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Altè NATIVE
FACES OF
THE NIGERIAN
ARTS SCENE

REMA'S WORLD

LIGHTS. CIRCUS. Action!!

Africa's finest

ISSUE 03



Let's Begin

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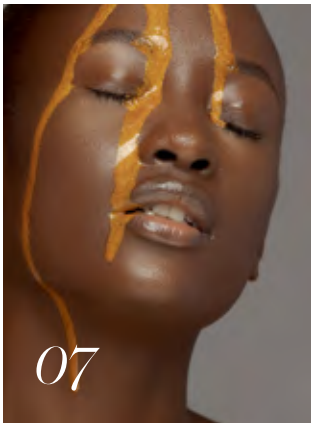


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Mayowa Nicholas in Weiz Dhurm Franklyn

Africa's finest







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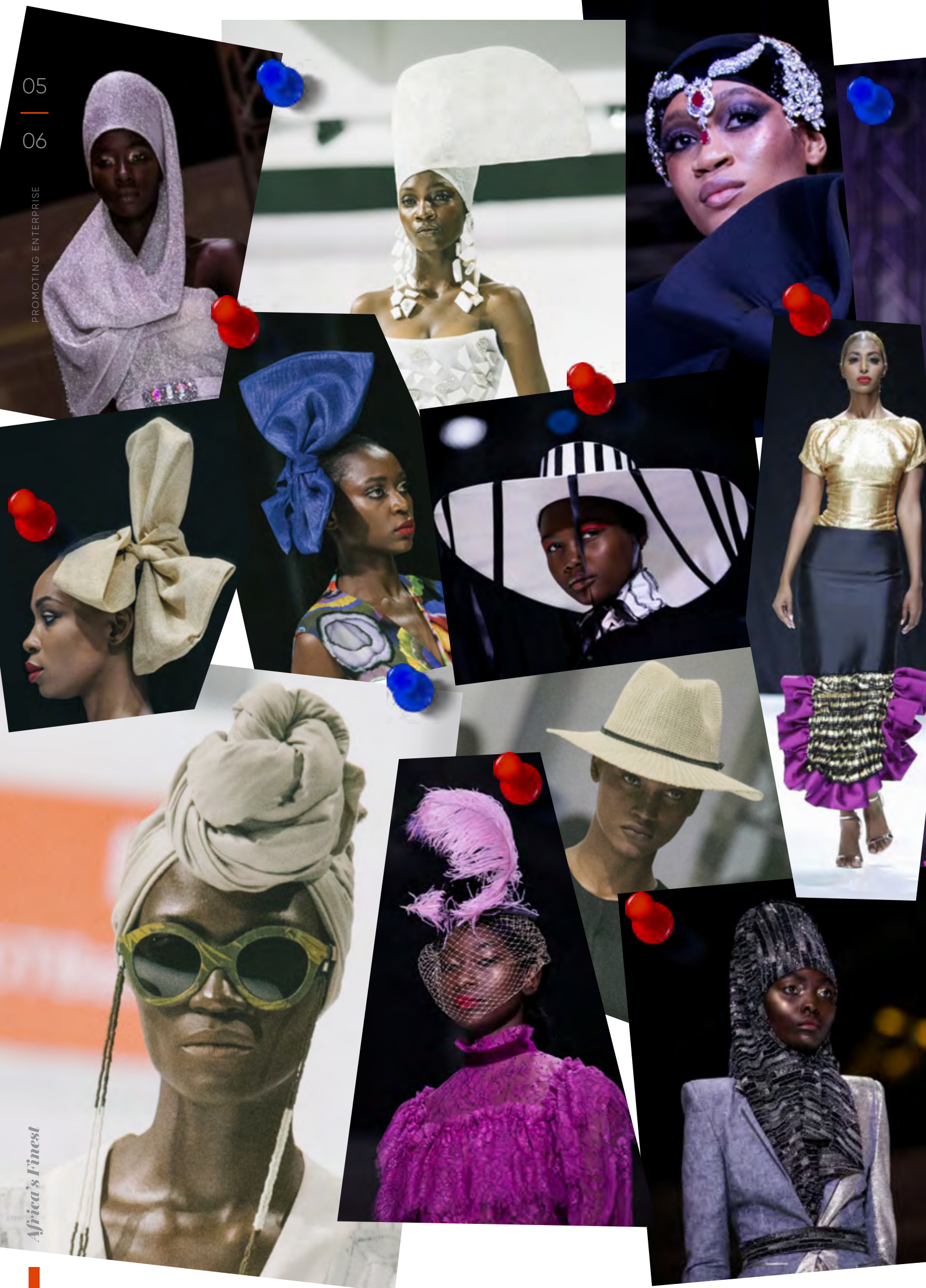
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Relive THE RUNWAY



Experience some of the fire that has graced the Runways in the past 3 years.





Skin deep



Ten years ago, going organic in skincare was the road less travelled by; most Nigerians may use coconut oil to moisturize their hair or apply shea butter to aid hair growth, but only a few would exclusively use natural extracts to take care of their skin. Now, that has changed.

Growing concerns about the chemical contents of conventional skincare products and a cultural renaissance around nature-friendliness has driven the growth of organic skincare products, and alongside it, organic skincare brands. However, popular as the "organic skincare" trend may be, there remain grey areas as to what is actually organic and its effectiveness; this article will clear up the former and









highlight why, for many, it's been the best thing since sliced bread.

When we say organic skincare, it essentially means skincare derived from purely natural ingredients free from synthetic or chemical components. It refers to the way the ingredients were farmed and grown. The pureness of these unadulterated ingredients are thoroughly maintained in the best way possible for longevity. But is it really effective?

For one, organic skincare ensures the skin is not exposed to foreign additives and preservatives such as parabens which could cause allergies and eventually damage the skin. Also, these organic products essentially use ingredients that are grown naturally without pesticides or fertilizers, so the planet feels no harmful effect.

Regardless of whether we need total guarantee or lab-based evidence, skincare enthusiasts are more focused on the components of skincare products before purchasing these items and becoming devoted to the brand. Nevertheless, it is advisable to read product labels to decide what works best for you and your health! As health conscious people, we are becoming aware of what kind of food we put in our bodies. This same attitude should also be taken when purchasing skin care products.

"NATURE GIVES YOU THE FACE YOU HAVE AT TWENTY;

it is up to you to merit the face you have at fifty."

- Coco Chanel





LIGHTS. CIRCUS. Action!!





Photography | Emmanuel Oyeleke■ Beauty | Cass Koncept ■ Hair | Abbey Mathew ■ Model | Uto Rosman











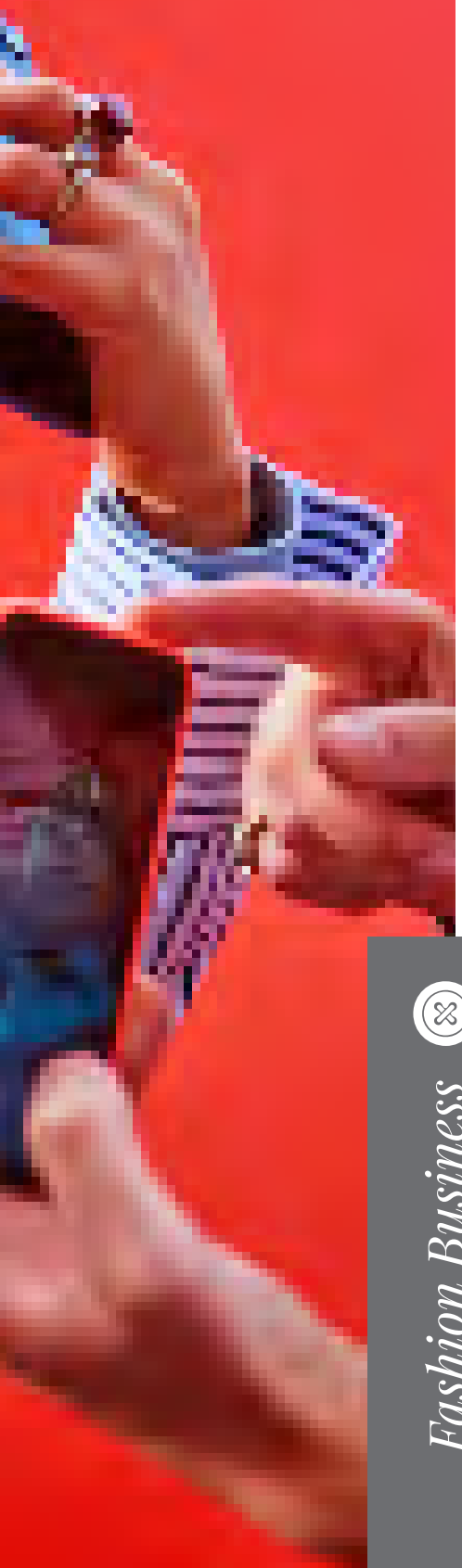


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INNOVATION *in Fashion*



As our world consistently changes, we've come to see innovation in many sectors and facets of life, and fashion is no exception. As one of the boldest forms of expression, fashion has moved forward in the last few decades, to accommodate and meet up with our changing identities, curiosities, and expectations.

It is easy to picture innovation in fashion as mere changes in clothing style, or as it is portrayed in our favourite science fiction films set 2000 years in the future; steely, single-coloured, minimalist clothing with geometric designs, however, innovation in fashion is less simplistic than that.

We're constantly changing as people, and our fashion needs follow suit; we're becoming more conscious about the content of the fashion we consume, more aware of our environment and what it takes to preserve it, and more prone to interact with fashion wherever we are, on the go. Fashion has evolved to meet these expectations by making progressive changes in fabric and clothing design, manufacturing methods, retail and fashion commerce experiences, sustainability and so much more.

In the last 5 years, we have seen appreciable changes in fashion design; from wearable art to eco-friendly and sustainable clothing; the use of organic and biodegradable materials for fabric manufacture and weather-agnostic clothing to psycho-sensitive fashion items that change shape and colour to match changes in the wearer's mood. Innovation has caused fashion to reflect designers' and consumers' stands and opinions on several issues including but not limited to climate change, mental health. Acting in line with these opinions, some fashion experts and innovators have adopted design and manufacturing methods that require organic material, produce minimal waste and in turn, cater to the environment.

In fashion business and distribution, the internet and its attending social media platforms have made consumption of fashion global and instantaneous. From Trend pages of your favourite social networking sites are specifically dedicated to Fashion (Tumblr and Instagram) to whole platforms dedicated to curation especially for fashion and style (Pinterest), fashion consumers, experts and enthusiasts can create, distribute, and assimilate fashion cultures, trends, opinions, experiences, and even make purchases on the go, at the click of a button.

Also, in fast fashion, innovators have incorporated tech, using the internet, to improve fashion retail experiences with online fashion stores scattered across the world, creating and distributing clothing-relevant content to its potential and returning buyers, and select stores incorporating holographic and 3D clothing tryouts for accurate sizing purposes.

Now, we can: choose to engage with and shop fashion items from makers that produce eco-friendly pieces and produce minimal waste, participate in fashion exhibitions and shows from wherever we are, interact with fashion experts and trends that are miles away from our present location, and also conveniently acquire fashion items from anywhere in the world.

Fashion has come this far, and it is only the beginning. It would be great to see what lies beyond this place of consciousness and innovation in fashion.

THINGS WE'RE LOVING!

What we love, what we've been obsessing over, and what we can't stop talking about. Here's all the scoop!

Strappy Sandals

These may be only two inch high, but for us, these strappy sandals are a must have and the perfect addition to any wardrobe. It's not only super chic and stylish, the low two-inch heel makes them a comfortable option to wear from day to night.



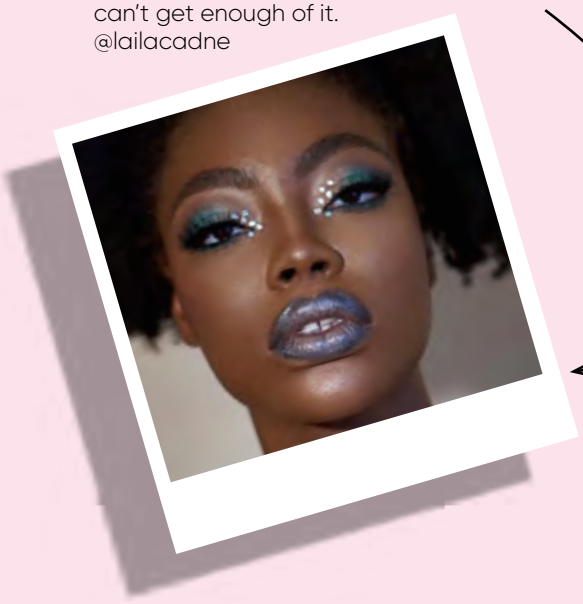
African Giant Album



Like everyone else, we are also obsessed with the coming of age of Burna Boy. His impact this year has been unmatched in the Nigerian music industry and we find ourselves bumping ceaselessly to every song on the African giant album.

Euphoria Makeup

We have to admit, bright makeup isn't really our thing, but it's hard not to fall in love with the makeup looks on HBO's show Euphoria. "Euphoria makeup" as the trend is now popularly referred to is vibrant and creative - From colorful liners to rhinestones and glitter tears, we've caught Euphoria mania and just can't get enough of it.
@lailacadne





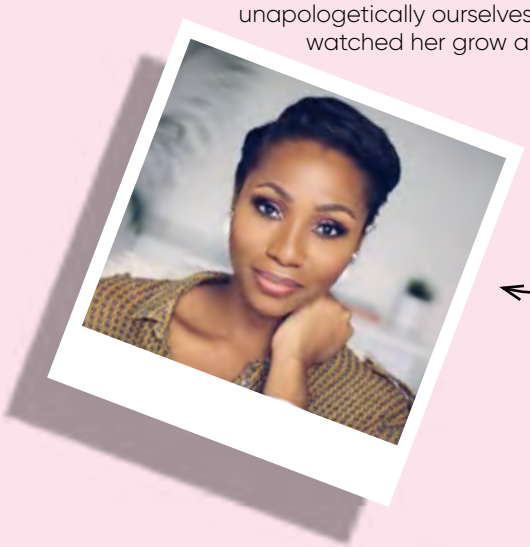
Yaa Gyasi's Homegoing

If like us, you love literature by african authors, you'll definitely love Yaa Gyasi's homegoing. With vivid characters that you'll connect with emotionally, and it's perspective on important themes like family, race and slavery, Homegoing is a page turner and a must read.



