add a personal touch to her manicure. Whether you're a nail art novice or a seasoned pro, these easy-to-follow tutorials will have your fingertips looking fabulous in no time.

Polka Dot Perfection

Add a playful twist to your nails with a classic polka dot pattern. Start with a base color of your choice, and once dry, use a dotting tool or the end of a bobby pin to create evenly spaced dots in contrasting colors. Play around with different sizes and arrangements for a fun, customized look.

Geometric Glam

Get geometric with a modern twist! Start with a neutral base coat. Once dry, use striping tape to create shapes or lines on your nails. Paint over the tape with bold colors, then carefully peel off the tape to reveal crisp, geometric patterns.





Ombre Effect

Create a stunning gradient effect with minimal effort. Apply a base color and let it dry. Next, use a sponge to dab on a lighter shade at the tips of your nails, blending it into the base color. Finish with a top coat for a smooth, seamless ombre look.



Marble Magic

Achieve a chic marble effect without the need for a salon visit. Apply a base coat and let it dry. Then, drop a few different nail polish colors onto a piece of plastic wrap. Swirl them together with a toothpick, and gently press your nails into the mix. Seal with a top coat for a glossy finish.

Abstract Art

Channel your inner Picasso with abstract nail art. Choose a base color and let it dry. Using a fine brush or nail art pen, apply random brushstrokes, dots, or shapes in different colors. There's no right or wrong way to do abstract art, so let your creativity run wild!



Glitter Glam

Add some sparkle to your life with glittery nails. Start with a base color and let it dry. Apply a layer of clear polish and sprinkle loose glitter over your nails while the polish is still wet. Gently press the glitter into the polish, and seal with a top coat to keep the sparkle in place.

PRO TIPS FOR SUCCESS

- Always start with a base coat to protect your nails and enhance the longevity of your design.
- Use a top coat to seal in your art and add shine.
- Clean up any mistakes with a small brush dipped in nail polish remover for a flawless finish.

With these simple yet stylish designs, you're all set to transform your nails into miniature masterpieces. Enjoy experimenting with these fun techniques and let your nails be the canvas for your creativity!



Floral Fantasy

Bring a touch of nature to your fingertips with delicate floral designs. After applying a base coat, use a fine brush or a nail art pen to draw small flowers or leaves. Experiment with different colors and patterns to create your own unique floral masterpiece.





Qing Madi

STYLE, HUMOUR, & DREAM JOBS

(She's Totally Thought About)

When Qing Madi isn't turning heads with her music or effortlessly cool style, she's dreaming up hilarious alternate careers (pro noodle chef, anyone?). In our chat, we dove into everything from her fashion must-haves to those "what if" moments that will leave you smiling. Spoiler alert: This girl's got plans, and not all of them are what you're expecting!





“Silver makes me feel amazing, and I love the timeless elegance of pearls.”



Hi, Qing Madi, how are you?
Hello, I’m great.

So what’s the idea behind your stage name?
I wanted a name that stood for femininity but was also original, something that defines what I’m about. I feel like “King” is very in charge and has a lot of presence. So, King with a Q is cool, and Madi means extremely talented, which I think I am! Plus, the way I spelled my name made all the difference.

Yep, it is! Okay, so what song would you call your breakthrough track, the one that brought you into the limelight?
Oh my God. I feel like it would be my first-ever song, See Finish. A lot of people are still discovering it, but I feel like that was one of the tracks that gave me my first set of fans. I didn’t have any fans before that, and I’m so glad my first attempt at putting out a song got such positive reviews and love.

What’s a typical songwriting process for you?
I almost always start with a beat. I haven’t written without a beat since after I blew up, but maybe that’s just laziness! My friend Wade usually prepares the beat. When he plays it, I freestyle a bunch of melodies. Once I find the melody I like, I think about what experience I’m trying to capture in the song and just put it in. Then you guys get to hear it. That’s kinda how it happens!

What other career path do you see for yourself aside from music?
That’s a crazy question because it would’ve been two things. I feel like I could’ve been a professional dancer, like a contemporary ballet dancer or a teacher. I don’t think that’s off the table, though. Or I would have been a serious Indomie chef, no joke! That was a real dream of mine. I was super inspired by those people.

So, what does fashion mean to you? What’s your comfort go-to piece?
For fashion, I’ve always said I like to be comfortable. I’m not very aware of brands. If you showed me something from Louis Vuitton, I probably wouldn’t know! I just like to feel confident. My outfit speaks for me, and people can often identify me by what I wear. This particular shoot brought me out of my comfort zone and made me try new things. I’m excited and a bit scared, but we’ll see how it turns out!

Do you select your outfits personally, or do you give your stylist complete freedom?
That’s an interesting question! My stylist is so smart and connected. She really gets my style and what I want. Sometimes, my mind changes about the theme we’re going for, but she always sends me inspo, and I pick what aligns with what I’m feeling at the time.

How are you feeling right now?
I feel pretty different. I never thought I’d be wearing heels, so this is definitely something! I love it. It’s bold and says something. I really like the jewelry—it complements the outfit well. I especially love the pearls because my name is Pearl, so that’s a cute touch!

What’s your most prized fashion item?
Oh, I have some really dope watches! Recently I broke this super expensive bracelet which belonged to my sister and cost a few thousand dollars. She was so mad! But I’m a silver girl, and I feel my best in silver. I also love pearls.

As the year winds down, what are you looking forward to?
I’m excited for Christmas! I’ve been traveling a lot and haven’t had much time with my family, so I’m really looking forward to that. I just want to enjoy the moment and cherish everything that’s happened.

What would be your dream collaboration in music?
Kendrick Lamar!

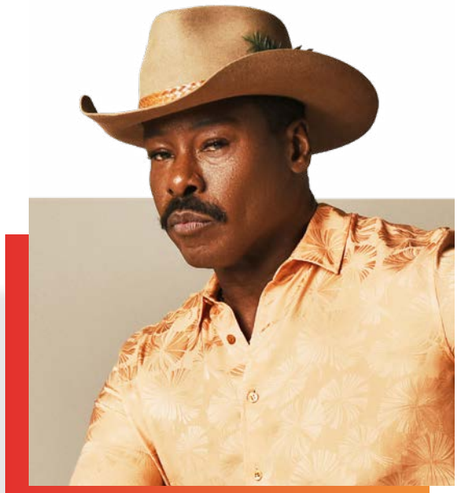
What’s your ideal day off?
Not doing anything! Just being at home. I don’t get to do that much because I’m always busy, so my day off would actually be a day off!

