

CELEBRATING 23 YEARS AT THE TOP!

NIGERIA

PRIDE

SPECIAL LAUNCH ISSUE 2014

LOSE
BELLY
FAT IN
5
MINUTES

FASHION
TRENDS
FOR
2014

22+ PAGES
120+ LOOKS
EVERYTHING
YOU NEED
THIS SEASON!

Omawumi

...on love (again?)
...more babies (maybe)
and NOT being a fashionista!

+
Free inside!





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EDITORS NOTE

Photo courtesy Glamsquad TV



I t

is 7am. I have been camping like a fugitive at Pride Magazine Nigeria headquarters for the last 3 days. I haven't been home or had a proper meal but by jove, I'm excited. This is what I live for now - what I eat, sleep and breathe... PRIDE. The design process, brainstorming with the team, those precious 'Eureka!' moments that come with the sweetest inspirations. Finally our first edition is here, and I feel more alive than ever.

This magazine is a bi-monthly fashion and lifestyle guide for the modern Afropolitan soul who loves fashion, wants more from life, enjoys travelling and isn't afraid to try out something new. We are also super proud of our brother magazine Man Pride. It's a 40-page insert created with a desire to give my testosterone driven counterparts something to chew on while we, the ladies, feast on this and if we all

end up swapping that's alright too. Do follow us on twitter, join us on Facebook or send me an email on **Editor@pridemagazineig.com** because your feedback makes all the difference.

To my amazing team, whom I'm sure I have driven to the brink of insanity, exasperation, frustration and back- I thank you. Without you guys we could never have gotten here and I'm proud of the work we have accomplished together. This is only the beginning of what I hope will be a legacy of greatness. On a personal level, I'm always grateful for the family I have who understand that radio silence from me for over 48 hours isn't abandonment. Those of you who brought us numerous lunches and dinners...I will always hold you dear. To those who started the journey with us but didn't make the finishing line, Good luck with your future endeavours.

In conclusion, it's 2014 - a new year for everyone with a chance to start over. Our Cover girl, Omawumi tells us of her new beginnings in love and what she hopes this fresh year will bring her career. You too can aim high because anything is possible as our other Cover story, Nelson Mandela teaches us. It is all achievable so long as you dare take the first step. This book in your hands is living proof of that.

*Latasha Ngwube,
Editor*

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Omawumi is wearing a white leather cape from SHO, GEMY bustiere from DESIGNERS CLUB, and GIAMBATTISTA VALLI peep-toe platforms from DESIGNER'S CLUB.



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We've Got Mail

Our monthly look at what you're writing to us.

HOPE IN A BABY BRAND

I felt alive when I heard PRIDE was coming to Nigeria. I've been an avid reader of PRIDE UK and have always dreamt of such a quality and state-of-the-art glossy magazine in Nigeria. I also think it's a smart idea to build on the success of an already established magazine like PRIDE, unlike reinventing the wheels of similar contents from other magazines. With this great move, I suppose the growth is going to be phenomenal, especially as it has to do with the kind of sleek and well directed contents for the black race. Nigeria being the giant of them all, to me, is the best place for this. Damn! Why didn't anybody think of something like this all the while? Kudos to the PRIDE team.



"If you can think it, you can do it."

Mo Abudu



Twitter comment from Sola Abidemi

"I've always been a big fan of PRIDE UK and definitely trust the naija version is gonna rock!"



Facebook comment from Duke Adeleye

"OMG! I can't wait to see the first issue of PRIDE NIGERIA. Now I'm thinking...who is going to be on the cover of the first issue? Lemme guess...Tiwa Savage"



HERE ARE OUR NUMBERS...