Dimma Umeh

Beauty influencer and youtuber, Dimma Umeh is your fave's fave and she's definitely ours too. She warmed her way into our hearts with her original content and inspires us to be unapologetically ourselves. We've watched her grow and evolve





Lavyanna Body Oil

If fashion is our first love, beauty and skincare come right after. This means that we are always on the lookout for beauty products to add to our shelf. This body oil has a lovely light fragrance that's not distracting, absorbs easily and keeps you moisturized all day long.

Picasso-esque Line Art

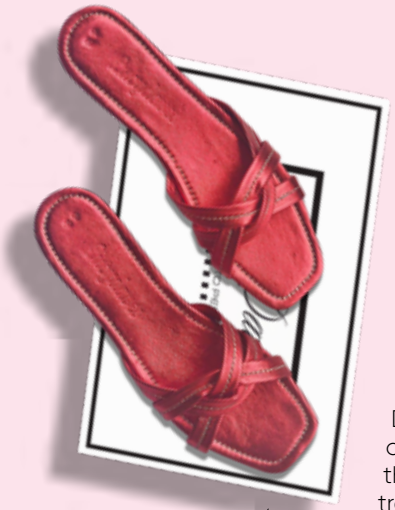
Whether on nails, as a fashion accessory or framed and hung over your bed, picasso inspired line art is always a good idea. @hairitagehub



Oversized Blazers

If we could only wear one style piece every day, oversized blazers will definitely make the cut. The boxy silhouette gives both form and function, so pump up the volume and go big with your blazer because power suits aren't going away soon.





Lucy.Daves

We are a huge fan of the buy/wear Nigerian movement, so when we find a Nigerian brand that ticks all our boxes - affordable, of good quality and with great designs, they can definitely have all our coins. Nigerian footwear brand Lucy Daves is one brand that has won our hearts over the years with their line of comfortable and on trend flats and heels . The best part about this brand? They also cater to women who have big feet



Inshot App

There's no doubt about it, video content is in right now and Inshot is one mobile video editor that we swear by. It's super easy to use, has a ton of features and makes you a video editor without much practice.



Biker shorts

Everyone's wearing biker shorts now but that's not why we are loving it. They are stylish enough for a lazy day outfit, pretty versatile, and perfect for the hot Lagos weather. So really it's a win-win when it comes to biker shorts.



REMA'S WORLD

We watch as a small framed 19 year-old walks into the room we've cordoned off for the interview at DreamWorld Africana Amusement Park. Accompanied by a team of his road manager, stylist and a band of videographers and photographers to document his every step, it was clear that every move he made was strategic, documented and well-thought out by his team.

As any rising star, it was noticeable that he was initially uncomfortable walking into a room full of unfamiliar faces- this changed shortly as the interview began. We were greatly surprised, but mostly impressed to discover a young man wise well beyond his years, with a vision which surpassed any we could have attributed to the newcomer. Anxious to begin, we delved into the mind of the young commando that is Rema, to discover his past, his present, his future and what exactly went through his mind when he found out he made daily cameos on the Obama's Summer playlist!

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For **BTS content**, Scan here!

What big life changes have you experienced since the release of Dumebi?

I can't move the way I used to. I now move mostly at night. I'm not supposed to be in certain places. I'm not supposed to be everywhere. I can't even go to the cinema. I had to filter my circle. There are a lot of day ones i'd like to put through being from Benin City, but i cant bring them around for now, because I just need people who can help me achieve my vision for now. Friends, they're cool, but for now i cant bring them close because I just need strategic people around me.

> My vision is big. It's too big for the mouth to even speak. It's massive. It's beyond the physical, it's spiritual



I actually miss my friends. Family too. I'm far away from family, it's been two years. I'm not ready yet. There are somethings I really want to achieve before I start bringing everyone around me. Sometimes they complain, but there are strategic principles I have to secure before I allow people around me.

You talk about strategic principles and your vision. What's your vision?

My vision is big. It's too big for the mouth to even speak. It's massive. It's beyond the physical, it's spiritual and it matters who's around you, their state of mind, their spirituality. None of these moves i've been making are physical, they're spiritual. It's just something beyond the ordinary.

What's next for the Rema brand?

I just want to take music- not just African music, but music to the next level. I just have this vibe that there's something i'm here to do, something I was born for. It's not just about the whole afrobeats things; its music as a whole. I want to be able to touch the whole world. I'm glad that when I dropped Dumebi and the rest of my other sounds, it didn't take time for it grow slowly, it just blew up! Those are the kind of moves I want to make.

Would you say Social Media contributed to that initial blowup?

It did. Even my approach on social media is strategic, that's why I don't even post a lot. I only show my face online when I'm told to show my face. I was trained in Mavin before I was released, they actually changed my character, the way i think, the way I talk.

A lot of people say i've changed, I know I've changed, I used to be a loud funny guy, but I needed that state of mind to be able to create. I had to stop certain things to get the sound out. It's a combination of everything, the way you reason, your spirituality, your character etc.

Was versatility in your music planned?

I developed this. I don't want to be boxed into one sound. I like creating a variety. If you have different vibes, it's easier to make music. If you want to make the same thing you made before, you might feel pressured because you want the same ovation. I see a lot of artistes- it's been hard for them. I had to ask my label how we can actually trigger attention really fast.

I recorded a lot of songs for a year. I didn't actually pick Dumebi, I didn't like Dumebi. At the time we were picking songs, my sound had already evolved. I had a new sound. My mind was already at a different level and Dumebi was the second level as it was one of the early creations. By that time, I was already at the sixth dimension.

What song is an accurate indicator of where you currently are?

When I was picking songs to be released, I was at 'Iron Man' level, that was my sound. I was at that spiritual level. So we released an EP with different sounds to please different people. They didn't actually go for the trap sound, but I had to tell them that the 20,000 followers I have for now like me for the trap sound and we had to put something in there for them. I dropped the freestyle EP because the first EP, the "Rema" EP, had 3 afrobeats songs and one trap song. I call my sound 'REMA' because there's no actual place you can put the sound, but it has a taste of afrobeats- that's my origin, that's what stand for. I dropped the freestyle EP because of the guys that followed me even without knowing what i'd be in the future. In Nigeria, no one really vibes to trap so I had to convince them and deliver it in another way they will understand.

How did Dumebi come about?

Dumebi was actually just a vibe! When i put down songs, I don't really think that much. Ozedikus played the beat after giving it to a few artistes who rejected


BF.BORFEND

"I didn't actually pick Dumebi, I didn't like Dumebi"



it. I heard the beat and jumped on it that night and vibed, I was just having fun. I'd planned to lay the foundation of that track and come back to write actual words- some of the flows there don't mean anything. I was just vibing. I wanted to compile to song properly, but I didn't want to forget the melodies so I quickly recorded it that way. When I wanted to put the words together, I found out that I'd lost the data and I couldn't get my preset back. I recorded a whole new Dumebi with actual words, but the D'Prince, my manager was like "nah", he didn't think it had the same feel. By this time, I just asked for the song to be dropped, because I didn't like the song again- and Boom! It went viral.

What was growing up like?

Growing up was hard! Not everyone believes me when I say I worked hard or I hustled. Benin was crazy, actually! The music industry in Benin is not that encouraging, there are a lot of talented artistes who all wish to come to Lagos to get their big break- to achieve the dream. Growing up, I used to rap in Church- Christ Embassy, I was the teenage rap group leader, and I used to train rappers to rap for God. We actually made a big movement in Church that's going on till now. I also had a live band in school with my friends, we got a lot of ovation for that too.

Does being part of a generation that makes a different sound inspire you to make your own sound?

Yes, I just want to start a new movement actually. I'm not claiming i'm the only one with a dope or spiritual sound; a lot of people are shy, a lot of people aren't confident. Some people will actually want to think logically about some of their lyrics but I was confident. I got a lot of backlash for my songs, with people saying "What's he singing?"

Where were you when you found out you made Barrack and Michelle Obama's Summer Playlist?

I'd just got back from Tanzania. I was in the car on the way home and D'Prince was like "Jazzy just posted something, Obama likes your song!".
I wasn't really surprised to be honest because D'Prince once told me that not everyone can come out to say they actually like your music. At some point, I was feeling sad about Iron Man being released when it was, I didn't think people were ready for that sound yet. So after I saw It had been featured- I felt satisfied- because I thought "imagine if Iron Man was not on that EP". No other Nigerian artiste made that list.

You have the funniest twitter captions, Do you strategically plan your tweets?

I plan everything out, I know when to tweet.
Some people will think I'm proud- I'm not proud, I'm just bold! I'm just confident! If you want to start a movement, you have to be confident. You don't have to beg for support. Like Burna Boy, he stayed confident, a lot of people dragged him down for his words, but he stayed true to the 'African Giant' label. When you call yourself an African Giant, your speech has to be bold! You can't carry that big name and not speak bold!
I call myself the 'Bad Commando', the 'Baby Dragon'. I know what these mean to me.

Which would you prefer, Money or Fame?

I'd say money because I could take care of my family and stay lowkey.

Could you live without the Internet?

Nah! (laughs)

When are you happiest?

When a crowd is roaring and jumping, crazy stuff like that! When I see the lights come on

What was your first show like?

That was Homecoming! That was my first show, the energy was amazing! After that performance, D'prince, Don jazzy hyped me up. It took me to another level The performance was dope! My outfit, everything!

Where do you get your style from? Is it curated by a team or is it your personal style?

This is how i've always dressed. In Benin City, everybody sounds or looks alike. At



the time, I didn't have the money to come to Lagos, so i just wanted to differentiate myself from them in order to take a step out of the way a lot of artists think over there.

What's one thing you would like to speak to?

I'd say just the music aspect. A lot of people listen to music think it's all about dancing; I feel a lot of people should understand the minds of their artists, what they actually want to achieve through music etc. I want to make people understand music more. There is a new wave coming that is going to take Africa to the next level.

If you could have lunch with one person, Dead or Alive, Who would it be?

I'd say my dad.

"Some people will think I'm proud- I'm not proud, I'm just bold! I'm just confident! If you want to start a movement, you have to be confident."

If you could have one thing for the rest of your life, what would it be?

Fries! I like fries.

Are you a clean or messy person?

I'm a clean person.

What's one thing you'd like to do that other people would consider weird?

I'd like to go beyond earth, I'd like to go to space.



"All of a sudden, I'm everywhere, catching flights here and there. It's actually stressful, but I just love where I am at right now."

What're you listening to right now?

I listen to random music, like Arabian music, latin music, I use SoundCloud. I listen to a lot of sad music as it gives me a mood that I use to create.

What Artists are on your radar?

Odunsi and Santi. Those guys are dope! We're actually planning to work on something together.

How do you like Touring?

I love touring. It's dope! Visiting a lot of Cities. All of a sudden, I'm everywhere, catching flights here and there. It's actually stressful, but I just love where I am at right now.

Where's the coolest place you've visited so far?

Kenya! I love the weather there. It's much cooler than here.

Do you think the effect of having long standing people in the industry on your team has helped your progress?

It's been amazing. They were at the early stages of the music industry in Nigeria. Whenever I leave their midst, I feel a lot wiser. I know where I'm at, I know the level where I'm at, I know the level they put my thoughts. The only thing is that there are a lot of rules because I'm still a kid, I would like to break the rules and have fun sometimes but I just have to abide.

What are things you've learned about yourself since your rise to fame?

Yes, I'd say I've changed. My knowledge has changed, my wisdom, my spirituality etc. It's just sad that I can't go to Church that much anymore - I have to stay indoors. Sometimes when I go to Church I make a mess because everyone wants to take photos so I've become more of an indoor guy.



Photography | OAK-C ▪ Stylist | He Is Angel



STREET STYLE

What's fashion week without street style?

When it comes to fashion week, for most people, the thrill goes beyond the models in the season's latest trends trotting down the runway and spills over to the diverse expression of style that fashion connoisseurs, insiders, and enthusiasts bring with them. The fashion on the streets, though not as skillfully curated as the pieces on the runway, is equally as anticipated. With guests filling the streets with outfits that are carefully thought out to reflect their personal style and people constantly turning/looking to street style for outfit inspiration.

From head to toe vintage ensembles, to bold vibrant pattern mixing and quirky accessories, here's all the street style inspiration you need to get you through the fashion week season.









Street












NY



WHAT'S YOUR Shade?

Lipstick pulls together every look, it's the binding agent that ties the makeup look. From the mute nude when you're going understated, to the bright red, when you want to stand out, make an entrance and let the world know, I. HAVE. ARRIVED!

Yet, a lot of us play it safe with the generic colours- what if you had the option to veer on the wild side of life for a day? Would you dare to go lusciously lime green? Or tantalizing turquoise like the deep seas of the Cote d'Azur? We've curated a few daring colours to make any pulse quicken!

So we pose this to you...
What's Your Shade?