What’s the dream life for Qing Madi?
Peace and God. Just not worrying about anything. I want to overcome my physical problems and be free of this whole fleshly desire. Focusing on the spiritual, away from all this, is my ideal life.

Scan Here for the complete Qing Madi experience

FASHION MASTERCLASS

GTCO FSHN WKND



Ted Gibson

With a career that has shaped some of the most iconic looks of our time, this influential celebrity hairstylist, salon owner, and star of Paramount Plus's Blowing LA is known for working with top models, actresses, and fashion insiders. His styles have appeared in Vogue, Harper's Bazaar, Elle, and at runway shows like Chanel and Prada. He has styled celebrities like Madelyn Cline, Anne Hathaway, and Lupita Nyong'o, while regularly contributing to shows like The Today Show and Good Morning America. Raised in a military family and exposed to diverse cultures, his career continues to thrive, including the launch of the STARRING™ hair care line, praised by Vogue and WWD.D.



Lulu Kennedy

Lulu Kennedy is the powerhouse behind Fashion East, a platform considered the fashion fairy godmother for emerging designers like Jonathan Anderson and Simone Rocha. Known for her infectious energy and knack for spotting the next big thing, Lulu has been shaking up the fashion scene for years. She's not just about runways, these days, she's also the creative director at Lulu & Co, blending her love for bold, playful fashion with her signature irreverence. Whether she's mentoring fresh talent or cooking up her next stylish adventure, Lulu is always at the heart of what's cool and cutting-edge in fashion.



Patricia Bright

With a professional background in financial consulting, Patricia is an entrepreneur and a multi-award winning, globally recognised content creator with a following of over 4 million spanning the globe which she has grown over the last 15 years. Through her eponymous YouTube channel 'Patricia Bright', she has one of the largest fashion and beauty youtube channels in the UK. Her conversational manner and enviable style make her a favourite of many millennials. An ambassador for brands including Google, BMW, L'Oréal, and Diet Coke, in addition to working with top brands, Patricia released her worldwide first bestselling book through Harper Collins "Heart & Hustle". In 2020 she launched The Break Platform, and in 2023 launched UWA World to add to her entrepreneurial endeavours.



Sheika Daley

Sheika Daley is a talented makeup artist and beauty expert known for her impactful work in fashion and entertainment. Sheika gained recognition for her skin-focused approach to makeup, which has attracted a celebrity clientele that includes Zendaya, Yara Shahidi, and Alicia Keys. Shiekha's artistry has been showcased on red carpets, in fashion editorials, and across global campaigns, earning her features in prominent magazines such as Vogue, Harper's Bazaar, and Elle.. With a keen eye for detail and a commitment to enhancing natural beauty, she continues to challenge beauty norms while advocating for inclusivity and authenticity.

Johnny Drille

MUSIC, THREADS, & FAMILY TIES



Johnny Drille isn't just about the music. He is a mix of soulful sounds, effortless style, and deep family bonds. When we caught up with him, he opened up about how his family keeps him grounded, the fashion choices that reflect his laid-back yet refined vibe, and, of course, the melodies that have captured so many hearts. From family traditions to favorite outfits, Johnny's got a story for everything, and he tells it with charm and sincerity.







“Fashion is part of my identity. I want people to remember both my music and my style.”



Walking in you mentioned you've been here before. How long ago?

This exact room... It was about 3, 4 years ago. Actually, 4, 5 years ago.

So, is it safe to say you were at a different point back then, and this must feel different now?

Yes, very different.

Okay, so to jump right into it; what's a typical songwriting process for you?

Lately, it's different for every song. But recently, it's been more about stepping in front of the microphone and doing a bunch of gibberish melodies. Then I play them all back. A song is usually about 3 minutes, so I'll do a 3-minute stretch of freestyle melodies—most of it is rubbish at first. Then I'll do a second take and a third one. Afterward, I'll listen through everything and figure out what works for the chorus, verse, and so on. Sometimes, I might say something while freestyling that sparks an idea for the song's theme. I think that process takes you in a direction you wouldn't have gone if you were too structured. It allows for spontaneity. So usually, I start with melody, put words to it, and build it from there. Of course, I begin with an instrumental track and then build that up, adding background vocals or live elements if necessary. After a few hours, the song's done.

