TOBI AMUSAN
A GLOBAL CHAMPION

4 – 6 NOV.2022
FEDERAL PALACE
ARTXLAGOS.COM
EDITOR’S LETTER

Proudly Nigerian

Tobi Amusan becoming the first Nigerian world champion in an athletics event was one of our recent far and few-in-between proudly Nigerian moments. For someone who wears her patriotism on her sleeve, these are the moments I live for. And yes, I know, patriotism isn’t exactly a word many want to hear right now. As a matter of fact, if you are struggling to find your patriotic spirit, you are not alone. We are all being put to the test. But then again, maybe it’s times like this that we take a step back and have a rethink on what patriotism really means to us. Because, like it or not, Nigeria is the only country we have.

Before writing this letter, I asked a few people to share their thoughts on patriotism. The most common answers touched on the love of the country and demonstrating respect for its values. One answer stood out, though - “More than feelings, patriotism requires action.” And I kind of agree. While most Nigerians imagine patriotism in terms of feelings – such as loyalty, love and respect – and the public display of those feelings during celebratory moments like Tobi’s win, patriotism requires more than that.

For me, being patriotic means, first of all, being proud of who you are as a Nigerian regardless. It also means treating all Nigerians as equals and understanding that equality means everybody, not just a chosen few. It means helping to ensure that everybody – regardless of gender, ethnicity, or religion – has the opportunity to enjoy the democratic freedom of our nation.

Patriotism means supporting our country in good or bad times, no matter how hard it is. It means not losing faith in our country and showing respect and devotion to our country. It’s about working not just for oneself but for the good of all.

Patriotism means supporting and loving our country even when it’s going through rough or difficult times. It means standing with it, no matter what, and working to improve it. It means never losing faith, even when you have every reason to. You know that the ideals our country is founded on hold true, and you stand by them. You keep going even if something is going as you know it should. You trust your country to get back on the right path when it has strayed off it.

Patriotism does not mean that our country is perfect but that we are striving to be the best we can be. I know it’s challenging right now, but let’s hold on to the thought that things will get better, and just maybe, it all starts with being patriotic. Have a beautiful Sunday evening, and best wishes for the new week and month ahead.

Love

Konye

EXECUTIVE EDITOR
KONYE NWABOGOR

DEPUTY EXECUTIVE EDITOR
OLUFUNKE BABS-KUFEJI

VISUAL/SR DESIGNER
MATHIAS ARCHIBONG

GUEST CORRESPONDENT
YOMI OWOPE

CONTRIBUTORS
AZUKA OGUJIUBA
DIDEE ETA
YAYO LAWAL
BUKOLA AMOBOYE
RUKY SALAKO

PHOTOGRAPHER
@TY BELLO

DIRECTOR, PRINT PRODUCTION
CHUKS ONWUDINJO

@thisdaystyle | @thisdaystyleleon | www.thisdaystyle.ng
It was double celebration jubilee for Emmanuella & Uche Val Obi (SAN) as they and Alliance Law Firm marked their anniversaries in Lagos Continental Hotel, Victoria Island, Lagos recently.

The Firm's 4th Annual lecture themed Developing Nigeria Through Philanthropy was delivered by Chairman of Nestoil Group, Dr Ernest Azudialu-Obiejesi, who has been linked with high impact philanthropy including the recently commissioned Jesuit College and Obijackson Children Hospital in Okija. The event was chaired by Mutiu Sunmonu, Chairman of Julius Berger Plc and former Country Chair & MD, SPDC.

It was all fun and glamour as there was a band and guest artists on ground to entertain guests drawn from the cream of the society with plenty of delightful refreshments.
Whether you are trying to diet for the purpose of fit-fam, or just looking to spice up your cuisine with variety, you should know that not all foods are as harmless as they seem. In fact, some can prove quite harmful to your health when taken carelessly. The fact that certain foods or edibles are tagged low-fat, low-carb or gluten-free doesn’t necessarily mean that they are good for you. Here are seven such meals you should refrain from eating too often.

### Breakfast Cereals

Breakfast cereals are go-to breakfast meals for many people, especially those who don’t necessarily have time to cook. And the general rule of fit-fam or healthy eating also states that breakfast is the day’s most important meal. We do not dispute this, but you should know that since it is the most important meal of the day, you should put the most effort into it, and cereals are not the best way to go most of the time. Most cereals are made with refined grains with most of the nutrients gone from them and are packed instead with lots of sugar, including the ones claiming to be healthy for adults. Sure, you can snack on cereals from time to time, but if you are looking to cultivate a healthy diet, it’s better to be aware of the calories they contain. This is especially true if you are trying to lose weight.