Fashion Film BTS

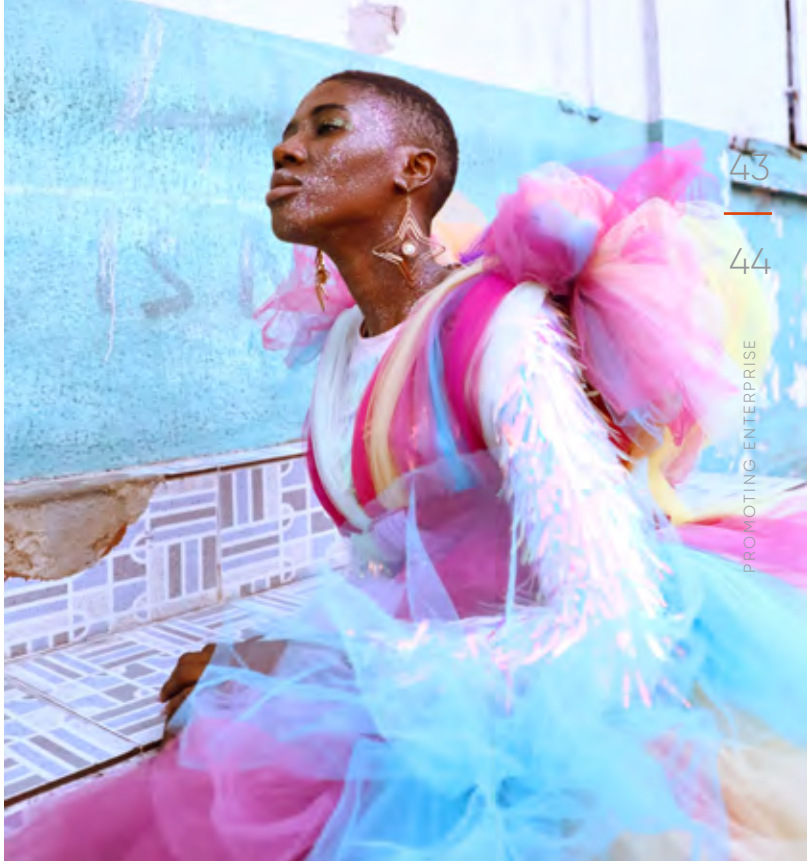








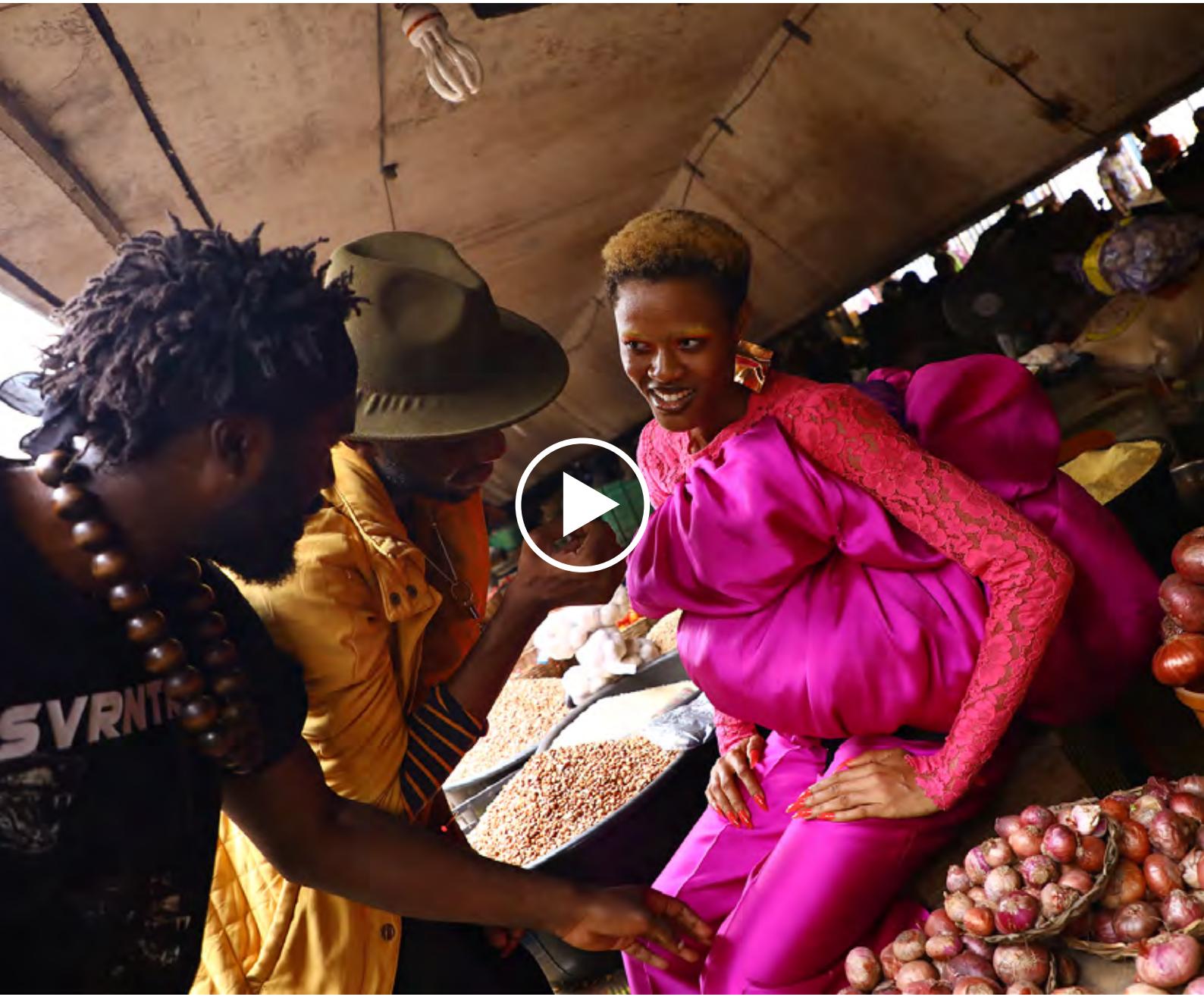








Fashion is Freedom



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SUSTAIN ABILITY

in Fashion



Did you know that the global fashion industry is the second largest industry engaging in environmental pollution? Although fashion comes and goes with the seasons, everyone can have a sense of personal style that endures beyond the fashion trends of the day. But the important question is, how much does it really cost to buy that new "brand name statement piece", destined to gather all the cobwebs at the back of your closet in 6 months? Well, the personal cost is known but the environmental cost is less known.

Let's explain, fashion and apparel are considered the world's second-largest industry with a high amount of environmental pollution as an aftereffect of its supply chain. This is a result of different peculiarities of the global fashion industry that make pollution and waste a part of doing business. Firstly, prior to the advent of the internet (and social media), fashion trends were subject to the proactive work of fashion labels and fashion houses, designers would design for most affluent/fashionable in society after displaying their seasonal collections on the runways, magazines and publications would carry images/drawings of those designs, once everyone else got on the bandwagon it would become a fashion trend. This process gave the most stylish and talented fashion houses ample time to get ahead of fashion trends and provide the necessary supply to meet demand by the time



it was present. But once the internet and smartphones gave rise to the widespread use of social media, anybody could become a "fashion influencer" (Someone that can influence the fashion trends of the day or validate upcoming trends as stylish), thus the dynamic had changed. Fashion houses no longer dictated fashion at their own pace, fashion trends could come from anywhere and any brand through social media via the internet. Thus fashion houses then had to catch up with the youth fuelled fashion trends that are as ephemeral as social media trends; thus by the time fashion houses have created enough inventory, taste and style have migrated to the next big trend, which results in unsold inventory. When this unsold inventory cannot be sold off at a discount they often end up incinerated or in landfills. Since the turn of the 21st century, clothing production has doubled due to the social media-fuelled changes in fashion taste and demand. This rush to produce inexpensive clothing to meet the demand for the latest fashion of the day was coined "fast fashion".

Secondly, the linear system of fashion production in the global fashion industry of 2019 utilises large amounts of oil, fertilizers, chemicals and water in a wasteful way as there are no prevalent means of recycling or safely disposing of these materials. The global fashion industry contributes significantly to the release of greenhouse gas emissions and chemical infused water from the treatment of textiles, back into the environment.

But there's more, The textile industry has also been linked to the issue of plastic entering back into the oceans of the world. Plastic microfibres released during the washing of polyester, nylon and other plastic-based textiles are a major issue with negative environmental and health effects. Today's fashion buyers and style moguls are digitally enabled and more conscious of the adverse effects of fashion production to the world we live in. These same buyers are holding fashion and textile companies to higher standards, and concentrating their purchasing power on brands that adhere to these defined standards.

Now here comes the good part, brands, governments and researchers around the world came together to propose the concept of the circular economy of fashion and textile. In this circular economy, the supply chain of fashion production is no longer lineal but now circular as the focus is to increase the use of environmentally sustainable and reusable materials in the production of clothes and textile. Clothes produced in the circular economy will be well kept and re-enter the market after use, to be resold and reused.

When It comes to sustainability in fashion, there are two approaches to be used: upcycling and recycling of fashion materials. Upcycling is the deconstruction and reuse of discarded materials such as trash to create new products of higher quality or value than the original. Recycling, on the other hand, is recovering a product that has been used and putting it through a process to make it into a new version of the same product. Successful upcycling and recycling in the fashion industry must be a joint effort between the fashion and textile brands making clothing, the consumers patronising these brands, and the government bodies that have the constitution backed policies to enforce sustainability industrywide.

International brands such as Nike have committed to the sustainable and responsible production of fashion and clothing items. A prime example of this is the Nike Air Max 90 Cork model, which uses the corks of used wine bottles to create a new version of their signature shoe as an alternative to rubber. In 2018, Adidas also took a leap in the direction of sustainable fashion with the production of the 2018 Manchester United FC kits, made of waste plastics pulled out of the ocean. Other luxury fashion brands such as "Gucci", "Vivienne Westwood", "Burberry" and the "ASOS Reclaimed Vintage line" have made efforts to reduce the use of animal fur, rescue and reuse abandoned surplus fabric, re-introduce used clothes back into the supply chain to give them a second life.



Upcycling and recycling require effort from all levels of the fashion supply chain, from ethical material sourcing and clothing production lines with responsible disposal of chemicals to responsible and conservative sales and purchasing of fashion items. The first step is to "think"; the effects of unsustainable fashion production is detrimental to the environment and the workers industry-wide. The second step is to "act"; demand higher standards in sustainability from your favourite fashion brands and always purchase from ethical fashion brands, we all have a part to play whether we be producer or consumer. The third and final step is to "Talk about it", we keep the conversation going to keep the issue alive in the collective consciousness of society. When we talk about it, the process restarts from Step one forcing the issue back into our minds. We all have a role to play no matter how big or small. Have you spoken to someone about "sustainability in fashion" today?



The Altè Native

Faces of the Nigerian Arts Scene



The word 'alté' has become the 'it' word to describe creatives in Nigeria who don't quite fit the mould of conformity, dressing and attitude, but instead pride themselves on eccentricity and wading through unchartered territory. Now a sort of 'cool kids' club, this group of creatives would have once been viewed as 'odd' or told to 'get a real job', but have somehow found a way to crack the code and monetize on the new wave.

They span across the arts making their own mark in music, art and fashion, with their genre un-specific music touching on concepts akin to The Weeknd's 'House of Balloons' debut mixtape and painting styles with brush strokes reminiscent of Andy Worhol with photos capturing shots in history from a unique lens perspective.

Make no mistake, this glorification of the movement by no means insinuates that the culture has not been subject to copious amounts of criticism or on the receiving end of heavy amounts of 'shade', because they have, both online and offline! even being labelled on 'Urban Dictionary' as '...a bunch of Lagos kids who wear ugly glasses and oversized jeans with ugly t-shirts all in the name of being different'. This however, has not led to a decline in the polarization, but integration and recognition beyond the Nigerian borders by industry hitters such as Vogue, Dazed, Vice and Disturbing London to name a few. Although this group seem to be self-removed from the term 'altè' -and as such we have chosen to refer to them simply as 'alternative', these creatives have been pushing the envelope on everything we as a society have grown to accept and the global audience is taking note!

We introduce to you, The Alternative Faces of the Nigerian Arts Scene, Class of 2019- Alani Adenle, Abraham Ogunlende, Bella Alubo, Pablo Bruhn & Jennifer Boyd of ANTI, Edward Okolo, TSE and Stephen Tayo, the newgen creatives coloring the arts scene with their own unique multidisciplinary forms of self-expression.

"We don't set out to shape the next generation, but it's something that will happen naturally-It's not conscious."

Pablo Bruhn,
Set Design



"It happened at a period in time where people were tired of doing what we were meant to do "do your NYSC, get a job, get married", but no! We wanted to experience other things and show people how we see our Nigeria, how we see our Lagos, how we see ourselves!"

Jennifer Boyd,
Set design



"People weigh what you've done based on the fact that you're termed 'Altè' they don't see it as hard work, they see it as happening to you because you're alternative. They should see it as coming from a place of hard work- people should acknowledge that these people put in so much effort- it's never full credit!"

Stephen Tayo,
Visual Artist





"My parents have always been very supportive of who I am. It's now on me not to mess that up!"

TS&

Visual Artist

"I'm just a normal person, but sometimes I go to my mums store and people stare and ask "Why did you do this to yourself?!"

Alani Adenle

Model and Brand Influencer





"The thing about being different is you're just different, even if you don't accept it yourself. It's just about self awareness and finding your true self!"

Bella Alubo,

Artiste

"I paint in a minimalist style and I started out going against the norm. When I moved back to Lagos, all the gallery owners would tell me to make my art more African, but I felt I had to stick to what I'd started with, it was not what they were used to. It was a lot more composition and a lot more colour. Social media made it more accepting for me"

Painter Abe,
Artist



"The space so far is very accomodating of people finding their own voices and perspectives and I want to be a part of a community that is open and if the altè community is 'open', then sure! Im Altè!"

Edwin Okolo,
Novelist, Journalist, Critique, Designer



"If the older generation wouldn't give us a chance, there's a lot of us ready to adjust them to adapt, which is happening now and I was fortunate for Vogue to give me a chance and write about my work, which attracted a wider audience for me. For me, it's a fight for space, and I am still fighting and I won't stop fighting!.

Stephen Tayo,
Visual Artist

"The alternative movement was able to thrive because we owned it!"