7- THE NUMBER OF DESKS IN OUR OFFICE

200-ROUGHLY

HOW MANY

SHEETS OF

A4 PAPER WE

GO THROUGH

DAILY WHILE WE

SCRIBBLE AWAY

FOR DEAR LIFE

5-THE NUMBER

OF TIMES OUR

GRAPHICS'

GURU, WALE

EATS A DAY

57-THATS THE

AVERAGE

AMOUNT OF

TIMES WE

FLUSH THE LOO

DAILY(TMI...WE

KNOW!)

3-BOTTLES

OF LARGE

DILUTABLE

RIBENA IS

OUR WEEKLY

CONSUMPTION



Facebook comment from Blessing Okafor

"PRIDE NIGERIA? Hmm...I just hope they won't disappoint the sister brand"

Facebook comment from Gerrard Bond Ekene

"Finally, this breakthrough in my time- Pride Nigeria, Oh how proud to be Nigerian"



Twitter comment from Ruth Ameh

"UK vs NIGERIA...let's see how it goes"



THE EXCITED FASHIONISTA

One thing that has really helped my fashion style is the 'Celeb Style Breakdown' of PRIDE. I literally steal their swag *wink*. The likes of Kelly Rowland (my favorite), Kellis, Janelle Monae are fashion-minded celebs I look up to and PRIDE does it for me perfectly, by getting the inside scoop on their fashion and style. I'm obsessed with what they wear, how they wear it and how much I can get it. Locally also, I have a few celebs I stalk on Instagram to get some fashion tips when I'm at a loss for what to wear. The only issue is, it's usually difficult getting the details of the dresses, but thank goodness, PRIDE NIGERIA is here. I'm pretty certain they'd solve that puzzle for me.



"The only real elegance is in the mind; if you've got that, the rest really comes from it."

Diana Vreeland





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Pride Nigeria Magazine is committed to producing an informative, contentious and provocative publication. Our contributors offer diversity of views: their opinions are their own and not necessarily shared by Pride Multi-Media Ventures Limited

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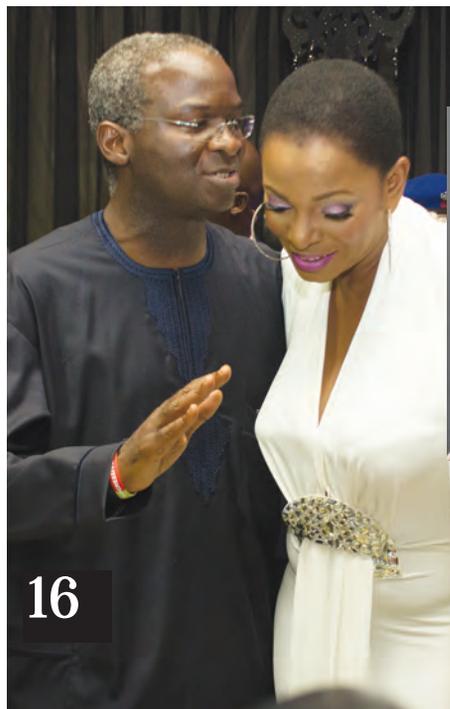
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PUBLISHER'S LETTER

Esteemed readers, a very warm and heartfelt welcome to you as we launch the maiden edition of Pride Nigeria International magazine. It is a very warm and heart felt welcome because it gives me immense joy to write this first Publisher's Note to you. It has been my dream of many years to publish a first-rate Celebrity, Lifestyle and Leisure magazine such as you now hold in your hands. So, for me, this is indeed a dream come true.

Pride Nigeria International is a sister publication to Pride UK magazine - 22 years and counting! Over this time Pride Magazine UK has become the most successful magazine of its type in Europe with a readership of over 155,000 every

month. *"Pride Magazine has dominated the Black Life Style magazine market for over 15 years,"* The Guardian Newspaper states. Building on the success of PRIDE UK we present PRIDE NIGERIA to the most populous black nation in the world as a premium celebrity, lifestyle and leisure magazine.