### Pre-Packaged Smoothies

Pre-packaged smoothies are, in fact, quite filling and generously healthy. However, you might want to stick to homemade smoothies. Again, many smoothies sold in stores, restaurants, etc., contain added sugar. Manufacturers have also observed how addictive sugar can be, and to keep consumers coming back for more, they tend to add sugar to these smoothies. It is, in fact, quite rare to purchase a premade smoothie that doesn’t contain added sugars or even frozen yoghurt, which is just another outlet for sugar. Now, if you absolutely need to buy, ensure you are fully aware of the ingredients used.

### Whole Wheat Bread

Whole wheat bread has been the go-to alternative to white bread for the longest time. Admittedly, wheat bread is packed with nutrients and is more filling than white bread, but it isn’t necessarily a food you should indulge in too often. One reason is that with the advent of crossbreeding food technology and genetic modification, your favourite whole wheat bread may not be 100% wheat. Also, those labelled as “honey wheat bread” also put consumers at risk of high blood sugar levels because they tend to contain added sugars. Lastly, if you plan to go gluten-free, wheat bread is not the way to go, as gluten is typically found in wheat, barley, rye, etc.

### Egg White Omelettes

Egg white omelettes are, in fact, nutritious and have been sold as the best snack for people on a diet, but a lot of the branded ones are packed with added sugars and are, in fact, very high in calories. So, you might want to reduce your intake of these products or make yours using easy DIY recipes with eggs, nuts and dried fruits.

### Granola/Granola bars

Although granolas are, in fact, nutritious and have been sold as the best snack for people on a diet, they are too bland and chose to spice it up disguising. Your best bet is to avoid or instead add fresh fruits like strawberries, blueberries, bananas, etc., to regular oats, including Vitamins A, B12, D, E and K, and omega-3 fats.

### Flavored Oatmeal

Flavored oatmeal is typically a healthy meal, but like yoghurts, it can be turned into your regular sugar-packed meal. Lately, popular oatmeal brands have decided that regular oats are too bland and chose to spice it up for consumers by adding all sorts of flavours that are basically just sugar in disguise. Your best bet is to avoid or limit your intake of flavored oatmeal and instead add fresh fruits like strawberries, blueberries, bananas, etc., to regular oats for variety.

### Parfait

Fruits and cashew nuts may be healthy, but they are nothing compared to the truckload of sweetened yoghurt, granola, dried fruits and in some cases, whipped cream crammed into one cup of parfait. As a result, you probably shouldn’t binges on parfait three nights in a row. A more advisable option is to curate your parfait using unsweetened yoghurt, cashews, fruits, and other healthy toppings.

When it comes to eating right, regardless of your reason, the key is moderation. You must learn how to eat your favourite foods without turning them into your body’s worst nightmares.
DEREMI AJDIAHUN NOMINATED TO THE GRAND PRIX D’HORLOGERIE DE GENEVE (GPHG) GRAND JURY

The 22nd edition of the Grand Prix d’Horlogerie de Genève (GPHG), popularly termed the “Oscars of the Watch industry,” has enlisted the Expertise of the Nigerian Entrepreneur Deremi Ajidahun as a member of its Grand Jury. The Jury consists of 30 personalities from the world of watchmaking and the arts who will determine the 2022 GPHG awards prize list. This appointment sees Mr Ajidahun as the first Nigerian to ever be on this prestigious Jury setting the standard for horological expertise in the nation. Reacting to his nomination, Mr Ajidahun says he is “honoured and proud to be nominated to this most prestigious GPHG Jury Panel with such great Luminaries that inspire our entire industry. It is also an incredible feeling to represent the motherland”.

DAVIDO AND HIS PARTNER CHIOMA LOSE THEIR SON.

Nigerian music star David Adeleke, aka Davido and his partner Chioma are dead. Reports say he died in the family’s swimming pool in their Banana Island, Lagos State home. Davido was born in 2019 to Davido and his partner Chioma. The two have been in an on-and-off relationship, with recent sightings indicating that they may tie the knot soon.

PREZIDENT BUHARI BACKS CBN’S PLAN TO REDESIGN THE NAIRA.

President Muhammadu Buhari has reacted to the Central Bank of Nigeria’s (CBN) plan to redesign and replace N1,000, N500 and N200 notes, effective December 15. According to a release issued by his spokesman, Mallam Garba Shehu, he said the decision of the Central Bank of Nigeria (CBN) to launch new designs and replace high-value Naira notes had his support, and he was convinced that the nation would gain a lot by doing so.