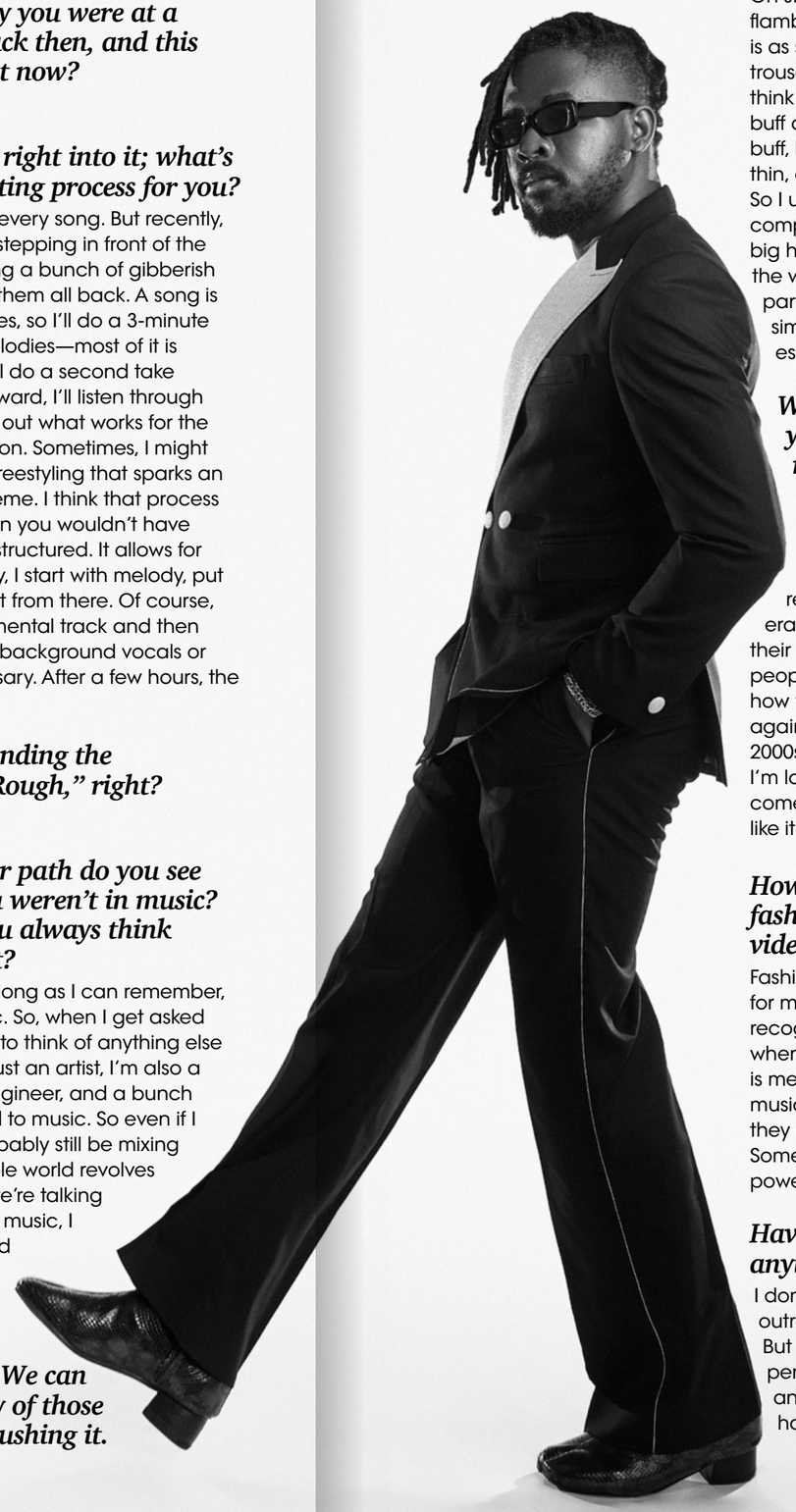
So, let's call it "Finding the Diamond in the Rough," right?

Exactly, yes.

What other career path do you see for yourself if you weren't in music? As a child, did you always think you'd be an artist?

Funny enough, for as long as I can remember, it's always been music. So, when I get asked this question, it's hard to think of anything else I'd be doing. I'm not just an artist, I'm also a producer, a mixing engineer, and a bunch of other things related to music. So even if I wasn't singing, I'd probably still be mixing or producing. My whole world revolves around music. But if we're talking completely outside of music, I don't know... Maybe I'd be an actor, a model, a school principal, or even a pastor.

You know what? We can see you doing any of those and absolutely crushing it.



How would you describe your fashion style to someone who hasn't seen you before?

It depends on where you catch me. On stage, you'll see me at my most flamboyant. But everyday Johnny is as simple as it gets. I like baggy trousers and shirts. It's funny, but I think it started because I wasn't as buff as I am now, not that I'm super buff, but I'm okay. Back then, I was thin, and I've always had a big head. So I used to wear baggy clothes to compensate for my slim body and big head, which I'm proud of, by the way. Over time, it just became part of my style. In general, I like simple things, sometimes colorful, especially with tops.

What fashion trends are you into or not feeling right now?

I don't know if there's any trend I'm not feeling, but I'm really into the fact that 90s fashion is coming back. People are revisiting the styles from that era, modernizing them, and giving their own spin. I see a lot of young people doing that, and I think it's cool how we're making the past relevant again. I'm really into 90s and early 2000s fashion right now. But what I'm looking forward to making a big comeback is 70s fashion and I feel like it's on the way back.

How do you incorporate fashion into your music videos and performances?

Fashion is identity. It's important for me to have a style that people recognize. The first thing people see when they interact with my music is me as a person. So beyond the music, when people hear my name, they also remember what I look like. Sometimes fashion even has more power than the art itself.

Have you ever worn anything outrageous?

I don't think I've worn anything too outrageous. I usually play it safe. But interestingly, I was going to perform at a church event recently, and what I planned to wear was harmless. Still, I thought, "There are going to be a lot of old Christians here. I don't want to give the wrong impression." I'm a good boy, you know! I didn't want to offend anyone. But in a setting where I can be more free, I wouldn't mind going all out.

Have you ever considered launching your own fashion brand or collection?

Actually, yes. I have this annual show called Journeys of Life, and toward the end of the year, we release a set of clothing specifically for the show. Fans know I wear a lot of hoodies, so we made that a thing. It allows people to connect with what I wear. We do it once a year, but I'm trying to see how we can expand it.

What's your favorite song to perform live, and why?

I enjoy performing all my songs live, but I'd say How Are You My Friend stands out because of how it gets people involved. When the audience sings along, it feels like they're part of the song, like I made it for them. Most of the time, when you perform a song, it feels like you're singing to people. But with this one, it feels like we're all singing together. You see friends hugging each other and singing along. It's very warm, and I'm just grateful for that song. So, I love performing it.

What's one thing you're looking forward to as the year comes to an end?

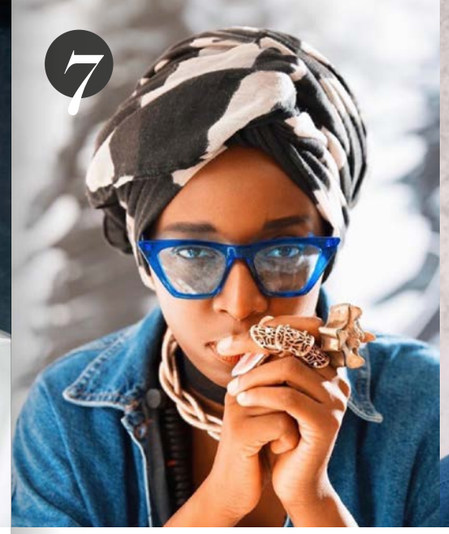
Christmas. It's my favorite time of the year. I get to spend time with my family. This will be my second Christmas with my daughter, but it feels different now because she's grown. Last Christmas, she was just a month old, but now she's crawling and screaming all over the place. So, this Christmas will be special.