Painter Abe,
Artist

"Our generation is a generation that is questioning a lot of things that we've been told is normal, which is understandable coming out of a dictatorship. We have to challenge and question everything and when we ask "Why?", a lot of the answers are not tracking with what we've been told, which is why we're finding our own paths and finding ourselves!"

Edwin Okolo,
Novelist, Journalist
Critique, Designer

"I feel odd calling myself Altè! I'm just me."

Bella Alubo,
Artiste

"With this movement, it's nice to be a part of something. Something bigger than yourself. Before, art in Nigeria was very 1-dimensional, now people are starting to create sub-genres and sub-cultures. It's cool to see people doing what they want!"

Pablo Bruhn
Set design

"It's just a word. Accept it or not!"

TSE,
Visual Artist

"For people who weren't watching trends and wanting to be a part of something, It kind of fell upon us who just wanted to be ourselves. We didn't want to be other people just to fit in. We just wanted to be our true selves and be confident in who we were. People would see us and think we were weird or trying too hard- then all of a sudden, there was a switch and people saw it was okay to be yourself!"

Jennifer Boyd,
Set design

"For me, Fashion and my tattoos are the way for me to express myself. I just do me, I never followed what anyone was doing. I never knew I was cool, people just started saying "You're cool!". I started posting pictures online on advice from a friend and people started liking it. I got to Nigeria and met people with the same mindset who just wanted to be themselves and now I'm a brand ambassador!"

Alani Adenle,
Model and Brand Influencer

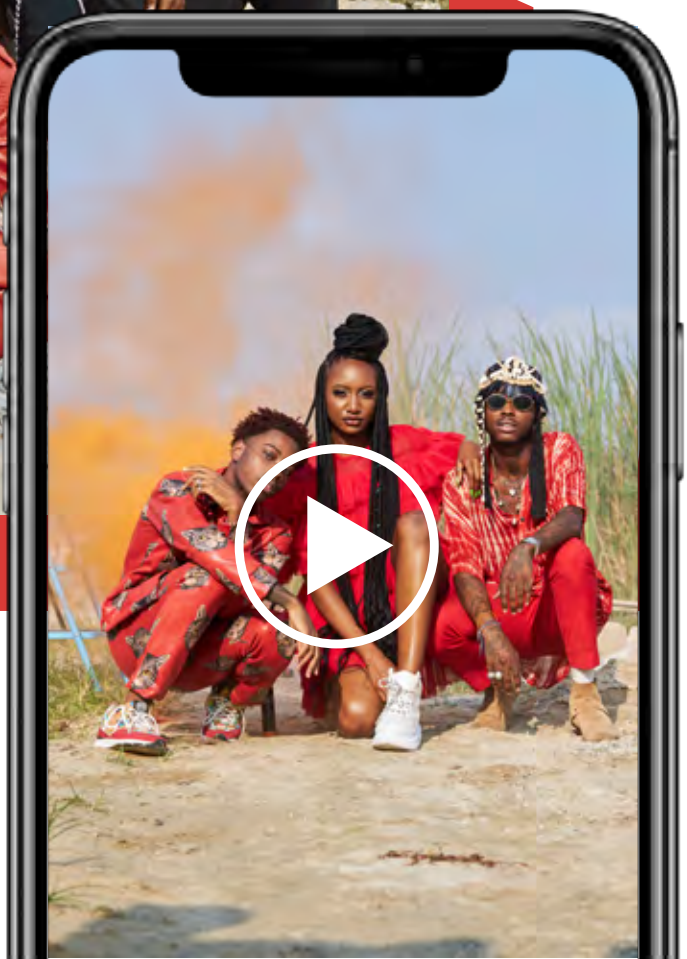
"The commercialization of the movement comes from the ownership. It's become commercialised because people see the investment potential"

Stephen Tayo,
Visual Artist

"The internet has democratised how we consume content as a whole, in the 60's, 70's, 80's and 90's, you got the majority of what was cool from television and the radio, you had limited options and opportunities to connect with new things. Now you can curate your life. You can curate the kind of content you consume, the friends you want, so a lot of people feel they aren't pigeonholed into a choice and they want to explore that choice and the altè movement allows them to do this! You find your community and the movement says you are not alone!"

Edwin Okolo,
Novelist, Journalist
Critique, Designer





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Sevon Dejana & Weiz Dhurm Franklyn







Fruché

Orange organza layered over same weight pink organza, embellished mid-riff at large pleats. White horsehair incorporated at base to volumize gown

Earrings, Stylist's own

Mai Atafo & House of Jahdara

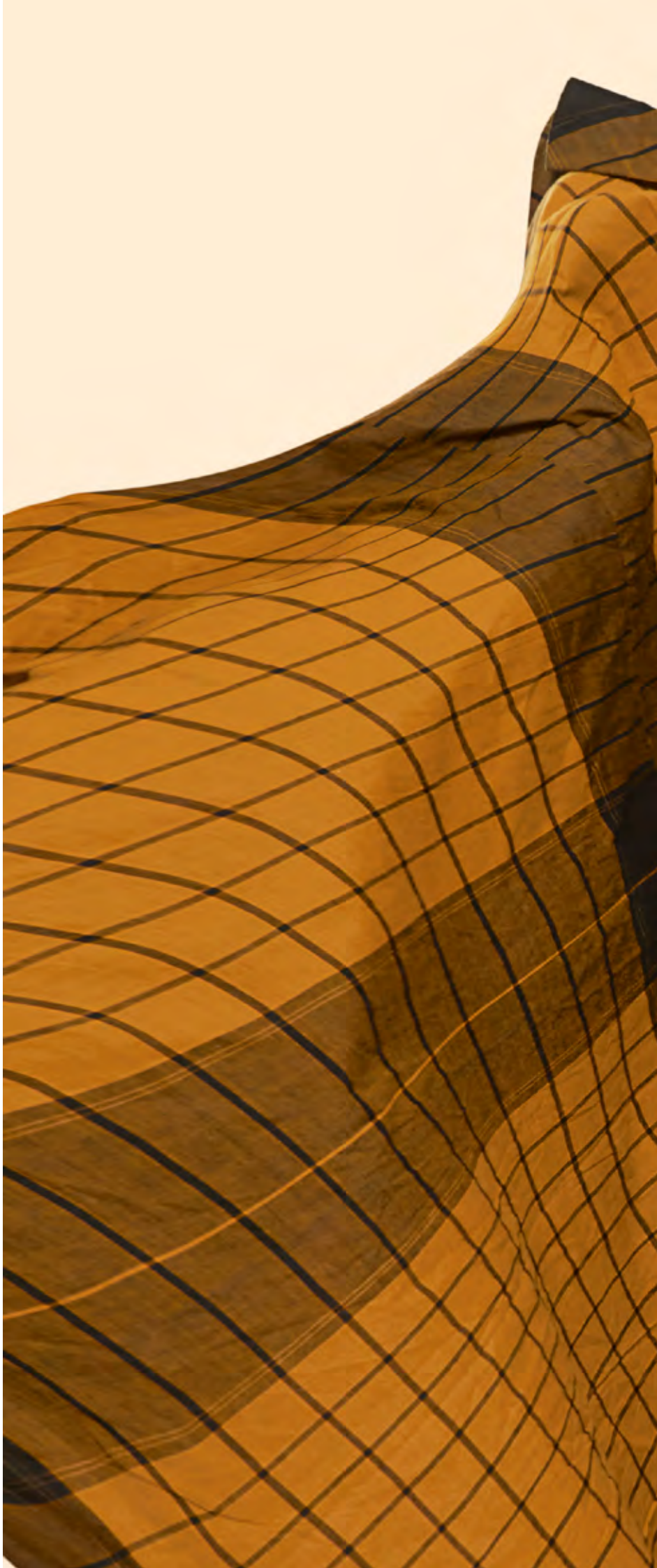
Neon green tulle oversized jacket ruffled for dramatic effect paired with sunflower yellow tulle layered dress with exaggerated train effect.

Earrings, Stylist's own



Ituen Basi & Hue by Idera

Over the shoulder earth coloured cut-out floor length coat accompanied by same colour cropped top with all round multi-colour structured detailing paired with black mesh detail high neck dress with high-slit





Fruché







Sevon Dejana & Weiz Dhurm Franklyn

Purple Structural Bustier Gown manipulated and embellished with 3D Magenta sheer pleats and cut outs paired with extravagant bubblegum pink Fan-like Pleat Organza.

Bracelets, Stylist's own

Weiz Dhurm Franklyn



High neck structured black jacket with diamante embellishment on bust and exaggerated shoulders, cinched waist and red tassel detailing on wrist for movement paired with stylists checkered leggings.

Shoes, Stylist's own

Mai Atafo

Sunflower yellow tulle layered dress with exaggerated train effect.

Earrings, Stylist's own



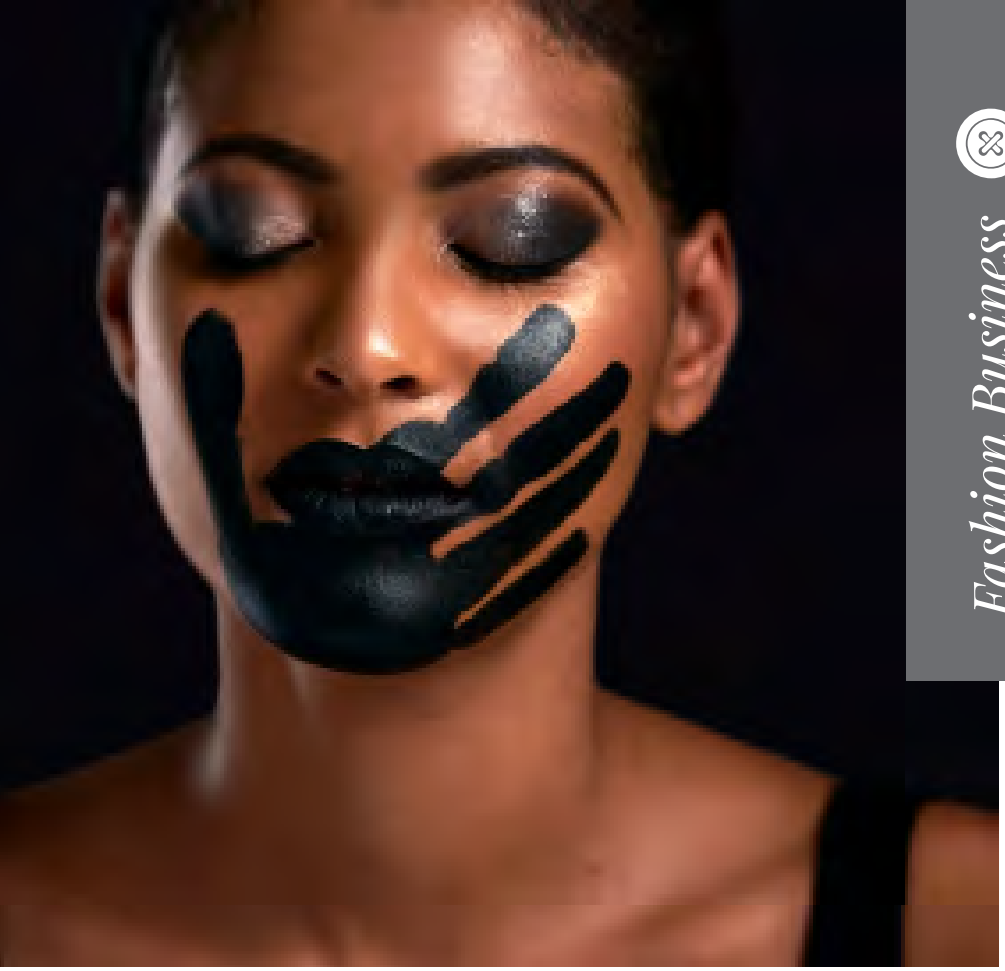
Fashion in the AGE OF SOCIAL CONSCIOUSNESS



"Fashion is always at its best when it looks outside of itself for inspiration and holds up a mirror to society."

- Maxwell Osbourne

Fashion has always been a form of expression used by millions to convey a message which went far beyond what words could convey- a forward thinking form of art. Fashion and social justice have always been interconnected through the years, this sort of engagement is what has propelled fashion to be far more than just pretty dresses on a runway. Certain factions of the fashion community has made promoting social causes & pressing cultural issues a priority and with the 21st Century creating more of an open space to issues plaguing society, the fashion world has listened and taken an even bigger stance. Important issues of our time have been taken under the wings of the fashion umbrella,



championing causes such as LGBTQ rights, Feminism, Racial Injustice, Climate change, the Global migration crisis, Racial Injustice etc. Fashion of this decade has almost made activism of feminists who protested for equal pay, maternity leave and reproductive rights in the 70's seem small time.

Fashion was on the forefront of #MeToo and #TimesUp, movements against



sexual harrassment and sexual assault which went viral in October of 2017 as a social media hashtag. #MeToo came about after sexual abuse allegations surfaced against entertainment industry titan Harvey Weinstein who also happened to be husband to Georgina Chapman, founder of popular womenswear brand Marchesa. The hashtag went viral after being popularised by American actress Alyssa Milano on Twitter, by the end of the day the hashtag had caught fire with a plethora of high profile posts following from celebrities like Uma Thurman and Ashley Judd. #TimesUp, a response to #MeToo took off shortly after.

It has become commonplace to see designers incorporate #MeToo and female empowerment into the very fabric of their collections. New York Fashion Week saw French fashion designer, Myriam Chalek chime in on the conversation by casting sexual abuse survivors as models on her runway in garments that represeted their abuse, accompanied by male models in pig masks to represent the #MeToo movement in France, #ExposeYourPig. Post- #MeToo, various parts of the industry have put safeguards in place to protect all involved and most especially the vulnerable such as American mass-media company, Condé Nast which released photoshoot guidelines for "all who work with it's brand", whilsts Vogue's Editor and Condé Nast Artistic director, Anna Wintour put professional relationships with photographers Bruce Weber and Mario Testino "on hold" after their own sexual assault allegations came to light.