BISOLA AYEOLA, INI DIMA-OKOJE, SHARON OJOA, AND ENADO ODIGIE STAR IN THE UPCOMING SHOWMAX NIGERIAN ORIGINAL SERIES, FLAWSOME

Showmax has released the trailer for its latest Nigerian Original drama series, Flawsome. The series revolves around the lives of four friends, portrayed by Bisola Ayewo, Ini Dima-Okojie, Sharon Ojoa and Enado Odigie, as they navigate their personal and professional lives. At the same time, bound by the fateful yet unbreakable ties they share. The 13-part drama series, created and directed by Tola Odunsi, also stars Gabriel Afolayan, John Dumelo, Bisola Adekunle, Joby Okoye, Toyin Abraham, Chris Attoh, Ali Nuhu, Joselyn Dumas and Shina Omosom. Following this acquisition, Payhippo merchants can accept deposits and send and receive money across various commercial banks in Nigeria. Payhippo was founded by Chioma Okotcha, Uche Nnadi, and Zach Bijaise to provide Nigerian small businesses with access to credit.

VERIFIED TWITTER USERS TO PAY $8 MONTHLY

Twitter lets people know that an ac- countant of an account. The de- vising CEO of the social media giant, Elon Musk, has fired Twitter’s board of directors, giving himself unfettered control over the social media giant. The Tesla CEO tweeted later that the arrangement would be “temporary”. Beginning his tenure at the com- pany, he fired top leadership, includ- ing Chief Executive Parag Agrawal and Chief Financial Officer Ned Segal. Musk, the world’s richest person, completed Twitter’s purchase through a combination of his wealth, investment funds and bank loans.

TELESA CEO ELON MUSK BECOMES SOLE DIRECTOR OF SOCIAL MEDIA GIANT TWITTER AFTER FINALISING $44BN TAKEOVER.

According to a company filing, Elon Musk has fired Twitter’s board of directors, giving himself unfettered control over the social media giant. The Tesla CEO tweeted later that the arrangement would be “temporary”. Beginning his tenure at the company, he fired top leadership, including Chief Executive Parag Agrawal and Chief Financial Officer Ned Segal. Musk, the world’s richest person, completed Twitter’s purchase through a combination of his wealth, investment funds and bank loans.

SUNLIGHT EMPOWERS FASHION ENTREPRENEURS AT LAGOS FASHION WEEK.

Suntight, a leading household brand from Unilever Nigeria Plc, has recently empowered fashion entrepreneurs with requisite skills at the 2022 Lagos Fashion Week. These Nigerian fashion entre- preneurs were engaged in the one-day skills workshop in line with the brand’s purpose to empower female entrepreneurs to contribute more to society. The Workshop themed: Positioning Fashion Business for Suc- cess, was held physically at the Federal Palace Hotel and streamed to many online. The Workshop allowed existing fashion entrepreneurs to learn from ex- perts and industry professionals while also helping them access relevant knowledge needed for success in the fashion industry.

ANTHONY JOSHUA TAKES A MENTAL HEALTH BREAK.

Anthony Joshua has revealed that he has decided against fighting again this year so that he can ‘rest mentally’. He announced his retirement from boxing in August. Joshua is looking to win back his world titles from Usyk when he faced the Ukrainian for the second time in Saudi Arabia in August, but he suffered a split-decision loss. “You saw after my last fight, it tore me apart. Joshua said in an interview with DAZN. I had so much riding on it, for me, the British fans, the undisputed fight, it just really tore me apart. So from a mental capacity, my close ones are telling me: “you need rest mentally.”

LAMRE DA SILVA AJAYI TO HOST PRIVATE SHOW.

Leading Fashion Designer Lamere Da Silva Ajayi has announced the release of Renaissance, her 2023 women’s collection, with a private show. This would be the first time the A-list designer would host a private show, as she has always previously released her collections during fashion week. The invite-only event holds today, November 6.

VERIFIED TWITTER USERS TO PAY $8 MONTHLY

Twitter lets people know that an ac- countant of an account. The de- vising CEO of the social media giant, Elon Musk, has fired Twitter’s board of directors, giving himself unfettered control over the social media giant. The Tesla CEO tweeted later that the arrangement would be “temporary”. Beginning his tenure at the company, he fired top leadership, including Chief Executive Parag Agrawal and Chief Financial Officer Ned Segal. Musk, the world’s richest person, completed Twitter’s purchase through a combination of his wealth, investment funds and bank loans.

TELESA CEO ELON MUSK BECOMES SOLE DIRECTOR OF SOCIAL MEDIA GIANT TWITTER AFTER FINALISING $44BN TAKEOVER.

According to a company filing, Elon Musk has fired Twitter’s board of directors, giving himself unfettered control over the social media giant. The Tesla CEO tweeted later that the arrangement would be “temporary”. Beginning his tenure at the company, he fired top leadership, including Chief Executive Parag Agrawal and Chief Financial Officer Ned Segal. Musk, the world’s richest person, completed Twitter’s purchase through a combination of his wealth, investment funds and bank loans.

SUNLIGHT EMPOWERS FASHION ENTREPRENEURS AT LAGOS FASHION WEEK.