Scan Here for the complete Johnny Drille experience















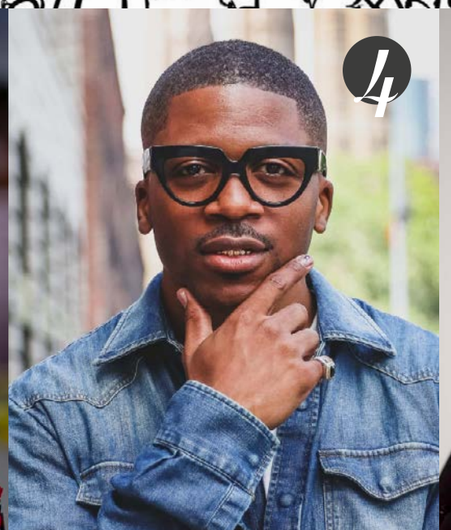
GTCO FSHN WKND

RUNWAY DESIGNERS

1. SUKEINA
2. ITUEN BASSEY
3. ORIRE
4. ROMEO HUNTE
5. LAQUAN SMITH
6. ONALAJA
7. SELLY RABY KANE
8. ERIC RAISINA
9. XU ZHI
10. TOLU COKER
11. HUE BY IDERA
12. GERT-JOHAN COETZEE

GTCO FSH















THE TIMELESS ALLURE OF White Sneakers

White sneakers—those pristine, versatile shoes that somehow manage to stay forever in vogue. They've evolved from their sports origins to become a fashion mainstay, effortlessly blending into every style landscape. Their charm lies in their ability to complement any outfit, from laid-back casual to sophisticated chic, making them a staple in closets around the globe.

Few pieces manage to transcend trends quite like the humble white sneaker. From the polished streets of Paris to the bustling avenues of New York, these classic shoes have cemented their place as a symbol of effortless chic and versatile style. Whether paired with a tailored suit or your favorite pair of jeans, white sneakers continue to exude a timeless allure that keeps them perpetually in vogue.

A Canvas of Versatility:

Like a blank canvas in the fashion world, they are versatile, fresh, and ready to complement any outfit. Their minimalist design provides a perfect backdrop for any ensemble, making them a go-to choice for fashionistas and casual wearers alike. From a sleek monochromatic look to a vibrant pop of color, a pair of whities seamlessly adapt to any style. This is simply what makes them a must-have in every wardrobe, bridging the gap between casual comfort and high-fashion elegance.

The Evolution of an Icon:

The journey of these iconic shoes from athletic wear to high-fashion staple is a testament to their enduring appeal. Originally designed for functionality in sports, white sneakers have evolved into a symbol of effortless cool. Iconic brands such as Converse, Nike, and Adidas have played a pivotal role in this transformation, continually reinventing their designs while maintaining the classic white aesthetic. Today, they are not just shoes—they are a statement of style and a nod to the past, present, and future of fashion.

Styling Tips: Elevate Your Look

1. **The Classic Casual:** For a laid-back, everyday look, pair your white sneakers with distressed jeans and a simple white tee. This combination achieves a perfect balance of casual comfort and understated elegance.
2. **Chic and Sophisticated:** Elevate your white sneakers by pairing them with a tailored blazer and trousers. This juxtaposition of formal and casual elements creates a modern, stylish look that's perfect for both office wear and evening outings.
3. **Feminine Flair:** White sneakers also complement feminine silhouettes beautifully. Try pairing them with a flowy skirt or a chic dress for a balanced, effortless ensemble that blends elegance with casual ease.
4. **Athleisure Appeal:** Embrace the athleisure trend by combining white sneakers with sleek leggings and a sports bra. Add a bomber jacket or hoodie for a sporty yet stylish look that's perfect for running errands or hitting the gym.

Though the maintenance of these shoes is the reason most do not want these in their wardrobe, some might say the little extra work is worth it!.

Maintenance Made Easy:

The secret to keeping your white sneakers looking pristine lies in simple, regular maintenance. Avoid wearing them in muddy or overly wet conditions. When they do get dirty, a quick wipe with a damp cloth or a gentle scrub with a soft brush can restore their shine. For stubborn stains, a mixture of baking soda and water can work wonders. With just a little care, your white sneakers will remain a timeless staple in your wardrobe.

The World of Sustainability:

As fashion continues to embrace sustainability, many brands are now offering eco-friendly white sneakers. Made from recycled materials or sustainable sources, these options not only look great but also contribute to a more responsible fashion industry. Investing in a pair of these sneakers means you're not only enhancing your wardrobe but also supporting a more sustainable future.



In the End: White sneakers are more than just a trend—they are a fashion staple that transcends seasons and styles. Their timeless allure lies in their versatility, classic design, and ability to adapt to any look. Whether you're dressing up or down, the white sneaker remains a symbol of effortless style and modern elegance. So, if you're looking to elevate your wardrobe with a piece that offers both comfort and chic, look no further than the classic white sneaker.



FRAGRANCE FLAIR

Scent is more than just a finishing touch—it's a statement. In the world of artisanal fragrances, where creativity and craftsmanship collide, Beguile and Lohn Lagos are making waves. Their blends are more than just perfumes; they're an experience, a mood, a signature. In this article, we dive into the world of these fragrance artisans and discover the art of scent like never before.

Each bottle holds more than perfume; it holds the essence of elegance, confidence, and allure."

- Queenet Eze Akinwumi

BEGUILE

Tell us about yourself.

My name is Queenet Eze Akinwumi, and I'm the founder of Beguile, a fast-growing fragrance house in Nigeria. I'm passionate about creating unique, captivating scents that inspire confidence and evoke emotions

What inspired you to start creating fragrances, and how did you get into the fragrance industry?