A further testament of the proliferation of #MeToo and #TimesUp movements was at the Cannes Film Festival. The festival saw actress Kristen Stewart take her heels off whilst on the red carpet protesting the festivals strict dress code. And at the 2018 Grammy Awards, stars such as Lady Gaga and Ke$ha wore all black dresses or white roses to express solidarity with the movements. At the BAFTA's, the red carpet was swarmed with #MeToo references with stars even going as far as bringing activists as their guests.

Fashion hasn't stopped there with it's efforts to make the world a better place for us all. Take Climate change for example-'The Fashion Pact' was formed, led by Francois-Henri Pinault, Chairman and CEO of Kering- think Gucci, Balenciaga, YSL. A coalition bringing together the most significant players of the fashion industry, the Fashion Pact commits to a 'common core of quantified target within the outlined areas of climate, biodiversity and oceans to reduce the environmental impact of the industry'.

Fashion brand Kenzo, in its efforts to be more socially resposible and 'save the planet', entered a joint partnership with the Blue Marine Foundation with their Spring Summer 2014 collection showing maritime inspired pieces against a waterfall installation backdrop and a shirt which strongly read "No fish, No nothing". Taking a step further in their combat against overfishing, KENZO remodelled 11 Rue Debelleyme, transforming the space into a digital pop-up store in Paris' Marais district complete with a fish tank.

All in all, Fashion has played a major role with its social impact footprint, through its designer, models and even the corporations and shows no sign of stopping!

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BUKOLA ADENUGA
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OLAYINKA ARO-LAMBO
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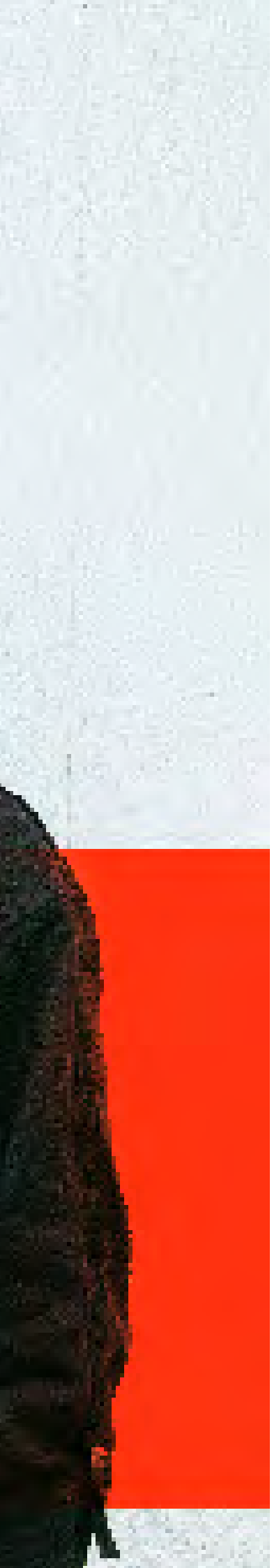
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Sketch 2 Fame



With his beautiful sketches and his ingenuity transferred through his designs,Charles Egbejule emerged as the very first winner of the GTBank Sketch 2 Fame competition , a competition designed to help foster and promote a new generation of fashion designers and illustrators.

Beating out a plethora of other talented candidates, his vision and tenacity translated to bring his sketches to life! and onto the GTBank Fashion Wknd presentation stage. We caught up with Charles a year after his great win.



What was it like to win the very first edition of sketch 2 Fame?

It was a weekend afternoon, I remember cos I was fixing my soccer boots for Saturday and I got the dm from GTBank on my way back home from the cobblers. I was excited and I called everyone I could. At the time I was in need of a win, I was already planning a collection of some sort. It felt good to know that I was the best fashion illustrator in the Country. I really didn't know what to expect but the energy was premium and the good people at GTB helped me all the way.

What was the recognition it came with after like?

My social media attention improved and the dopamine that came with reading the comments felt good!
As fate would have it, I made a decision with the playlist for my presentation which seduced a notable photographer to take photos of my pieces and these photos were later featured on The LVMH prize Instagram account.
I began to work with (Style Infidel) who was the stylist for fashion weekend. I didn't know much about him at the time and was really nervous, but he killed it and the presentation was packed! I really didn't anticipate the crowd that showed. I think I also found myself a fashion God-mother in Ms Ituen Basi, I hope she feels the same!

What have you done with the exposure and knowledge gained since sketch 2 fame?

Winning Sketch 2 fame gave me clarity on my abilities and what is achievable with what I have. My confidence levels improved and I was fired up to put out more work regardless of the situation because at the time I was serving at oshogbo for my NYSC and I was probably on a low.

What is one piece of advice you'd give to this years contestants and winners?

I'm not one to give advice, because usually people rarely heed their own advice.
But I would say, put in your best, don't save your best for later, do research. Ensure your work is presentable and leaves a strong first impression. Illustrations are first art before functionality, so be artistic. I've also dropped tips on my social media pages that can guide your process. Always put yourself in the position of the observer from time to time, so you can best understand how another might feel about your work.

What are your long term plans in fashion?

I plan on dropping a collection before the year runs out titled "The Roads" . I want HUBRIS to have more stockists and outlets but most importantly, I want consistency and ensuring that pieces are readily available. For the further future, HUBRIS will explore what lies beyond the shores and will keep growing and carrying its community along. We are already working on a new version of the Moonshadow earrings and I'm particularly excited. We are tightening up and closing the holes in our structure as the status quo demands robustness of a certain degree. We will keep moving forwards guided by the mantra "may the skies fall and let the heavens open. As a brand we are going to foster collaborations with other brands even outside fashion as we enjoy experimentation.
HUBRIS is growing rapidly and I can only plan, the rest is left to what the brand wants.



The Beginning of JOE



"I write music based on what I could be experiencing or what a friend of mine might be experiencing but I just like it to make sense"

Well on his way to becoming the next breakout star in Nigeria, JoeBoy has blessed our auditory senses with his first single, 'Baby' which was an instant hit! Following it up with 'Beginning, which took our hearts away and left us all salivating for more. Although still an undergraduate at The University of Lagos and juggling two songs at the top of the charts with a hectic schedule, the young but wildly talented and fast rising debut artist met with us to discuss his past, his present and what the future holds for him under Mr Eazi's 'EmPawa' record label.

Arriving at the studio with his team of two, we sat down face to face with the future of AfroBeat

BDT





Tell us about your musical journey from being in the studio with 9ice & I-D Cabasa to the recording of the cover of Ed Sheeran's "Shape of you"

When I was in primary school, my older brother was friends with 9ice & I-D Cabasa so they used to come to my house back then. I was this young boy always going out with them for album launches etc. I used to observe. I saw how the industry was, so I guess it became a part of me subconsciously.

Music wasn't even something I felt could be taken seriously about 5 years ago. The first time I recorded on a song was the end of 2012 and it wasn't even my song, it was my friend's song. At the end of the day, I ended up recording about 4 lines. At that point, we didn't really know anyone. We were just street boys in Bariga. So we just shared it with our friends on Mp3 and that's how it started for me. I remember I had one book where I used to write a lot of choruses. I then started recording for fun; the first song I recorded was "Gbeseyin" which I thought was nice at that point in time and was paid for by a friend. Right after that, I started recording covers of songs but the big break was when I did the cover of Ed Sheeran's "Shape of You" & dropped it.

From your experience so far, tell us the importance of a good support system for an upcoming creative

I think it is very important although it still boils down to the creative at the end of the day. I'd be honest, at the beginning, I didn't think this was something I could do. But due to people constantly telling me I was good and someone uploading my first song online for free at a time where it cost about N20,000 to upload your song online, I was encouraged. It's not always about money, a simple word of advice or a reference could keep you going.

"Baby has taught me that a very good song will always find its way out one way or the other"

Does being a songwriter help you become a better artist through storytelling?

It is actually very important. The way I am, different things could inspire me. The song "Beginning" was actually created from a phrase; I was arguing with a friend and she said "I'm beginning to begin to get angry with you" & I felt that line was very funny and then decided to make it into a song. I write music based on what I could be experiencing or what a friend of mine might be experiencing but I just like it to make sense.

Who would you say are your creative influences in the Nigerian music industry?

When it comes to the art of creating music itself I'd say Burna Boy, when it comes to the business aspect, Mr. Eazi, personality-wise, Tuface.

Also, Davido; he has money and fame and has been one of the biggest for years yet he is still working hard. Some people could start relaxing but he has been consistent.





Tell us how your "Baby" visualizer video came about.

I was trying to process my visa to shoot the video in South Africa but it didn't come out on time and the song was dropping in two weeks. Mr. Eazi then came up with the idea of dropping a visualizer. So Mr. Eazi was actually the one who started the visualizer thing. People then fell in love with the visualizer and it just blew up; it is on 12.2 million views right now. We then decided to make a story out of it.

How did you maximize your resources as a creative?

For example, visualizers aren't necessarily cheap but they are very effective when it comes to marketing. Because they like the video, it is also very likely they will like the song because the song is good. Although you still need money, there is always a way around it.

"The Headies was something I used to watch on T.V. and all of a sudden I am getting nominated 4 times"

How do you ensure that what you have is enough to fund your craft?

It is really about making the best of what you have at that point. It's about focusing on your own journey and knowing what you want and patience too. As long as what you're pushing is good it's also way easier.

Tell us about how "baby" came about.

We were already planning on shooting the video for my next single about December last year but as I wasn't too sure, I returned back to Lagos. So that actually delayed the video because I am sure if we had shot that video that song would've had to drop. When we were about to shoot the video again, I recorded "Baby".

How I recorded "Baby" was actually funny; I was asking my producer to send me beats then he forwarded a beat to me which other guys had rejected from the original producer. So I recorded on the beat and sent it to my producer. Like any other good song I had I just kept it. One day Eazi posted it on his story and on twitter people were asking about the song as if it were already out. At this point, we were still thinking of dropping another single with a Ghanian artist but I told Eazi we should drop "Baby" instead.

We dropped it on March 1st. It kind of blew up on my page first. Afterwards, acts like Simi, Don Jazzy, Adekunle Gold etc started reposting and it started growing gradually. It took a month and three weeks for the first visualizer to reach 1 million so it was very organic and gradual. After Eazi heard the song, I invited Dera to my studio; we recorded it again, perfected it, got it mixed etc.

What do you think "Baby" has taught you about the Nigerian music industry?

It has taught me that a very good song will always find its way out one way or the other.

Tell us your experience of working closely with Mr. Eazi

Before "Baby" dropped I had been moving with Mr. Eazi for about a year. So I just kept observing everything he was doing and learning. Now I understand what it takes; it's consistency; the fact you are hot now does not mean you'll be hot forever. It's also good to have a clear head because once ego starts setting in, you will start messing up.

Tell us the importance of structure in the music industry

Anything well-arranged is easier. When anything is well-arranged and organized, you get the best out of it.

What can we expect from Joeboy for the rest of the year?

I intend on putting out a body of work, more big features, more music, more videos etc.

When is the E.P. dropping?

Sometime in November.



Are there any features we should anticipate?

No, it's all about Joeboy this time.

How long did it take to develop your sound?

I honestly don't know how long. I just kept making music and listening to other artists. Producers are also pioneers of sounds.

Tell us what touring has been like for you

When I was younger I always dreamt about traveling. Although it's stressful, its something I always wanted.

You've worked with quite a few Ghanaian artistes, Where did this love for Ghanaian music stem from?

People actually thought I was Ghanian for a while. I love Ghanaians! They are very easy going people.

If you could create your ideal album, what will the album be like? Who will you feature?

First things first, Chris Brown. Maybe I'd fix Ed Sheeran on a track somewhere.

Tell us your thoughts on being nominated for the Headies awards

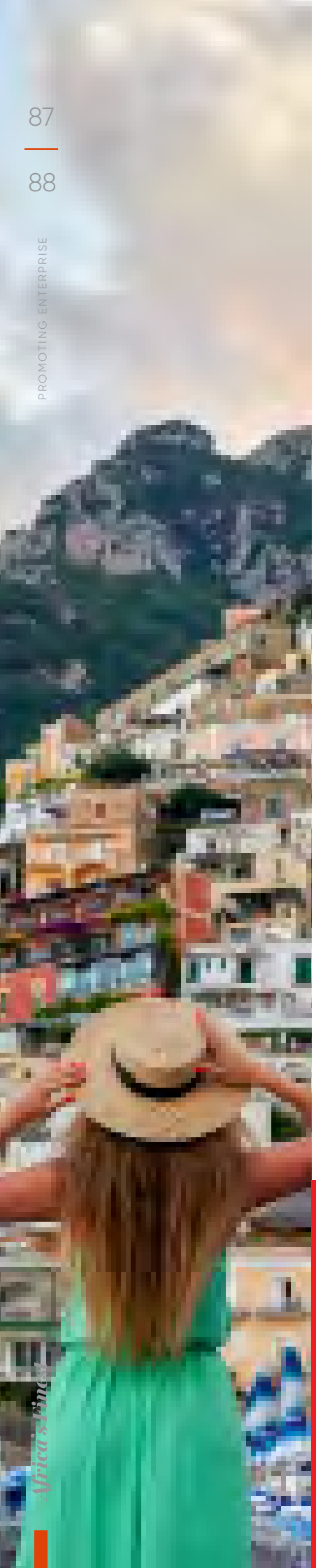
It actually means a lot because the Headies was something I used to watch on T.V. and all of a sudden I am getting nominated four times. It just shows people are actually noticing what the Joeboy brand is doing. It is also nice being nominated in the same category as Fireboy who I met in 2017 at the Redbull Music Academy. So seeing how far we have both come and how far we are still going to go is actuall





"It's consistency. The fact that you're hot now does not mean you'll be hot forever!"