Suntight, a leading household brand from Unilever Nigeria Plc, has recently empowered fashion entrepreneurs with requisite skills at the 2022 Lagos Fashion Week. These Nigerian fashion entre- preneurs were engaged in the one-day skills workshop in line with the brand’s purpose to empower female entrepreneurs to contribute more to society. The Workshop themed: Positioning Fashion Business for Suc- cess, was held physically at the Federal Palace Hotel and streamed to many online. The Workshop allowed existing fashion entrepreneurs to learn from ex- perts and industry professionals while also helping them access relevant knowledge needed for success in the fashion industry.

ANTHONY JOSHUA TAKES A MENTAL HEALTH BREAK.

Anthony Joshua has revealed that he has decided against fighting again this year so that he can ‘rest mentally’. He announced his retirement from boxing in August. Joshua is looking to win back his world titles from Usyk when he faced the Ukrainian for the second time in Saudi Arabia in August, but he suffered a split-decision loss. “You saw after my last fight, it tore me apart. Joshua said in an interview with DAZN. I had so much riding on it, for me, the British fans, the undisputed fight, it just really tore me apart. So from a mental capacity, my close ones are telling me: “you need rest mentally.”

LAMRE DA SILVA AJAYI TO HOST PRIVATE SHOW.

Leading Fashion Designer Lamere Da Silva Ajayi has announced the release of Renaissance, her 2023 women’s collection, with a private show. This would be the first time the A-list designer would host a private show, as she has always previously released her collections during fashion week. The invite-only event holds today, November 6.
TOBI AMUSAN
A GLOBAL CHAMPION

Nigeria’s golden girl Tobi Amusan is a world champion hurdler who ran a world record time of 12.12sec in the women’s 100meters hurdles sprint at the World Championship in Oregon, breaking the 22years record set by legendary American athlete Gail Devers. Amusan, the petite Ijebu Ode made champion, is fast rewriting the record books and is setting a new pace for young African athletes, especially Nigerians, to follow in the World of sports.

In this interview, she speaks to Funke Babu-Kufeji about failure, winning and becoming a world champion.

It took years of hard work for you to finally realise your dream of becoming not only a gold medalist but also a World Athletic Championship record holder and a Commonwealth record holder. Looking back, how do you feel now that you finally have the World’s attention?

It’s an incredible feeling, but I’m going to keep my cool and not let the accomplishment define me. Instead, I will use it to keep me grounded to achieve even greater feats in athletics. This has proved to me that consistency is key, and with your mind made up, there is absolutely nothing you can’t achieve. This is just the beginning for me, and I intend to use this to become stronger and faster.

You have had many firsts; the first Nigerian to ever win gold at the World Athletic Championship; first Nigerian to ever set a world record in any event; and also, because of your win, it was the first time the Nigerian Anthem was played during a medal presentation. How have all these experiences been for you?

It was a moment of reminiscing how I’ve always come close to getting a medal at every major tournament; the tears, setbacks, and disappointment all became history, and emerging as the first Nigerian hurdler to attain that feat was an emotional one for me. It’s all still surreal, but I know I put in the work and am reaping the benefit of my hard work.

After almost 20 years, you finally broke Gloria Alozie’s African hurdles record of 12.74sec at the African Games in Morocco, and you finally met her a year ago. What was it like to meet her, and did you get any valuable advice from the former athlete?

I met her for the first time at the 2021 trials, and she only spoke about my previous meet, in which I ran a windy 12.43sec before nationals. It was good to meet her, and I hope our paths cross again soon.

You have had a series of disappointments in your career and almost quit when you failed to win a medal in Tokyo 2020. This led you to spiral into depression. How did you get back on track?

It was a challenging and dark time for me. I gave up on myself. I was lost. You know, mental health is something as a Nigerian that I never really thought much about or even experienced, so I was not only lost but confused. But with the help of my parents, agent, support system and a few friends who never left me, encouraged me and edged me on, I was able to summon the strength and courage to get back to practice in the fall. This time, I was more determined to make sure the jinx was broken, and just as I practiced hard and prayed harder, everything turned out not only for good but for the best.

Take us back to your early years as a young athlete. When did you know you had the talent for sports, and how were you able to harness this talent despite the unfavourable conditions here in Nigeria?

In secondary school, I was part of my school’s track team. Then I found football, which I loved to play at the time. I was quick on the ball, and some mentioned I should try to track, but I didn’t take it. I represented Nigeria at the African Youth Championship in Warri and many other athletic meets. Being an athlete in Nigeria was a struggle at times. There were so many roadblocks, but with God and the right people on my team encouraging me, I didn’t give up.

You mentioned you were once a footballer. Do you think if you had pushed harder, you would also have excelled in that sport?

I believe I would have excelled as a footballer because I’m always passionate about whatever I choose to do. I miss playing football, but my body is fragile, so it wouldn’t have survived the body-hitting hassle of playing soccer. I love what I do now, and it’s hard to say which I prefer because I loved football when I played, and now that I’m a sprinter, I love it too.