My love for fragrances began with my mother. Growing up in Nigeria, my mum never smelled anything less than amazing. Every day, she wore a different scent, and it intrigued me. The way she could carry a fragrance so effortlessly left a lasting impression on me, and that's when my fascination with perfumes started. I found myself falling in love with the art of scent, inspired by how each fragrance could evoke different moods and emotions. From sweet to spicy to woody, I wanted to experience it all and create my unique fragrances that could make others feel as captivated as I did. That passion is what led me to turn my love for perfumes into my fragrance brand, where I get to bring my vision and creativity to life through scents.

How would you describe the unique essence of your brand in comparison to others in the market?

At Beguile, we pride ourselves on offering high-quality fragrances at an accessible price point. We believe that a great perfume doesn't have to come with a hefty price tag. Our goal is to cater to a diverse range of people, ensuring that everyone can experience luxury scents without compromising on quality. This balance between affordability and excellence is what sets us apart in the market."

Can you walk us through your creative process when developing a new fragrance?

This is always my favorite part of the process. I typically begin by selecting a fragrance type—whether it's floral, spicy, oud, woody, creamy, or fruity—often based on what our consumers are asking for. I listen closely to their feedback and value their input. Once we decide on the direction, I start working on the materials and unique notes that will make up the fragrance. From there, I move on to designing the bottle, packaging, and choosing the color scheme. Interestingly, the name is always the last piece for me. I like to experience the fragrance first and understand how it makes me feel before deciding on a name that perfectly captures its essence.

Which ingredients or notes are essential in your perfumes, and do you have any signature scents?

I love working with a wide range of notes, but I find myself consistently drawn to rich, warm ingredients like sandalwood, amber, musk, and patchouli as well as fruity and creamy notes like berries and vanilla. These ingredients allow me to create fragrances that feel both luxurious and comforting, with depth and



lasting power. One of our signature scents, 'Mystique,' blends sweet and fruity elements, perfectly balancing warmth and fruitiness to create an elegant, captivating experience.

What challenges have you faced as a perfume maker in Nigeria, and how have you overcome them?

The biggest challenge we're currently facing is the fluctuating exchange rate. Since our fragrances are created in the UAE and shipped to our major consumers in Nigeria, the constant changes in production and shipping costs make it difficult for us as a business. This directly affects both us and our valued customers who love our brand for its affordability. Unfortunately, we haven't fully overcome this challenge yet, but we are constantly looking for ways to manage the impact while staying true to our mission of providing high-quality, accessible fragrances. We remain hopeful and optimistic for the future.





You simply can't mention Beguile without thinking of 'Goddess.'

How do you ensure the quality of the ingredients used in your fragrances?

We partner with trusted suppliers in the UAE who have a strong reputation for sourcing high-quality, ethically produced raw materials. Each ingredient goes through a rigorous selection process to ensure it meets our standards for purity, richness, and longevity. We also work closely with expert perfumers to craft our fragrances, ensuring that every note is balanced and the final product offers a luxurious experience for our customers. This attention to detail is what sets us apart and guarantees the exceptional quality of each fragrance.

What is your most popular fragrance, and why do you think it resonates with customers?

Our most popular fragrances are 'Seduction' and 'Goddess.' Interestingly, 'Seduction' was the very first fragrance I created back in 2021. While it wasn't perfect and we've made many improvements with our newer scents, there's something about 'Seduction' that has captured the hearts of our consumers. It remains a fan favorite, and to this day, I'm still amazed by how much people love it. 'Goddess,' which we introduced in 2022, quickly became one of our best sellers and is now synonymous with the Beguile brand. You simply can't mention Beguile without thinking of 'Goddess.' Both fragrances have a special place in the hearts of our customers, and that's what makes them so meaningful to me.

How do you balance creating a fragrance that is both unique and commercially viable?

Balancing uniqueness with commercial viability is both an art and a science. I start by ensuring that every fragrance we create has a distinct personality, whether it's through bold, unconventional notes or a particular blend that tells a story. However, I always keep in mind the preferences of our consumers. I listen closely to their feedback and stay aware of market trends, making sure that while our scents are unique, they remain approachable and wearable. Ultimately, it's about finding that sweet spot where creativity meets demand. I aim to push boundaries without losing sight of what makes a fragrance enjoyable and accessible for everyday use.



Have you noticed any shifts in consumer preferences or trends within the Nigerian perfume market?

Yes, I've noticed several interesting shifts in consumer preferences within the Nigerian perfume market. One of the biggest trends is a growing appreciation for niche and artisanal fragrances. Nigerian consumers are becoming more sophisticated in their scent choices, looking for perfumes that offer uniqueness and tell a story, rather than just mass-produced, mainstream options. There's also a rising demand for bold, long-lasting scents, At the same time, affordability remains crucial, so Nigerians are seeking high-quality fragrances at accessible price points.

What has been your proudest moment or milestone in your journey as a perfume maker?

One of my proudest moments has been witnessing the growth of my fragrance house and building a loyal consumer base that trusts my creations. It's incredibly fulfilling to know that many of my customers will buy whatever I release without even needing to sample it first. Word of mouth has been a key driver of this trust, and hearing people say, 'If it's Beguile, then it's good,' fills me with pride. The fact that my customers believe in the quality of my brand so deeply is what makes this journey truly rewarding.

How do you market your perfumes, and what strategies have worked best for you in reaching your audience?

I wish I could say we rely solely on marketing, but for a long time, word of mouth has been our most powerful tool. Many of our customers unknowingly become our best marketers simply by wearing our perfumes. When people fall in love with the scent and ask what they're wearing, it creates a natural buzz around the brand. Recently, we've started focusing more on intentional marketing efforts. We leverage social media platforms like Instagram, TikTok and Twitter to showcase our fragrances visually and engage with our audience. Influencer collaborations and reviews have also helped increase our brand visibility.

What advice would you give to aspiring perfume makers looking to enter the industry?