Pride Nigeria will begin life as a bi-monthly magazine with a view to going monthly within 24 months. Be assured that it will be an "exclusive inside guide" on "What's Now! What's New! What's Next!" in fashion, beauty, entertainment, leisure and lifestyle with exclusive interviews, reviews, latest trends in fashion and beauty plus wholesome and exclusive, coverage of the hottest stars

you know.

So welcome to Pride Nigeria Designed to enrich the lives of our readers' - empowering you to love yourself and be the best that you can be in all spheres of your life. A vehicle for advertisers to reach out to a lucrative untapped market with a high disposable income. As trusted and informative as our Sister Brand Pride UK.

Welcome to Pride Nigeria as its going to be so much fun - We laugh, we cry, we grow, we learn, adjust and we love... together... with Pride.

With love and best wishes always,

Charles O. Anyiam-Osigwe.

Publisher

Behind the scenes with the *Pride* team...



Zaron

...redefining the essence of beauty

- Refines skin's texture for a flawless, velvety-smooth finish.
- Helps to reduce the look of pores and line instantly.
- Extends foundation wear.



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PICK AND MIX

PICK N MIX

International Bites

By Mandy Sowobi



50 SHADES OF GREY:

The world has been waiting with baited breath to see the cast for the 50 shades of Grey movie and finally the wait is over. Dakota Johnson and Jamie Dornan have been cast as Ana and Christian, wonderful choices if you ask us. The book which sent shock waves all over the world is on its way to hitting and steaming up the big screen. We can't wait!

WIZKID ALBUM:

Wizkid pushed back his long-awaited album this year and despite featuring on a number of hit songs and releasing the eponymous 'Jaiye Jaiye', which was a tribute to the late great Fela, we are still excited to get more of Wizkid and look forward to hearing what the popular artists puts out next.



WORLD CUP FEVER:

Nigeria has qualified for the World Cup and the football fever is quickly mounting. The place on everybody's lips is 'Brazil', the country with beautiful beaches and even more beautiful women. Brazil is already being voted the top travel destination for 2014 and we're sure everyone will want to be there to cheer on their home teams.



Image credit: TCD Concept

Image credit: TCD Concept



MI ALBUM RELEASE

M.I. released his critically acclaimed second album 'M.I 2' in 2010 and the whole of Africa has since been eagerly awaiting his latest musical output. The rapper, signed to Chocolate City, has fast become one of the most famous entertainers in Nigeria with an endorsement from Glo Mobile and was a judge on Glo X- Factor. M.I. has taken his time to produce this album and we're sure it will be well worth the wait.

MIA X VERSACE:

MIA, the controversial singer, is known for her on-stage antics and of course her eclectic style so when we heard she was collaborating with Versace we knew it was fashion history in the making. The Italian fashion house describes MIA's Versus collection as 'a rebellious new look. Iconic, season-less fashion for those that experiment in life, in love, in style'. The collection is now available online. Warning: it's not for the faint hearted!



LADY GAGA FOR VERSACE

Lady Gaga is channelling young Donatella in the latest Versace ad campaign. The pop singer and the head of Versace have become close friends over the last year and of course with Gaga's original style, the two were bound to work together. In the coming year we'll be seeing a lot more from these two.



Look out for IBK spaceshipboi, the ultra creative producer has come out with an eclectic album called "I come in peace." The album features Bez and Stan Iyke on his "Sticks & Stones" track, google, download the track, listen, then purchase the album on iTunes or Spinlet. You can thank us later. front-album cover image is attached

2.The revolution has begun with GenVoices.org and 5 Million Man and Woman March groups organising rallies to make their voice heard in Lagos and Abuja. 75% of Nigerians are under the 40 demographic, these groups want the future leaders of Nigeria to speak up and share the critical issues that need change in their country. Be a part of the revolution www.GenVoices.org

WHAT'S

Looking forward to March around Nigeria.