Was there anyone or anything who you believe helped or encouraged you to become the person you are today? Can you share a story about that?

It took God and a whole village. Going into details will end up in a 10-page article. They know who they are, and every day I wake up and look back at how far I have come, I’m thankful to have had them all in my life at the stages I needed them the most.

How did you stay focused with all of the initial obstacles you faced?

It takes God, guts, and determination. It is hard to stay the course, especially when the conditions are not in your favour. But as I said earlier, I always succeed in anything I put my mind to. It was my struggles of yesterday that birthed today’s success.

Also, speaking of obstacles, you were always looked down on or rejected based on your height and size. Looking at it now, what advantage did these two physical traits have on your career as a professional athlete?

They all said I was too short and skinny to be a hurdler back then. They never saw me coming. They had put me in a box, but I didn’t let that box define me. I didn’t let the negativity get in my way of achieving the goals I had set for myself. I turned the negativity into energy that fueled my drive to succeed to prove them wrong, and I did.

Take us through a typical day of training or getting yourself ready for a season.

It is pretty straightforward, just like any other athlete. As soon as I wake up, I stretch and go straight to take a bath. I eat my meal, which is sometimes carefully planned to provide all the nutrients I need, and then I go to the track to meet up with my coach for track practice. Once that is over, we do weights to build my strength, and, lastly, I keep up with medical checkups and treatments.

In your opinion, what basics should be in place for more local grown athletes to thrive and be on par with the rest of the World?

The government knows what to do, but I don’t know what is holding them back. Some people in the system make an effort while others thwart their efforts, but it can’t be stressed too much. The country needs standard A track and field infrastructure all over the country, a substantial number of track meets scheduled towards upcoming track seasons, and a financial stipend for athletes’ upkeep (medical bills, supplements, etc.) The list can be longer, but those are the basics. If they can get those few things right, the results for Nigerian athletes will be phenomenal.

You often face high-stakes situations that involve a lot of pressure as an athlete. What do you usually do to optimise your mind for peak performance?

It’s easier said than done, but I’ve learnt to control what I can, which is executing my race and not letting the outside factors overshadow my mind, which causes huge distractions.

Can you share a few strategies that you use to optimise your body for peak performance?

I have three health personnel I work with every day to optimise my body and mind for peak performance: my physiotherapist, masseuse, and psychologist, plus ceaseless prayers.

Like most athletes, do you use mental imag-
Execution Tobi!!! Nothing more.

Who Is On Your Playlist?

FIVE ARTISTS WE CURRENTLY CAN’T GET ENOUGH OF...

Lately, Nigerian music seems to be taking over the world and breaking records. They have made the world sit up, and there is no playlist complete without one of our artists. In trying to narrow down the names currently topping the charts, we spoke to a few people and did a social media survey, and the following names kept popping up. Who are you currently listening to?

By Charles Didee Eta

1. Asake

Asake is a Nigerian singer and songwriter of Yoruba heritage who specializes mainly in Afrobeats. His name is Abdulrahman, Oxlade has been a rising force in the Nigerian music scene, and he is currently signed to YBNL Nation and Empire Distribution. From the very inception, Asake proved to be an undeniable force to reckon with, as he made instant fame with his first single, “Mr Money,” from his debut album “Mr money with the vibes.” Following up was his recent viral project titled “Oxlade Asake”, which happened to position him as one of the most promising Nigerian music industry artists.

2. Chike

His full name is Chike Ezekpazu Osebuka, and he is known for his exceptional vocals and impressive songwriting skills. Chike has built a huge reputation for himself since the release of his first song, “Fancy U,” right after he participated in the singing competitions Project Fame and The Voice Nigeria. He made it as a runner-up and got signed to the Universal Republic along with the top four contestants on the show. The success of his album “Boo of The Booless” and “The Brother’s Keeper” has left us with hit tracks like “If You No Love Me”, “On the moon”, “Beautiful People”, “Spell”, “Roju” and “Running”.

3. Ayra Starr

Ayra Starr is the current first lady of Marvin Records and an overall enigma. She was born Oyinkanbo Aina, a beautiful and talented singer and songwriter who's fully aware of his onions. This right artist to the stars. Also known as Boforchi Olaitan Abdullahi, Oxlade has proven to be a Nigerian singer and songwriter who's fully aware of his onions. This right artist to the stars.

4. Oxlade

Oxlade isn’t exactly a new name in the Nigerian music industry; he has been popping up on the charts since 2016 when he released his first project in collaboration with Emperor. His performance in the Oxygen EP and follow-up project titled “Eclipse EP” totally succeeded in skyrocketing this artist to the stars. Also known as Anthony Ebuka Victor, Oxlade has a massive following in such little time, as well as a collaboration with label owner “Don Jazzy”. Shortly after, he dominated the world with her much-anticipated debut album “19 and Dangerous”. Ayra is very much respected for her work ethic, piercingly attractive vocals, boldness and unapologetic approach to his music.