Photography | Adebayo ▪ Stylist | Donald

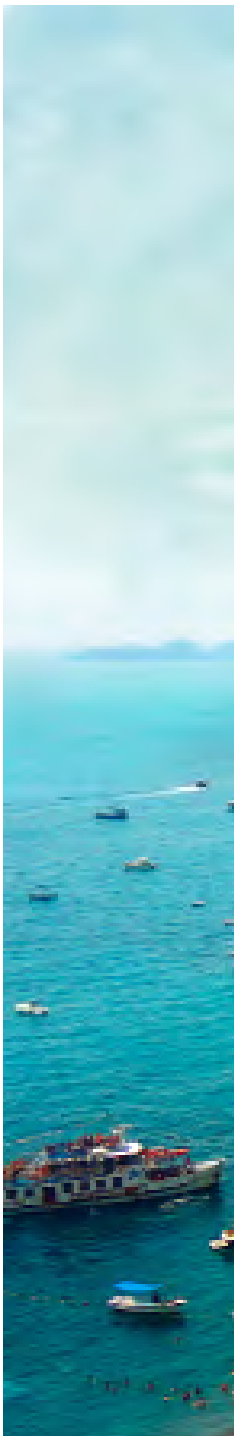


December GET AWAY

December in Lagos is the most anticipated season of the year, however, it can also be the most overwhelming.

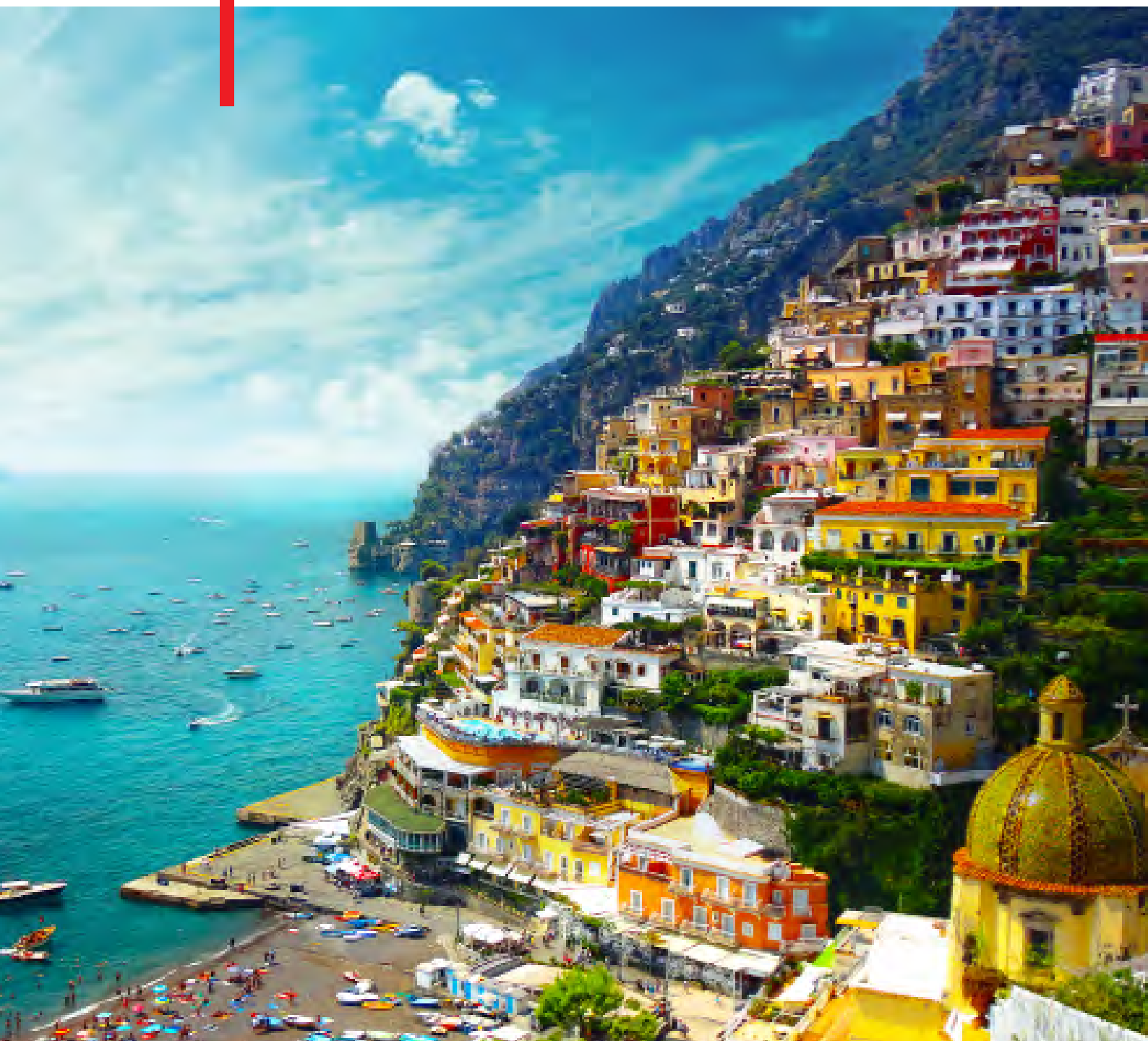
If you fall into this niche category and often choose to escape the roaring season but are tired of the usual haunts visited year in year out, we've curated a list of must-visit places that are sure to leave you feeling well rested, renewed and guarantee optimal level of fun & excitement.

So whether you're looking to thrill seek, spend quality time-away with the family or take a much needed bae-cation, you're sure to find a location that suits your needs and the GTBank cards are always there to facilitate the getaway of your dreams!



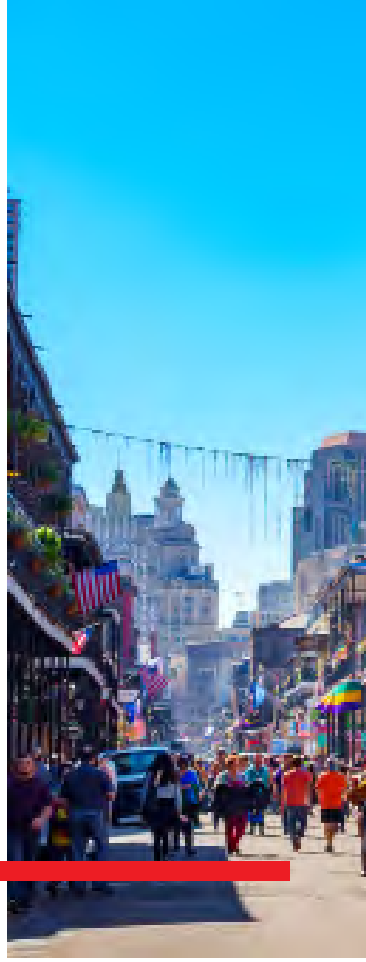
Amalfi Coast, ITALY

With the chance of saving 50% on hotel bookings and beat the scorching Italian sun for cooler weather, Amalfi Coast in December might just be a no-brainer.
From Positano, to Sorrento, to Pompeii, then to Naples and finally Salerno, there's lots to see, eat and discover and with less people, renting a car and visiting all the towns, or equally a hopper and diving into the clear blue water and emerging at each town could be an option?
To get a more authentic feel of Italy, walking through Positano with less tourists and more locals, means more Italian on every corner and less lines at the best restaurants and even less on the beautiful sandy beaches kissing the clear blue Tyrrhenian Sea. How about driving along the windy coast to visit the ruins of Pompeii or visit the historic volcano at Mount Vesuvius.
In Positano, enjoy Spiagga Grande beach on New Years Eve and be amazed by the famous towering tree in Piazza Tasso in Sorrento.



New Orleans, LOUISIANA

Nicknamed the 'Big Easy', December is hands down the most enjoyable time to visit the old and historic city of NOLA. With fairly cool weather averaging 18 degrees, less crowds and the beautiful city covered in festive decorations, the City that never sleeps really comes to life! Winter wonderland at the historic Roosevelt Hotel is a must, with nearly 50 Christmas trees and over 60,000 lights. Indulge in some of the best cocktails in the world mixed right there on Bourbon Street in the French Quarter or Vieux Carré, the heart of New Orleans. Hop on colourful streetcars which have been a mode of transportation in NOLA since 1835 and visit Oak Street in the Carrollton neighborhood which is a hotspot for music, food and festivals. Take a tour on an airboat through the surrounding swamp and marshland to search for wild boars and alligators. If you're looking to relive the magic of Mardi Gras, 'Mardi Gras World' is a studio where Mardi Gras floats are created and stored for public viewing, as well as historic floats and decorations. With live music booming out of every corner of the beautiful city , you can dance through the streets or discover historic landmarks- all in the beautiful and quaint city of New Orleans!







Seoul, SOUTH KOREA

This capital city of South Korea separated in half by the Han river is equally thrilling whichever way you cut it, from K-pop, to Museums and Galleries, to ancient buddhist temples and all that good food. Seoul can easily be ranked as one of the top party cities in the world- if this is your cup of tea, Hongdae is where you need to be- with its urban arts and nightlife rivaled by none.

If shopping is where your heart is at, Myeongdong or Gangnam (from the famous song 'Gangnam style', yes!) are definitely worth multiple visits and cannot be covered in one day- or night (they have all-night markets and stores too!).

Calling all food-lovers, two words! Korean. Barbeque. Fancy tender juicy meat cooked right at your table, paired with some spicy Kimchi and a bottle of Makgeolli (fermented rice wine) or Soju- possibly the most popular drink in Korea (think diluted vodka) and let's not even get started on the street food.

With low temperatures this time of year, visit Lotte World, the largest indoor theme park in the world. Adrenaline pumping rides in the warmth and comfort of an indoor arena? Yes please!







Mauritius

'Mauritius was made first and then heaven, heaven being copied after Mauritius'.- Mark Twain

A sentence has never so aptyl captured the essence of an on-earth paradise as Mark Twains.

If you're looking to stay within Africa with temperatures peaking at 29 degrees, Mauritius is an island well worth the visit during the Christmas holidays. This island-nation with volcanic mountain backdrops nestled in the middle of the Indian Ocean is regularly referred to as an 'Island Eden'. With world-class golf courses, delicious Creole food, one of the world's best botanical gardens, water sports fit for the most thrill seeking travellers, Mauritius is the perfect tropical break and December getaway.

Emerge from your beach villa surrounded by white sandy beaches and dive straight into the stunning blue Indian Ocean. Quad-bike around the Seven Coloured Earth of Chamarel comprising sand of seven distinct colours nestled in the middle of a plantation and Chamarel Falls at a height of 83m, being the highest waterfall in Mauritius. Whether you wish to swim with wild Dolphins, visit French colonial houses or experience the highest altitude distilled rum - soak up all the peace, comfort, history and culture your heart desires in Mauritius!



The Maldives

Fancy a trip to a tropical South-Asian paradise? Maldives, the independent Island Country, is the place to go! With warm, sunny white sandy beaches and a whole new world to discover underwater with over a thousand coral islands and extensive reefs, Maldives is perfect for adventurous families, a quick bae-cation or an eat pray love self- discovery solo trip.

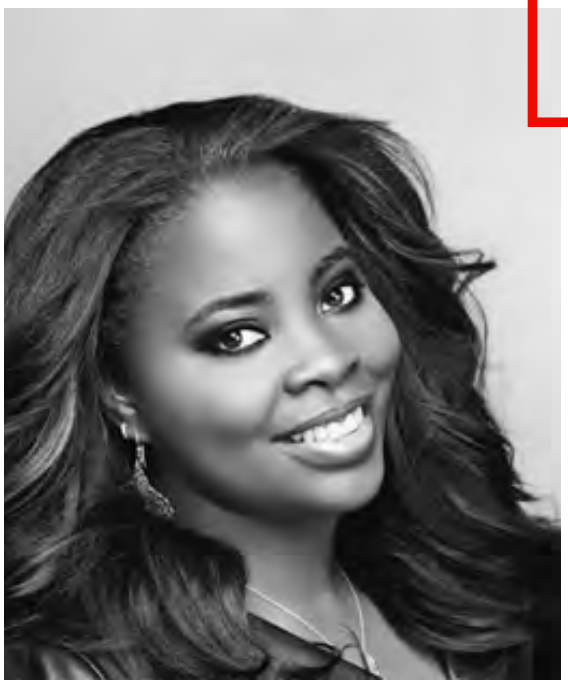
Take a boat from your private resort island to immerse yourself in the culture on the pint-sized capital city of Malé or spend the day in your overwater villa, diving into the crystal clear waters kicking it with the in-house reef sharks or turtles - or simply charter a seaplane from Malé to visit other equally stunning Maldivian islands waiting to be discovered like Maafushi or Villingili.

With the Island said to be fully submerged within the next 30 years, now is as good a time as ever to take that much needed time away. For some much needed quality time with the significant other, rent a private island for dinner with your own personal butler and chef serving everything from freshly caught seafood to the most tender cuts of meat to send your tastebuds racing! The Maldives has it all!



GTBANK FSHN WKND

MASTER CLASS / PROFILES



01 Kim Kimble

Kim Kimble is a celebrity hairstylist, entrepreneur and the star of WE TV's popular show, LA Hair.

Born in Los Angeles, the third-generation hairstylist's career started in her family's salon where she worked as a shampoo girl. Ever since then, Kim has made a name for herself, setting trends, and putting her signature touch on hair.

In 1995, Kim opened her first salon, Phaze II, in Los Angeles, which has since expanded to a West Hollywood location. The celebrated hairstylist boasts of a star-studded clientele which includes Zendaya, Taraji P. Henson, Shakira, Mary J. Blige, and so much more. She is also the primary hair stylist on all Beyoncé's film, television, and music videos. Kim's works have featured in Vanity Fair, Allure and Vogue, to name a few, and she has worked with fashion photographers from Gilles Bensimon to Annie Leibovitz.