1st-2nd LAGOS THEATRE FESTIVAL (2ND EDITION)

Running for the second year is Lagos theatre festival, described as "the largest ever outdoor theatre festival to take place in the city." It promises to be a spectacular event, transforming Freedom Park into a colourful backdrop for productions from the likes of writer and filmmaker Jude Idada (who won an AMAA Award for Best Screenplay in 2010), playwright and essayist Lekan Balogun and internationally acclaimed Nigerian writer and director Wole Oguntokun. The plays touch on a variety of issues including Lagos nightlife, the national lottery and the healthcare system.

Venue: Freedom Park, Hospital Road (Behind St. Nicholas Hospital), Old Prison Ground Onikan, Lagos Shows are at 1pm Daily

Cost: FREE

2nd GIDI CULTURE FESTIVAL

Gidi Culture Festival is shaping up to be one of a kind, featuring live entertainment from some of Nigeria's A list artists. There will be music, there will be games, there will be fun. Good times to be had all round at what will soon become Nigeria's biggest beach festival.

Venue: Elegushi Beach, Elegushi bus-stop, Lekki-Epe expressway Lekki, Lagos
Cost: Standard tickets N4,000, Early bird N3,500 only on www.afritickets.com.



7-8th The Models Workshop 2014

Perfect pout? Killer legs? Think you have what it takes to make it as a model? Why not find out from the professionals? "The Models Workshop 2014" is a two day workshop that will teach "The art, etiquette and professionalism of modelling." Experts in photography, modelling and fashion will be there giving tips on poise, nutrition, grooming and runway.

Cost: N15,000
Venue: To be confirmed.
Further details: visit www.themodelsworkshop.com.ng



8th THE AFRICA MAGIC VIEWERS CHOICE AWARDS

AMVCA is back for its second edition. It will be co-hosted by IK Osakioduwa, Osas Ighodaro and Vimbai Mutinhiri with Denrele taking over the red carpet. It's sure to be a glittering affair with A listers putting their best foot forward, the awards show will be screened live on DSTV and GoTV to over 50 countries. Be sure to vote for your favourites: <http://amvcaawards.dstv.com>



29th DATING CODE 1.0

For those wanting to break those bad dating habits, Dating Code 1.0 could be just what you're looking for. A conference on dating and romance offering workshops on how to avoid bad relationship patterns and how to find stable and healthy partners.. Speakers include Abiola Champ Salami, Grace Festus Alao

Cost: Free
Time: 9am-1pm
Location: 14 adetoun crescent, Dina Crescent, Mende, Maryland, Lagos

15th PRE-INTERNATIONAL WOMEN IN MEDIA WORKSHOP

Women of media unite! This event is not to be missed, hosted by Talk Village, the aim is to bring together young female media experts specialising in visual and online mediums. The workshop has variety of happenings from free one-on-one mentorship to a facial!

Location: DMT Event Center, No.7 McNeil Road, Sabo-Yaba, Lagos Nigeria
Time: 10am

Further details: 08078686167, 0809116713 or follow @talkvillageint

11th

284 Comedy Club with SimCard and the Gang
Laughter is good for the soul and there's no better place to show your soul some appreciation than at the 284 Comedy Club with SimCard & the Gang giving you their very best side splitting performances. Better still it's free. So what are you waiting for?

Cost: FREE so reservation is essential. For Table Reservations: call 0809-9999-284.

Time: 07:00 pm - 10:00 pm
Location: 284 Bar & Lounge, 284, Ajose Adeogun (Opposite Zenon House) 1004 / Ajose Adeogun, Victoria Island, Lagos,





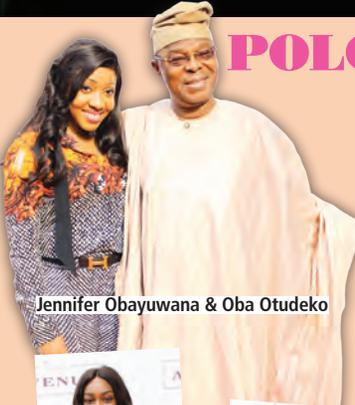
PRIDE PARTY PEOPLE

Curated by The Editor

Get the scoop on your favourite stars - straight from the red carpet!