5. Chika

I’ve learnt to control what I can, which is executing my race and not letting the outside factors overshadow my mind, which causes huge distractions.

ery in training and running the hurdles?

That’s a technique my coach taught me to do in 2019. I forget most of the time since I don’t want to get caught up thinking about a race, but subconsciously I do inculcate the idea once in a while.

When you are racing, what goes through your mind?

With your record at 12.12 sec, a sub 12 is possible for you. How soon should we expect that to happen?

I know many people expect me to improve on my time, but I’m working towards it, and just like any athlete, I do too. I’m working towards it, but I’m not trying to pressure myself. Nothing is impossible with God; he can and will do it!

The last time a Nigerian won an Olympic medal in the 100m hurdles was Gloria Alozie in Sydney in 2000, 22 years ago. What colour of medal should Nigerians expect at Paris 2024?

Watch God!!

In recent times, females have outperformed their male counterparts in track and field in Nigeria. What do you think is to blame for female dominance in Nigerian track and field over the last decade?

Any athlete who steps on the line to race against any competitor is already a champion. Getting 1 out of the 8/9 lanes is a blessing, and the outcome shouldn’t define such athletes as long as it’s a 100% effort. They should be commended for showing up and putting in the effort. No athlete is ever a failure! Time and chances happen to all athletes as long as it’s a 100% effort. They should be commended for showing up and putting in the effort. No athlete is ever a failure!

Most athletes have a great sense of fashion and style. What does style mean to you? And how would you describe yours?

Style means uniqueness and elegance. My style is simple and classy.
Bold patterns and Geometric fashion
We saw eye-catching twisted geometric combinations in clashing brights, and primary palettes put together to create an energetic vibe. Linear, colourful designs from brands like Algueye Dakar mirrored the ever-loud but stand-out maximalist fashion.

Cut-Outs
From exposed side or open back, cut-out dresses and tops have been around for a while, so it was not surprising to see this trend reasserts itself on the runway. To go all out on this trend, try a risqué deep cut out.

Layered clothing
It’s all about layered clothing. If you are unsatisfied with your outfit, throw something over it. What’s great about this trend is that it falls on a spectrum from riskier to simpler, so it’s easy for anyone to get in on.

Fancy Tailoring
From high-octane hues to playful prints, exuberant embellishment and slouchy shapes, there were no rules for tailoring, and we’re relishing this fancy sartorial twist.

Fringe and Tassels
The fringe styles seen on the runway were exaggerated and stood out. This is one must-have trend. Fringe calls for movement. And the more exaggerated the tendrils, the more dramatic it is.

Volume
Sometimes in fashion, the bigger is better. The more voluminous and dramatic it is, the more we love the outfit. Everything goes from extravagant layers of fabric plunging into hemlines, pleats, poofs, and ruffles to trains.

The Lagos Fashion and Design Week has come and gone. But what we will hold on to till the next runway memories of the runway and the new trends, which promise to dominate the closets of fashion connoisseurs.

Sheer
Designers displayed lightness through myriad sheer fashions, setting an elevated, sensual and ethereal mood. The sheer look was one of the season’s most dominant trends—if not the most dominant—and every designer put their spin on it.

The Lagos Fashion and Design Week has come and gone. But what we will hold on to till the next runway memories of the runway and the new trends, which promise to dominate the closets of fashion connoisseurs.

Sheer
Designers displayed lightness through myriad sheer fashions, setting an elevated, sensual and ethereal mood. The sheer look was one of the season’s most dominant trends—if not the most dominant—and every designer put their spin on it.
KATHLEEN ERHIMU

Despite the ratio of fintech/fincos employees swaying in favour of men, women in the industry are changing the narrative and breaking gender stereotypes. Not only are they taking up jobs like their male counterparts, but they are also establishing fintech and fincom companies making their mark in the fast-growing industry. In this interview, Funke Babu-Kufeji speaks to Kathleen Erhimu of the newly established Kudimata fincom, which answers and solves all your financial questions and problems.

You have quite an impressive CV. Let’s talk about your career in finance and how you got to where you are today. The journey began when I graduated from Universuty 30 years ago. Like every other young graduate with aspirations, finding a good job and starting a new life was critical. My first degree was in geography, although I have always loved finance and desired to work in a financial institution. My first job was as a Valuation Analyst at Knight Frank. After a few years at Knight Frank, I got my first banking job at Oceanic Bank (now ECO bank), where I was responsible for several retail and customer service activities. After that, I moved to Standard Trust Bank (now United Bank for Africa) and that was how my Finance Journey began.