02 Sir John

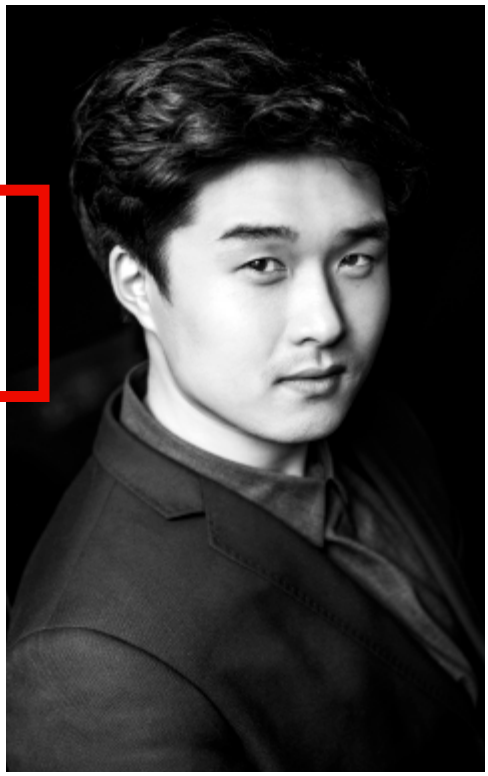
Sir John Barnett is the makeup artist behind some of Beyonce's most iconic looks. He is also the Co-Executive Producer and celebrity mentor on Lifetime's Hit TV show, Beauty Star.

Renowned for his use of colors, Sir John began his career in the beauty industry working at a MAC Cosmetics store in Atlanta. From there, Sir John worked his way up, assisting legendary makeup artists like Pat Mcgrath and Charlotte Tilbury's during Fashion Weeks in New York, Milan and Paris, during which he worked with the most sought after names in the beauty industry from supermodels like Karlie Kloss to Naomi Campbell.

In 2010, Sir John became Beyonce's personal makeup artist, working on her makeup for everything, from her album art to concert tours, including the history-making September 2018 Vogue cover and Coachella performance. In 2015, Sir John hit another milestone as he was named ambassador and celebrity makeup artist for leading beauty brand, L'Oréal Paris. Sir John has also partnered with other leading brands like Glossier, MAC, Yves Saint Laurent, Estée Lauder and Disney in 2019 to develop a capsule collection of cosmetics inspired by the film, The Lion King.

Huishan Zhang

03



Huishan Zhang, is one of London's finest designers. Chinese-born and Dior haute couture-trained, Huishan is the owner of the eponymous luxury brand, Huishan Zhang, which is stocked worldwide at stores like Bergdorf Goodman, Barneys, Harvey Nichols, Browns, amongst others.

Huishan Zhang has been mapping out his signature style since his days as a student at the world-renowned Arts and Design college, Central Saint Martins, London. In his 3rd year at college, Zhang was handpicked by the Director and Executive Vice President of Louis Vuitton, Delphine Arnault, to work in the House of Dior, Paris. In 2011, Huishan launched his fashion brand and by staying true to his heritage, he has created an opulent, and fervently feminine aesthetic that has made his label a hit in the global fashion scene.

In 2014, Huishan was awarded the International Chinese Designer of the Year at the Elle China Style Awards. In the same year, he was named in the BOF 500 as one of the people shaping the Global Fashion Industry. In 2015, Huishan was a finalist for the LMVH Prize, he was also a recipient of the 2016 BFC Fashion Trust and a nominee for the 2017 Vogue Fashion Fund.

04

Paula Cademartori



Paula Cademartori is the founder and Creative Director of the eponymous luxury accessories line, Paula Cademartori, which is famous for its iconic metal buckle.

In 2005, Paula moved from Brazil to Milan, Italy, to learn more about her culture and further her education in fashion. While in Milan, Paula gained a masters degree in Fashion Accessories at Istituto Marangoni, the leading schools for fashion and design in Italy. Afterwards, Paula bagged a managing certificate at SDA Bocconi, one of the most prestigious business schools in Europe, before interning in Versace's style office.

In 2009, Paula participated in the Vogue Talents competition where she was consecrated as one of the most promising names on the international fashion scene. The following year, she founded Paula Cademartori an Italian-made accessories brand, which has become a global street style hit, sported by the likes of Anna Della Russo and Gigi Hadid.

05 Natalie Kingham



Natalie Kingham is the Buying Director of Matches Fashion and one of the most influential women in the fashion industry. She is responsible for Matches' growth from an extension of one of London's coolest boutiques to one of the world's leading luxury fashion e-tailers.

When she was 20, Natalie began her career working as a sales assistant in Joseph retail empire, a store founded by the "creator of modern retail" himself, Joseph Ettedgui. From there, Natalie, worked her way up the ranks, trying her hands out as a stylist, creating her own line of clothes and wholesaled collections.

A long-time champion of emerging designers and a supporter of sustainable fashion, Kingham channels her experience as a stylist, photographer's assistant, and designer to stay in tune with the turn of trends in the fashion industry. In 2016, Natalie partnered with international designers like Simone Rocha, Zandra Rhodes, Roksanda Ilincic, and Katie Eary to create MATCHESFASHION.COM's highly successful capsule collections

David Au 06

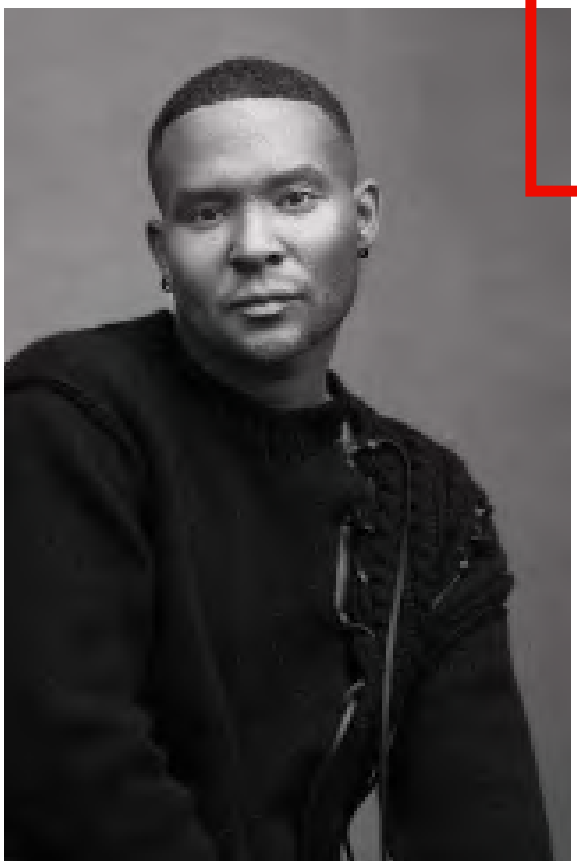


David Au is the Editor in Chief of Vogue, Hong Kong. Prior to joining Vogue HK, he was the Group Managing Director for leading Asian conglomerate, Fung Retailing Group, overseeing the overall marketing for the nine business units, including Toys "R" US, Macy's China Limited, amongst others.

Mr. Au has an extensive luxury, retail, marketing and communications experience. From 2001 to 2006, Mr. Au held the position of International Communications Director for Celine SA, Paris. At Celine, Au was directly responsible for the brand management and communications for four key zones including, USA, Japan, Asia and Europe, whilst also sitting on all the major committees.

In 2006, Mr. Au returned to his home country, Hong Kong, and joined Ermenegildo Zegna, an Italian luxury fashion group, as Chief Marketing Officer. At Zenga, Mr. Au oversaw brand management and communications in six major markets. Some of his achievements at Zenga include the launch of Peter Marino Global Stores, the launch of the Zegna Fashion Show in New York City and launch of Zegna's worldwide Headquarters in Milan.

In his short time as Editor in Chief of Vogue, Mr. Au has already been behind some of its most great moments, like overseeing the historical cover of as global superstar, Rihanna, as she became the first black woman to grace the cover of Vogue Hong Kong. Mr. Au sits on numerous Boards like the International Board of Vertu, the Advisory Board of Kallis Pearls, the Board of Macy's China Limited, and amongst others.



07 Law Roach

Law Roach is one of America's most celebrated stylists. Known as the Image Architect, Law's works have appeared in leading publications such as Vogue, Time Magazine, GQ, Billboard, New York Magazine, Notion, amongst others.

Before Law became the creative director responsible for the style transformation of legendary superstar Celine Dion and hollywood starlet Zendaya, he was the boy from Chicago with a knack for spotting fashionable vintage pieces. He started his career in the fashion industry, selling vintage clothes from the trunk of his car.

In 2009, Law took his fashion business from the trunk to the storefront and opened his own boutique named Deliciously Vintage. After a few successful years, Law moved to Los Angeles where he won his first major client, actress Zendaya. Law's network of clients now include A-list celebrities such as Anne Hathaway, Zendaya,ArianaGrande, Tom Holland, Tiffany Haddish, and many more

In 2016 he joined the panel of judges for the hit TV show "America's Next Top Model" and was the first African American on the cover of The Hollywood Reporter's Most Powerful Stylists issue. Most recently, Law acted as creative director for the Tommy x Zendaya fashion line by Tommy Hilfiger, which premiered at Paris Fashion Week.

08 Roksanda Ilinčić

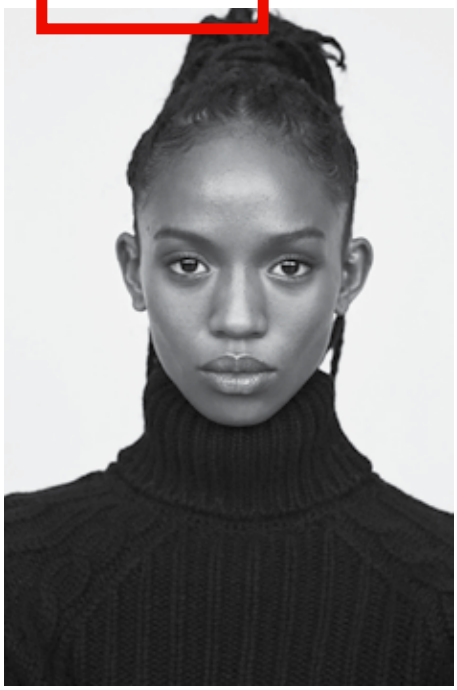
Roksanda Ilinčić is one of London's most celebrated fashion designers renowned for the bold use of colour and geometric patterns in her designs, which have been worn by nobilities including The Duchess of Sussex, Meghan Markle and Ex-First Lady, Michelle Obama.

In over a decade of launching her label, Roksanda has created an unmistakably woman-centred design aesthetic through her stand out colour blocking, sculptural shapes, modern, distinctive cuts and her innovative use of fabrics and unerring attention to detail. Sophisticated and feminine yet playful and effortless, her iconic collections of signature, ready-to-wear pieces and accessories are instantly recognisable to the burgeoning community of international women who enjoy them for their contemporary, distinct impact and enduring appeal.

Roksanda's collections are available in her flagship boutique in Mayfair, London and over 125 stockists worldwide, including Harrods and Selfridges. Roksanda has also produced diffusion lines for high street stores, Whistles and Debenhams, and was among the designers who created a T-shirt to raise funds for the Evening Standard's Dispossessed Fund during the run-up to the London Olympics.



09 Adesuwa Aighewi



When Adesuwa Aighewi isn't walking the runway for high fashion labels such as Vera Wang, Marc Jacobs or Chanel, she is making films or writing books and editorials. Of Nigerian, Chinese and Thai descent, Adesuwa is renowned for vocalizing the deep layers of culture, history, and societal impact embodied by the fashion industry.

Adesuwa started modelling to financially support herself while she was an intern at The National Aeronautics and Space Administration (NASA). However, she took a leap in her modeling career when, in 2010, she partook in a test shoot. Since then, Adesuwa has dominated the biggest runways in the world and graced the covers of renowned magazines including Vogue, I-D, New York Times Style. She has also featured in multiple editorials for Harper's Bazaar, CR Fashion Book, Dazed, amongst others.

In 2018, Adesuwa was named in the Dazed100, a list of the most influential people shaping youth culture. In 2019, she was named in Models.com's "Top 50" supermodels list and was recognized as one of the leading Creatives of the "NEW WAVE" by the British Fashion Council.

10 Ogidi Women



When it comes to cloth making, nothing rivals the intricacies involved in the weaving of the Aso-Ofi. Centuries old and a treasured Yoruba heritage, the making of the Aso-Ofi is one of Africa's proudest fashion traditions. Today, one of the most prominent custodians of the Aso-Ofi tradition are the Ogidi Women from Kogi State.

The Ogidi Women are one of the creative forces behind the evolution of Aso-Ofi from linear designs to more vibrant and colorful styles. For years, The Ogidi Women have honed their expertise in weaving Aso-Ofi and have developed an unrivaled style and technique in the fabric's designs, motifs and painting, which has been exported all over the world.





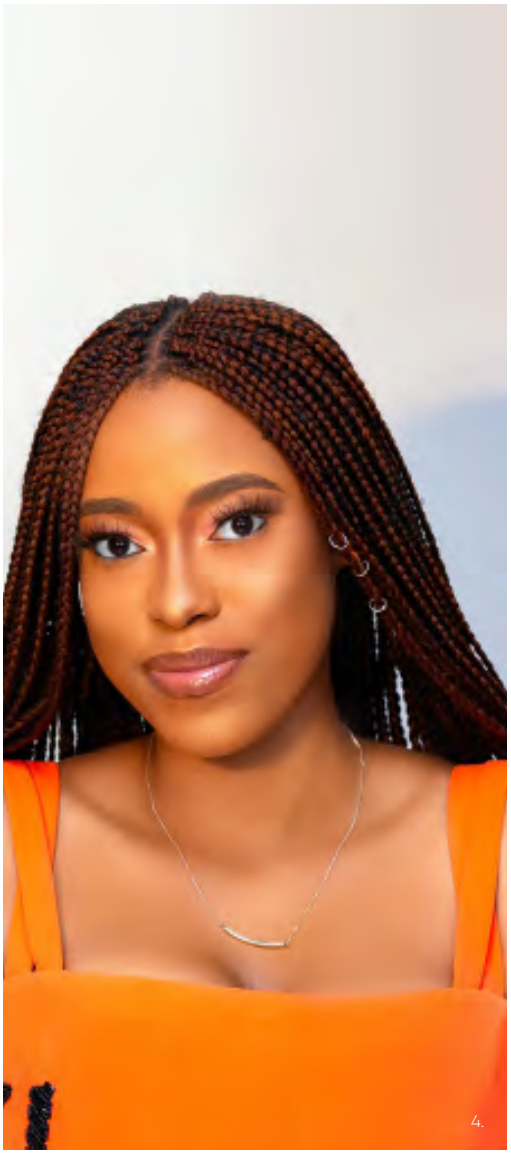
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Presentation

Stage


4.