My biggest advice to aspiring perfume makers is to truly pay attention to your consumers. They know what they want, and it's your responsibility to listen and deliver. You can't please everyone, but if the majority love your brand, then you're on the right path. Secondly, while being passionate about perfumes is important, it's not enough to succeed in the industry. You need to understand the business side of things—whether it's marketing, production, or distribution. Having the right strategies in place is what will help you stand out and turn your passion into a successful brand

Where do you see the future of Nigerian perfume making, and how do you envision your brand evolving within it?

I believe the future of Nigerian perfume-making is incredibly promising. There's a growing appreciation for local brands, and Nigerian consumers are becoming more sophisticated in their scent preferences. As the industry continues to evolve, I see more local fragrance houses gaining international recognition and pushing boundaries in terms of creativity and quality. For Beguile, I envision the brand expanding both locally and internationally, becoming a household name not just in Nigeria but around the world. Ultimately, I see Beguile as a brand that represents the future of Nigerian perfumery—bold, innovative, and timeless.

Lastly, do you have a personal favorite from your collection, and if so, why does it stand out to you?

I love all my fragrances because each one is unique and tells its own story. However, if I had to choose a personal favorite, it would be 'Goddess.' The name truly says it all—you instantly feel empowered and regal when you wear it. The notes are perfectly balanced, creating a scent that's both bold and graceful. It's not just my favorite, but a fan favorite too, which makes it even more special.



SPARK A THOUSAND MEMORIES

Through unforgettable fragrances carried by candles, diffusers, elixirs and other vessels, we capture moments in time that teleport you to a different realm. If a picture speaks a thousand words, a LOHN fragrance sparks a thousand memories. Our commitment to scent goes beyond just our products - we believe in the power of scent to transform lives and spaces.

Each scent starts from inspiration and evolves through blending and refinement."

- Lami Olopoenia





LOHN LAGOS

Tell us about yourself.

I'm Lami Olopoenia, the founder and creative director of Lohn Lagos, a luxury fragrance brand based in Victoria Island, Lagos. As an interior architect turned Nose, my passion for fragrance and design drives our brand's unique blend of sensory experiences.

With a Master's degree in Interior Design from Florence Design Academy in Italy, I developed an eye for elegance and attention to detail. My journey into fragrances began with a simple love for scents and their ability to elevate any space. I realized that fragrance vessels could be both functional and decorative, adding a touch of sophistication to any room.

On a personal note, I'm a devoted Muslim, dog lover, and foodie. When I'm not curating fragrances, you can find me relaxing at home, binge-watching TV shows, or trying out new recipes.

What inspired you to start creating fragrances, and how did you get into the fragrance industry?

My journey into fragrance creation began with a lifelong passion for scents and their ability to evoke emotions and transport us to different moments in time. As an interior designer, I understood the impact of sensory experiences on our well-being and wanted to explore the connection between fragrance, space, and emotions. During my time in Florence, Italy, I was surrounded by the city's rich history, art, and craftsmanship.

And Upon returning to Lagos, I realized that the fragrance industry was underserved in Nigeria, with a lack of high-quality, locally crafted fragrances. I saw an opportunity to combine my passion for fragrance, design, and entrepreneurship to create something unique.

I started off by taking courses in candle making, watching YouTube videos and experimenting with fragrance oils, learning about different notes, accords, and fragrance families to hone my skills. Lohn was born out of this journey, with a mission to create luxurious, handcrafted fragrances that capture the essence of Lagos. Our fragrances are designed to evoke emotions, spark memories, and bring people to enjoy really quality locally made goods.

How would you describe the unique essence of your brand in comparison to others in the market?

Lohn embodies the sophistication and elegance of Lagos's upscale lifestyle, offering a refined and modern approach to fragrances that sets us apart from other brands. Our unique essence is rooted in three key elements:

Firstly, we use only the finest ingredients, sourced from around the world, to ensure exceptional quality and depth in our fragrances.

Secondly, our brand's visual identity and packaging are sleek, contemporary, and refined, appealing to discerning individuals who value beauty and elegance.

Thirdly, our skilled chandlers and perfumers bring a deep understanding of fragrance creation to each scent, resulting in complex and alluring fragrances that delight the senses.

Every aspect of our brand, from the fragrances to the packaging and customer experience, is carefully considered to ensure a consistently high level of quality and sophistication. Additionally, we offer a personalized approach to fragrance selection, ensuring that each client finds their perfect scent.





Can you walk us through your creative process when developing a new fragrance?

Developing a new fragrance at Lohn is a thoughtful and iterative process. It usually starts with inspiration. I draw inspiration from various sources – art, nature, emotions, or personal experiences which helps me figure out the concept and direction for the fragrance.

Next, I experiment with different fragrance oils to translate the concept into scents. This is followed by a series of trial and error, where we try various proportions to achieve the desired fragrance profile. I then assess the fragrance's evolution, making adjustments until it meets my vision.

The next stage is testing and feedback. I share prototypes with my team, friends, family, and our loyal clients to gather constructive feedback. Once satisfied, I finalize the fragrance formula and move to production.

Throughout this process, I remain focused on Lohn Lagos's commitment to quality, luxury, and uniqueness."

What challenges have you faced as a perfume maker in Nigeria, and how have you overcome them?

As a fragrance brand in Nigeria, we've faced unique challenges. Top of the list is sourcing high-quality ingredients. We've had to establish relationships with international suppliers to ensure access to premium fragrance oils and raw materials, as none are available locally.

Secondly, infrastructure and logistics pose significant challenges; Nigeria's infrastructure can be unpredictable, and we've had to adapt and find reliable solutions for storage, transportation, and delivery.

Thirdly, competition from international brands is intense; we compete with established global brands, struggling to keep up with pricing due to fluctuations in foreign currency exchange rates and high shipping costs for raw materials.

To overcome these challenges, we have built strong relationships with suppliers and partners, developed adaptable logistics solutions, and focused on our unique value proposition.

Our sleek packaging and refined fragrances embody Lagos's upscale elegance.



How do you ensure the quality of the ingredients used in your fragrances?

At Lohn, we prioritize quality to ensure our fragrances meet the highest standards. We achieve this through: Reputable sourcing from trusted suppliers, rigorous testing, quality control checks, and compliance with IFRA guidelines and regulatory requirements. Additionally, we produce our fragrances in small batches to maintain consistency and control.