I began earning professional certifications like ICAI (Institute of Chartered Accountants of Nigeria) and MBA (Master of Business Administration) because I had discovered my strength in finance. I was offered a position as an Assistant Manager at Access Bank PLC, and my outstanding performance earned me the title of best-performing employee. I worked for Access Bank for 15 interesting years, rising to become Assistant General Manager. As the Deputy General Manager at Keystone Bank Nigeria Limited in 2018, I assisted in establishing the bank’s Retail/SME value chain. During my time there, I also headed the Retail Product and Marketing division, which I pioneered and led.

My most recent position in the banking industry was Executive Director/Chief Marketing Officer at Hope Payment Service Bank, a subsidiary of United Payments Limited and one of the Nigerian Payment Service Banks that had just received their licenses. I was responsible for setting up a fully digital banking operation for all types of accounts, including business accounts opening with no paperwork. After 26 beautiful and fulfilling years of banking experience, I decided to start my own company, Kudimata, with my wealth of knowledge to help solve financial problems.

Would you say Fintech was a natural progression for you? Yes. It was. I had worked in the industry for so long and had witnessed the evolution of banking and financial services. Fintech is disrupting the traditional ways of carrying out financial services, and we must adapt to that reality. It was on this premise that we developed Kudimata.

It had become clear that all we needed more basic financial education, and there was no central repository for answers, solutions, and advice for people who couldn’t get it from their providers or needed help knowing where to get it. Therefore, there was an urgent need to bridge that gap, and that was where the idea of Kudimata came about. Being the first to look for a solution to that gap was only logical. We’re proud to see the success and adoption of Kudimata in just a few months of launch, which validates lingering issues on financial education.

In a short space of time, Kudimata has been able to achieve some level of success. What has convinced you that you are indeed doing the right thing? Since its origin in May 2022, Kudimata has garnered honours for its positive effect. We can sense a gap that is closing as the adoption rate is truly remarkable. This shows how important our services are. To find solutions to their financial issues before Kudimata, people only had access to a limited amount of information on the crowded internet. But now, Kudimata provides individuals with personalised solutions to their issues. We do not doubt that our clients receive something of value from us.

Who does Kudimata cater to? And how user-friendly is it? Kudimata is for everyone. We try to provide services to everyone, regardless of their sphere of influence or social class. We have conducted several physical trainings for associations, businesses, and individuals, and more are in the works. Our platform is user-friendly and warm inviting to accommodate all users, regardless of their category. We have various communities like NYSC, NDE, NCDCOM and OYM Fashion Academy. One of our goals heading into the coming year is to have Financial Educators agents present in every corner of the city.

The community is both Digital & Hybrid. We operate through a hybrid online and offline model that enables us to serve people of all ages, men, women, students, workers, business owners, apprentices, masters, etc. We have covered you, no matter what category you fall into. We bring solutions for money problems to everyone’s doorstep. We know that financial information users come from both digital and non-digital backgrounds. As a result, we offer both online and offline services to our customers. Kudimata can be accessed digitally as a mobile application on Android and iOS with simple application navigation. Hybrid, we have onsite financial educators across the 36 state and local governments thanks to our collaborators NYSC Nigeria & National Directorate of Employment (NDE).

Why would you say the Kudimata app is important for people to have? We are all aware of the significance of financial literacy in this day and age. If you want answers to your financial problems right away, all you need is the Kudimata app. You have access to a financial solution.

Did you have any gender-related issues when establishing your company, and if so, how did you overcome this challenge? My mother taught her girls how to be independent. She would always say, “Make sure you have your Vex Money”, and don’t accept nonsense. In order to be ready for the day Kudimata was born, I gained experience, grit, and skills through my various roles. Employing the fish philosophy, “Work made fun, gets done”, I found the transition from paid employment to founding Kudimata fascinating. Also, because I had established critical relationships, my ability to achieve results, and a competent team, beginning Kudimata was more enjoyable. I cannot overemphasise the support of my family and friends as well. They made the journey seamless.

What advice would you give aspiring female founders? Never underestimate your female potential. You have everything you need to succeed. “YOU” are the only impediment to your success. Take it on. You can do it, too, if you can.
Dear Reader,
Welcome to the WARIF Survivor Stories Series, a monthly feature, where stories of survivors of rape and sexual violence are shared to motivate and encourage survivors to speak their truth without the fear of judgment or stigmatization and to educate the public on the sheer magnitude of this problem in our society. The Women at Risk International Foundation (WARIF) is a non-profit organization set up in response to the extremely high incidence of rape, sexual violence, and human trafficking of young girls and women in our society. WARIF is tackling this issue through a holistic approach that covers health, education, and community service initiatives.