POLO AVENUE'S BIG DEBUT

The Polo Luxury group added another feather to its resplendent cap as their long awaited *Polo Avenue* was finally launched. It was a gathering of fashionistas, teeming shoppers and long time customers of the brand who all came by invite only. Champagne and hors d'oeuvres were the order of the day as the paparazzi lined up to capture shots of celebrities and socialites pouring in. The Polo Avenue store is the brainchild of Jennifer Obayuwana and her father – luxury retail pioneer John, and is the first official retailer of Gucci, Jimmy Choo, Dolce & Gabbana and Balenciaga in Nigeria.



Jennifer Obayuwana & Oba Otudeko



Captain Akinbo Johnson

Polo MD, John Obayuwana

Dr C.N.O Okeke



Godwin Ebi, Pride's Editor-Latasha Ngwube & Chiso Ebi



Ariadne Koshoni



Akin Olopade



Bolu & Fife Aiyesimoju



Enemaya Lawani



Ernest Ebi



Gbemi Abudu



Danielle Allen



Nike Onafowora



Vector, D'Banj



Johanna Obayuwana

Lisa Folawiyo & Sike Saro



Cosmas Maduka

PRIDE . PARTY . PEOPLE

FOZ
ICE OF ZAMANI

FIRE OF ZAMANI

Ice Prince Zamani shut down Lagos and wreaked musical havoc at the Eko Hotel Expo Center when he held his album launch concert, FOZ. The popular musician was joined by a host of celebrity friends as fans flocked to hear the new tracks from his second studio album and watch performances from M.I and British rapper 'Chip'. According to the UK star, Chipmunk, 'It was definitely a warm reception from the Nigerian people. It's been an amazing and great experience. You know music is the language of the world and me and Ice Prince are gonna keep it full of flavour! It was fun!'



Lynxxx



Waje



Femi Ahmed & Kunbi



Chipmunk and Ice Prince



M.I. & Ugonna Omeruo



Gbemi Olateru Olagbegi



Loose Kaynon

PRIDE PARTY. PEOPLE

YOU ARE COVERED
LOVE SAFARI
FEAT. JON LUST FOR CHAMPAGNE
AND VIEW OUR FASHION
ON SATURDAY 8 FEBRUARY
FROM 7PM
ATTEMPT LUNCH
MOET & CHANDON



TEMPLE MUSE

transforms into a LOVE SAFARI for Valentines with MOET & CHANDON

This Valentines TEMPLE MUSE invited its guests to take a journey through a LOVE SAFARI – an exotic and vibrant installation throughout the store that highlighted the New Spring 2014 Collections from favourites TIFFANY AMBER, LANRE DA SILVA AJAYI, ICONIC INVANITY, ITUEN BASI and many more.

The event also served as a launch pad for a plethora of new brands in-store including tropical LAZUL resortwear, rich & mysterious fragrances from AGRARIA, LOLITA LORENZO's stunning statement jewellery, and vivid tribal-printed Ready-to-Wear from CLOVE CANYON.

Moet & Chandon supported the chic event where fashionistas & socialites indulged in a whole host of champagnes from the brand. The showpiece of the collection was a limited edition Moet Nectar Rose Leopard Methusaleh that was launched on the day.