Our commitment to quality guarantees safe usage, consistent scent, stability, longevity, and strength, as well as luxurious and pleasing sensory experiences.

Have you noticed any shifts in consumer preferences or trends within the Nigerian perfume market?

Yes, we've observed several shifts in consumer preferences and trends within the Nigerian fragrance market.

The market is evolving, and customers are seeking unique, high-quality scents that reflect their individuality. There's a huge demand for niche and luxury fragrances, as well as locally made products with exceptional quality.

The pandemic created a significant shift in the market. Ever since the lockdown, consumers have invested more in fragrances for their living spaces, such as candles, surround scents, and room sprays. Online shopping and social media influence have also fueled the discovery and sales of fragranced goods.

Additionally, sustainability and eco-friendliness have become key considerations, with consumers increasingly conscious of environmental and health impacts, seeking sustainable practices.

Lastly, A lot of Nigerians are showing interest in customized fragrances that are tailored to their individual tastes and preferences.

What has been your proudest moment or milestone in your journey as a perfume maker?

My proudest moment was launching the Chandler Bar at Lohn Lagos. It was honestly a game-changer for our brand and the Nigerian fragrance industry. The Chandler Bar allows customers to curate bespoke fragrances for their homes and personal spaces. This concept has really changed the way Nigerians experience fragrance, providing unparalleled customization options and showcasing our commitment to quality and craftsmanship.

Witnessing customers explore, create, and fall in love with their personalized scents has been incredibly fulfilling. The Chandler Bar has become a hub for fragrance enthusiasts and a testament to Lohn Lagos's dedication to innovation and excellence.



Where do you see the future of Nigerian perfume making, and how do you envision your brand evolving within it?

I envision the future of Nigerian fragrance making as one of Increased global recognition, Local ingredient sourcing and Expansion of the home fragrance market.

For Lohn, I envision continued innovation in fragrance creation and packaging, strategic partnerships with local and international brands, expansion into new markets, including West Africa and the global African diaspora and enhanced customer experiences through immersive storytelling and sensory events.

In the next 5-10 years, I hope to see Lohn launch new fragrance lines showcasing Nigerian ingredients, collaborate with African artists and designers, establish a training program, open flagship stores in major Nigerian cities, and export fragrances globally.

As the holiday season approaches, it's time to step up your game and host a soirée that's not just memorable but impeccably stylish. Whether you're planning an elegant Christmas gathering or a glittering New Year's Eve celebration, elevating your event requires attention to detail and a keen sense of fas

ELEVATE YOUR Holiday Soirée



Embrace a Fashionable Theme

Your holiday event's theme sets the tone for the entire evening, so choose one that resonates with style and sophistication. Opt for themes like "Glamorous Gatsby," "Winter Wonderland Elegance," or "Midnight Chic." Each theme offers a unique opportunity to infuse your party with high fashion elements, from opulent decorations to themed attire.

For a "Glamorous Gatsby" affair, think Art Deco-inspired decor with metallic accents, velvet fabrics, and flapper-style outfits. For "Winter Wonderland Elegance," focus on a palette of icy blues and whites, with crystal chandeliers and snowflake motifs. A "Midnight Chic" theme can feature deep, rich colors like emerald and gold, complemented by luxurious textures and a dramatic ambiance.

Don't Forget The Invitations

Your invitations are the first glimpse into the event's style, so make them count. Choose designs that reflect your theme and set a sophisticated tone. Consider using high-quality paper with elegant typography, or go digital with animated invitations that capture the spirit of your soirée.

Incorporate fashionable elements such as foil stamping, embossing, or unique shapes to make your invites stand out. Personalize them with a touch of glamour, whether it's through a chic color scheme, a monogram, or a stylish illustration that hints at the theme.

The Dress Code is Everything!

The dress code is crucial for a stylish holiday event. For a Christmas gathering, encourage guests to don festive yet fashionable outfits, like tailored velvet suits, sequined dresses, or chic jumpsuits. New Year's Eve calls for even more glamour, think statement gowns, sleek tuxedos, and bold accessories.

Create a style guide for your guests that highlights the dress code and offers inspiration. Consider including a few fashion-forward tips, such as pairing a classic black dress with statement jewelry or opting for a contemporary suit in a unique color.

It's all in the Details

From the moment your guests arrive, infuse your event with elements that scream fashion. Opt for a stylish entrance with a chic red carpet or a glamorous photo backdrop. Ensure the venue is decorated with high-fashion touches, think designer-inspired centerpieces, luxe fabrics, and mood lighting that enhances the overall aesthetic.
For entertainment, consider hiring a live band or DJ who can play a mix of upbeat tracks and classic tunes, creating an atmosphere that's both lively and sophisticated. If your budget allows, a fashion show or a style-inspired performance can add an extra touch of elegance.

Curate a Stylish Menu

Food and drinks should complement the fashion-forward theme of your soirée. Offer a menu with gourmet appetizers, chic cocktails, and stylish desserts. Consider hiring a top-tier caterer or mixologist who can craft dishes and drinks that not only taste exquisite but also look visually stunning.
Signature cocktails with fashionable garnishes, like gold-dusted rims or edible flowers, can add a touch of glamour. For a more interactive experience, set up a stylish dessert bar with an assortment of trendy treats and a beautifully designed display. -

Finish with Fashionable Favors

Send your guests home with a memorable token of appreciation that reflects the event's chic theme. Fashionable favors can include personalized accessories, elegant candles, or luxury skincare products. Package them in stylish boxes or bags that echo the event's color scheme and theme. Personalized Gifts: Opt for personalized items, such as monogrammed accessories, bespoke candles, or luxury skincare products. Choose packaging that complements the theme and adds a touch of elegance.

Creative Packaging:

Use stylish boxes or bags that align with the event's color scheme and theme. Consider adding a personalized thank-you note or a small keepsake related to the soirée's theme.
By paying attention to these details, you can host a holiday soirée that not only celebrates the season but does so with unmatched style and sophistication. Embrace the spirit of fashion and create an event that will be remembered long after the final toast. Cheers to a fabulous holiday season!