WARIF aids survivors of rape and sexual violence through the WARIF Centre - a haven where trained professionals are present full time, 6 days a week including public holidays to offer immediate medical care, forensic medical examinations, psycho-social counseling, and welfare services which include shelter, legal aid, and vocational skills training. These services are provided FREE of charge to any survivor who walks into the Centre.

RAPED AND PREGNANT FOR MY DAD

From as far back as I can remember, my father has been a very violent man. He would hit my mother until relatives gathered to mediate peace, but they got fed up and eventually stopped coming. Sometimes, for no reason that I could tell, my father would return home screaming, scaring us into our rooms. He was always drunk and would gamble away his salary as soon as he received it leaving almost nothing to care for us in the family. My mother ran a roadside stall which she used to cater to the family’s needs. Whenever neighbors asked about the bruises she got from my dad beating her up, she would fabricate all sorts of lies to cover it up all of these went on for over 10 years.

On a particular evening, my dad returned home drunk as usual, but this time, he came back with a hard fist and had the audacity to tell my mum to leave the room for them. Of course, my mother refused, but this resulted in her receiving the beating of her life which landed her in the hospital for several days. Sadly, that ended the marriage for my mum never returned home. Family members were tested to intervene, but she was resolved not to return to this abusive marriage. My mum was able to secure the custody of my younger siblings but not mine. As the oldest of his children, my father refused to release me to my mum. His decision left me heartbroken and traumatized because I was severed from my mum and siblings, the only stability I had in my life at the time. I was only 9 years old.

About two years after my parent’s separation, when I was still in JSS3, my father forced me to take an alcoholic drink. I found it strange that he would encourage me to drink alcohol when I was not yet old enough, but I had to force myself to finish the drink because my father was standing over me and threatening a hailstorm. Everything else became a blur whenever I took the drink, and the only thing I noticed in the morning as I went to have my bath was that there was a thick white substance on my underwear. This occurrence became frequent, especially during the weekends; though I tried to recall what happened on such nights, I never remembered a thing. This continued for about 2 years. I thought to confront my father, but several times to find out what was going on but was paralyzed by fear because I knew the kind of violence that would result from questioning him. I decided to concentrate on passing my forthcoming WAEC exams instead so that I could gain admission to the university, and finally leave his house to live with my mum.

My father’s work required that he would be on night shifts sometimes and these were the opportunities I seized to go and visit my mum and siblings. On this fateful day, I went to visit my mum, as usual, unfortunately, my father returned earlier than usual from work and met my absence.

On arriving home, he demanded to know where I went. After I revealed that I went to see my mum, he drove down to her shop, got into an argument with her, hit her, and left in anger, leaving me behind. My mother immediately went along with me to report the case at my father’s workplace, after which we went to my aunt’s house to report the matter as well.

On arrival at my aunt’s house to discuss the issue at hand, she called my mother aside to tell her that she suspected that I was pregnant. My mother dismissed this but was persuaded by my aunt to run a pregnancy test just to be sure. The result turned out positive. She took me to another medical laboratory, and they confirmed the initial test carried out. I was in shock from the news. Pregnant? How? My mum demanded to know the details of who was responsible for my pregnancy, but I had no answer to give her. Upon further probing, I began to explain what had been happening in the house with my dad. About the alcohol and the woozy feeling, pain in my vagina, and the substances on my partys whenever I woke up.

My mum immediately took me to the police station to report the case and my father was arrested. He confessed to drugging and raping me on numerous occasions. According to him, it was “the devil’s handwork” and he was sorry. No words could explain how I felt after his confession; I was shattered and heartbroken, to say the least.

At the station, I was referred to the WARIF CENTRE where I received medical attention and met with a counselor. I had several individual counseling sessions and joined the WARIF group therapy sessions too. There were days when I couldn’t sleep because I was scared of the impact of incest on my future and that of my baby; but the help I got from the counselors at the WARIF Centre encouraged me and helped me to heal emotionally. I have since then progressed greatly on my journey to full emotional recovery, thanks to the counselors at WARIF.

Through the WARIF Centre I was able to get sponsorship for my antenatal care and other hospital bills, and my mum was also able to secure funds to pay the rent for proper accommodation for us. I am grateful for all the support I received at the CENTRE and most importantly for my mother who has stood by me through all this ordeal.

I still have concerns about my unborn baby I am constantly reminded that what happened to me is not my fault. And though I would not join my mates in writing the WAEC exams, I am determined to keep reading and take my exams at the next opportunity I get, so that I can become the Marine Officer I have always dreamed to be.
20 HOUSES
24 CARS
1000 FANS
200 SEWING MACHINES
100 GENERATORS
TO BE WON!!!

IT'S GIDIGBA PRIZES EVERYWHERE!
PLUS THOUSANDS OF FREE AIRTIME AND DATA DAILY

DIAL *611# TO ENTER

Endorsed by

glo Unlimited