1.

1. STUDIO IMO
2. VIERA AMBER
3. NOLA BLACK
4. DNA BY ICONIC INVANITY


2.


3.

MEDIA PARTNERSHIP

VOGUE

INTERNATIONAL

GTBANK
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RUNWAY LINEUP


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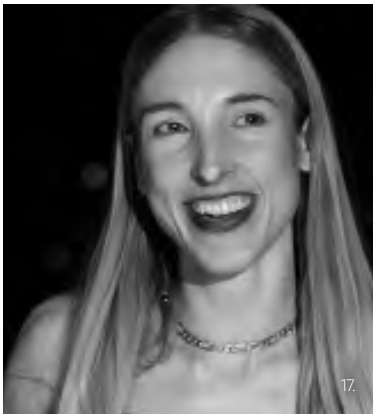

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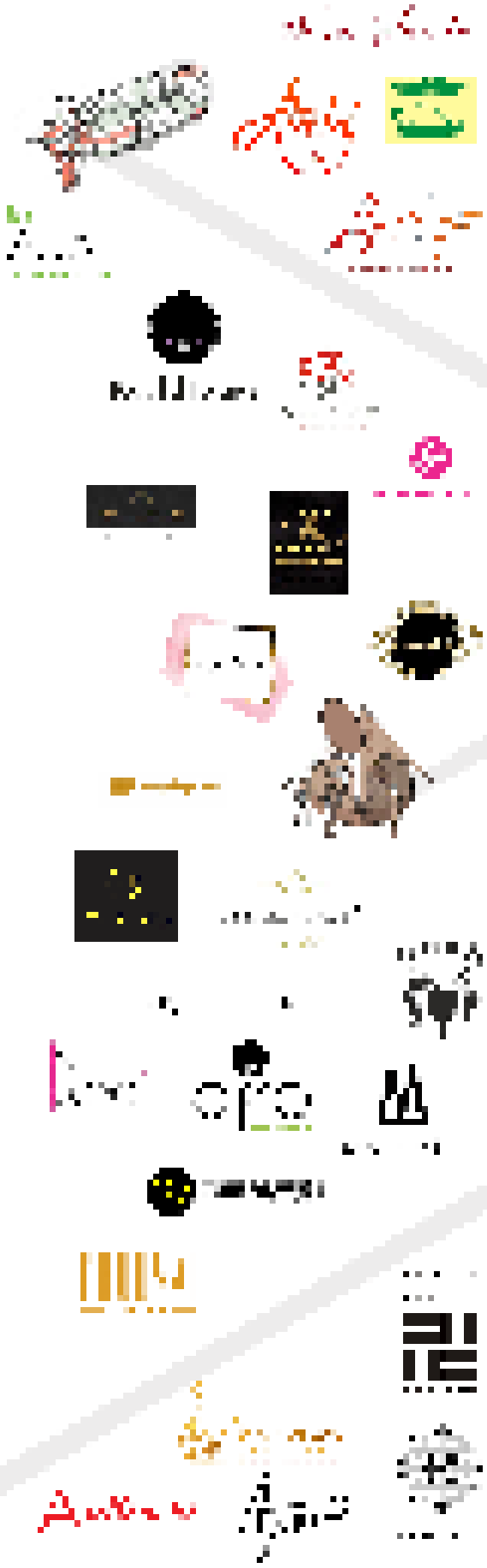

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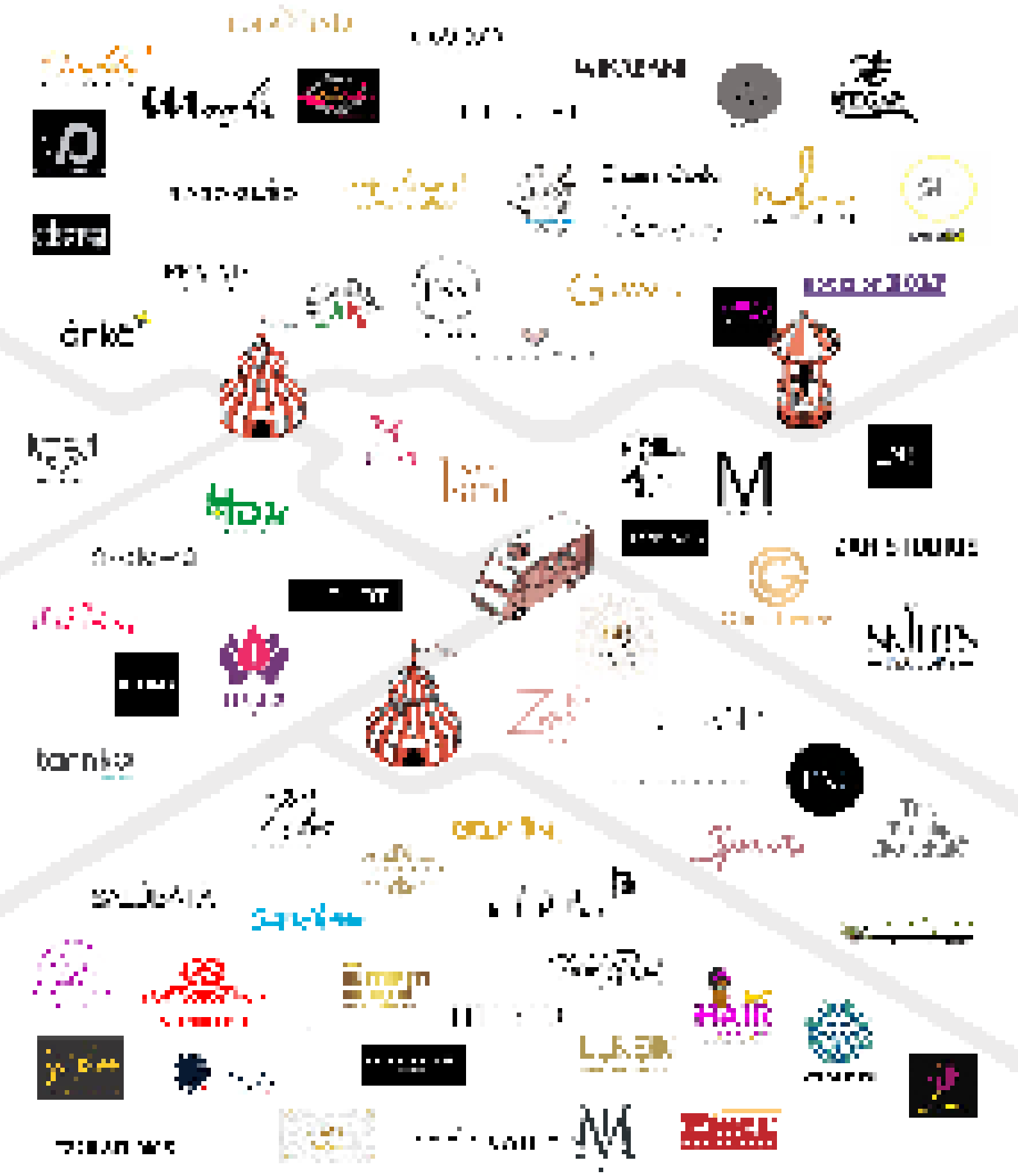
FRUCHE 1
HUISHAN ZHANG 2
HAUS OF STONE 3
IMANE AYISSI 4
ITUEN BASI 5
LANRE DA SILVA AJAYI 6
LAQUAN SMITH 7
MAFI MAFI 8
MANTSHO 9
ODIO MIMONET 10
STYLE TEMPLE 11
STUDIO 189 12
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THREEASFOUR 14
TZAR STUDIO 15
THULA SINDI 16
VIVIERS 17



Meet the fashion

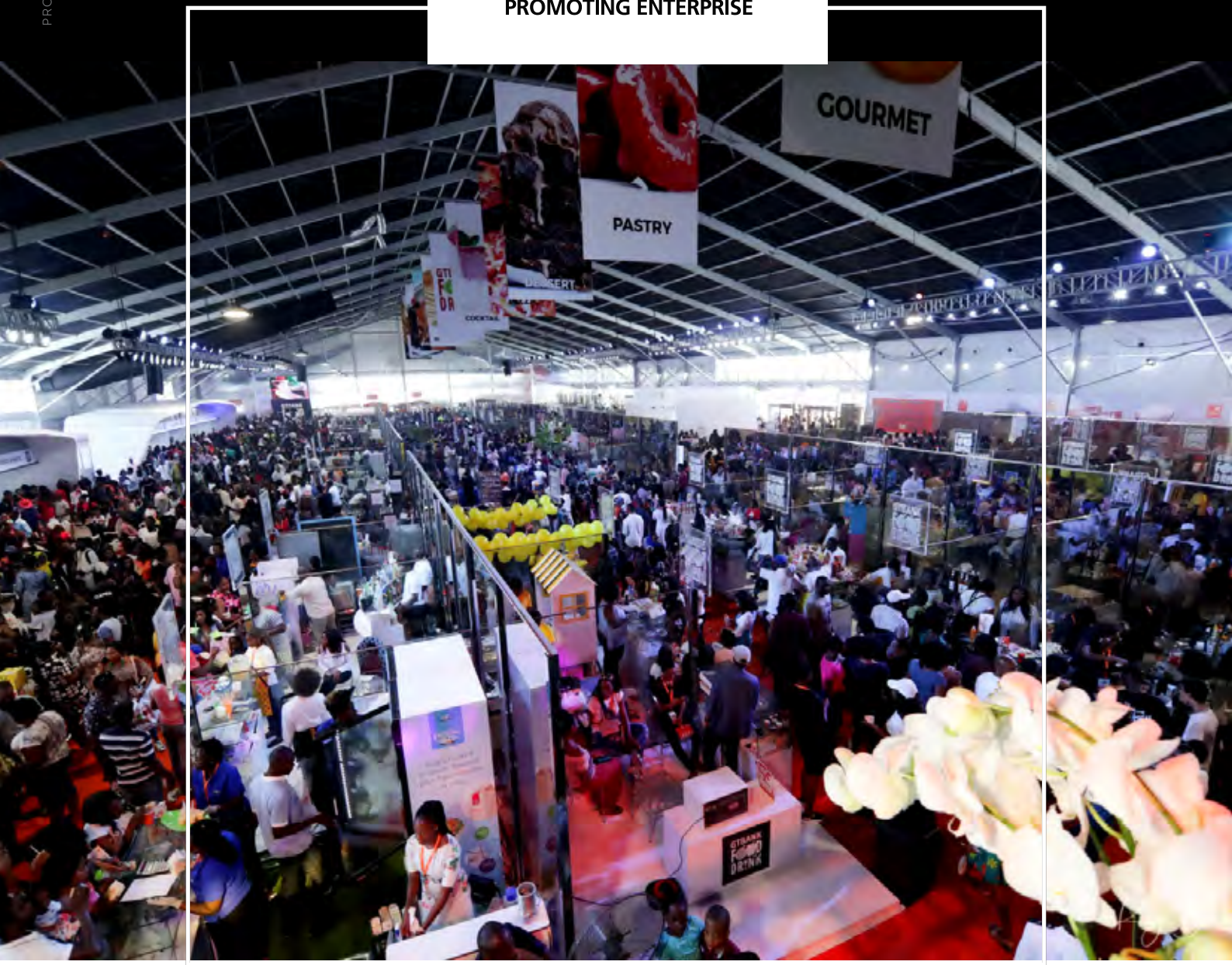
Retailers





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APRIL & MAY, 2020

DRIVING AFRICA'S PROGRESS



Words from the CEO, GTBank
SEGUN AGBAJE

Over the past four years, one of the questions we get asked the most—whether at our consumer focused events or during investor presentations, is how we have been able to merge delivering industry-leading financial services with creating the biggest retail experiences in Africa.

The above question assumes that both objectives are mutually exclusive; but, whilst our banking suits may appear uptight behind the counter of food stalls and fashion shops, championing small businesses in both sectors fit seamlessly with our goal of driving Africa's progress.

Driving Africa's progress goes beyond achieving high economic growth or optimizing FX revenues from the continent's mineral resources. For us, it is also about how successful we are in centering people's needs, empowering small businesses and giving young people everything they need to make the most of their incredible potential. This is what we are focused on achieving with the GTBank Fashion Weekend.

It is amazing to see how rapidly the GTBank Fashion Weekend has grown, not just by the numbers—millions of people have been directly impacted by this event, but in the value of its social and economic impact on people's lives.

Year on year, our events are surfeit with testimonials of participating small businesses springing back to life from the brink of shutdown and attendees gathering the courage, inspiration and support to venture into entrepreneurship.

Indeed, this is the kind of progress Africa needs, and it is one that we are very passionate about driving; through fashion, and in every way that we can help people thrive.

Ultimately, we see in the GTBank Fashion Weekend, how, by promoting enterprise, we can create new pivots for our continent's development. So, when we ring in the 4th edition of the biggest fashion event in Africa on Saturday November 9, 2019, our goal will be, not only to showcase the wealth of talent, innovation and enterprise that abound in our continent's fashion space, but also to spark the kind of shared, sustainable and people-centred growth that Africa needs to achieve real progress.

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