2024 FASHION EDITORIAL CREDITS

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GTCO

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APRIL & MAY, 2025



Fashion Moves Forward

GCEO's Welcome

Every year, as we bring together the vision and elements that make this event possible, I am reminded of how significant these moments are, not just for us, but for the businesses and people we interact with. It's more than an event; it's a deliberate and collective effort to uplift, empower, and celebrate the incredible talent our continent has to offer. Seeing how much the GTCO Fashion Weekend has grown and how deeply it resonates with so many makes us incredibly proud.

The vision for the GTCO Fashion Weekend remains Promoting Enterprise; providing a platform that supports small businesses, the community and brings Africa's vast creativity to the forefront. It's about telling stories of heritage, culture, and personal identity, through the universal language of fashion. But beyond self-expression, fashion has become a powerful engine for economic empowerment, and we are deeply committed to being a part of that journey.

Last year, we took a bold step forward by introducing virtual model casting, expanding our reach far beyond geographic boundaries. This innovative idea allowed us to include talents from every corner of the continent, proving that fashion truly has no limits.

At GTCO, we believe that innovation and inclusivity go hand in hand, and by making space for more voices, we're driving an industry that reflects the diversity and richness of African talent. Fashion, like the world around us, is constantly evolving, and we are dedicated to staying ahead of the curve by fostering partnerships and nurturing young entrepreneurs who will define its future.

As we celebrate this edition, let us also reflect on the broader impact of African fashion on the world; It is a growing global phenomenon, embraced by international designers and celebrities. African designs are appearing in luxury boutiques in Paris, Milan, and New York, and our fabrics, patterns, and aesthetics are influencing fashion houses worldwide. We understand the importance of supporting this growth. Our commitment to African fashion goes beyond today's event, and we remain dedicated to promoting creativity, empowering entrepreneurs, and ensuring that the world continues to recognize the incredible potential of African fashion.

So whether you're attending a masterclass, shopping the latest collections, or watching the runway come alive, this weekend is about embracing the diversity, creativity, and brilliance that African fashion represents, I encourage you to fully enjoy and engage with all that this 7th edition of the GTCO Fashion Weekend 2024 has to offer.

Welcome, and enjoy the show.

Segun

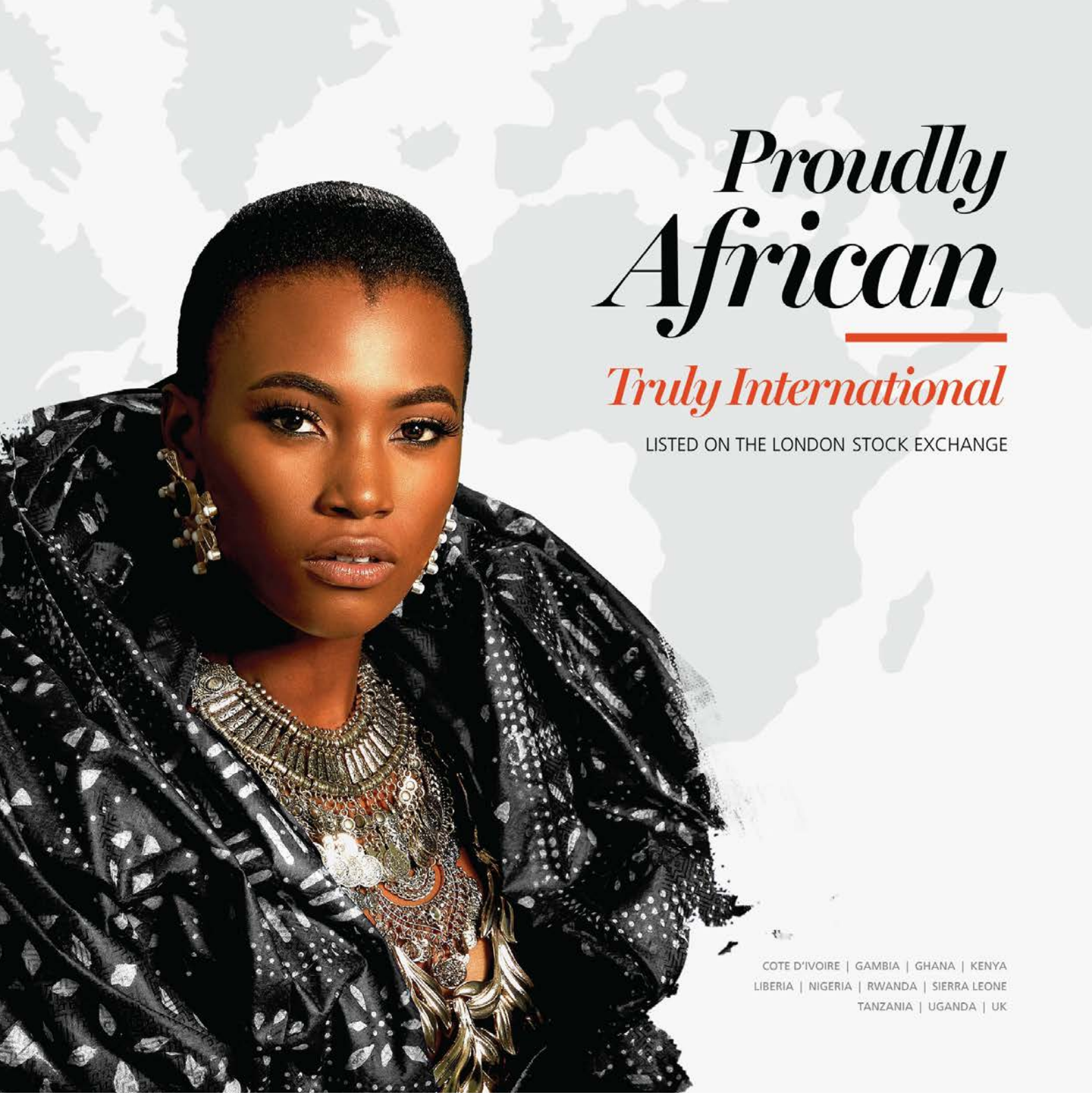
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