Ruth Osime



Senator Florence Ita Giwa & Governor Rotimi Amaechi



Tony & Nkoyo Rapu

RUTH OSIME'S 50th EXTRAVAGANZA

Style doyen and Editor of the inimitable ThisDay Style magazine, Ruth Osime turned 50 with great pomp and gaiety. Having a career that has spanned almost two decades in fashion, style and lifestyle reportage, Ruth's guest list was an undoubtably high profile one. The dinner party was held at the Red Carpet Hall, Victoria Island extension, with a dizzying array of top society figures and high ranking politicians in full attendance. Governors Babatunde Fashola, Emmanuel Uduaghan and Rotimi Amaechi were just a few of those present while beautiful women in splendid evening dress dotted the marquee. The celebrant's first entry was in a long, white evening dress, complete with a cape and crystal embellishments from Harrods, while her second dress- a long black number with an ingenious rubber panelled back, was from the Luxury Arab Couture House in the UAE. Her final outfit for the evening was a sequined jacket paired with matching pants and worn with a brown, silk camisole from the stables of Stella McCartney. For all in attendance, it was a night to remember.



Folake Coker, Nkiru Adekola, Ify Ighodala & Yinka Fowora



Governor of Lagos, Babatunde Fashola & Ruth Osime



Reze Bonna



Hakeem Muri Okunola, Adeola Adewunmi, Vivienne Chilogi



Senator Daisy Danjuma, Mrs Osime and Dame Bimbola Fashola



Dudun & Atedo Peterside

PRIDE PART 1



Adesuwa & Uzoma Dozie



Nkiru & Willie Anumudu



Chalya Shagaya & Veronica Odeka



Nike Animasahun

Mo Abudu



Celebrant cutting her cake



Sunny Ayere & The Osime ladies



Funke Kuti and Kehinde Ebie



Mr & Mrs Obioha



Pat Faniran



Obioma Imoke



Celine Loader



Bunmi Tejuoso



Princesses Nina & Muka



Lanre & Kunle Ajayi



Helen Ajayi



Orode Imevbore



Deola & Feyi Bali



Owen & Elohor Aisien



Morinsola Arogundade and Ngozi Akintijoye



Linda Edozien



Yetunde Allen



Amen Bazunu, Uche Nwandison & Enitan Rewane

NKECHI OKOCHA TURNED 40 IN STYLE



Stella Spiff & Remi Fagbogun



The Okochas: Daniella, Nkechi, Aj & JJ.

Beautiful and super stylish football wife and mother-of-two Nkechi Okocha hit the big 4-0 with one of the most lavish parties PRIDE had seen in a long while. The bash was held at the Civic Centre, Victoria Island with a dress code that was themed "Glamorous". The guests did not let their host down everyone turned up looking like a million bucks. Nkechi's husband, JJ Okocha, gave her a brand new

G-Wagon (in this season's white, of course) to gasps of surprise and applause. Celebrity performances included Wizkid, Olamide, Banky W, Kcee, Sound Sultan, Dil A and Flavour.



JJ & Nkechi



Bayo Banjoko



Ndidi Anyaehie, Vivienne Chiologi & Nkiru Anumudu

MONTAUDON CHAMPAGNE'S EXCLUSIVE ENTRY



The handsome young CEO of 3 Inclusive Ltd, Jide Adenuga enjoyed the company of Captains of Industry who graced the launch of his company's latest import, Montaudon Champagne. The event was held at the swanky Porsche Centre, Victoria Island at an invite-only soiree that saw high networth individuals, celebrities and socialites mingling while enjoying chilled glasses of the fine wine. In addition to the drink, his 'Champs-on-the-Go' service also kicked off that night, enabling wholesalers purchase and receive cases of the champagne at any hour. The unveiling was made by Serge Kuhn, the Vice Consul General of France to Nigeria.



Jide Adenuga, CEO of 3 Inclusive Ltd & Michael Rathgeb, GM Radisson Blu Anchorage Hotel



Some guests watching the enthralling moment of unveiling.



Magical Moment: Serge Kuhn, the Vice Consul General of France initiating the fireworks for Champagn Montaudon.



Access Bank Executives - Mr Dijj Atoyebi & Mr Yemi Odusanya



Family and friends solidly supporting Jide Adenuga

PRIDE PARTY PEOPLE

One of Nigeria's oldest cities, Ibadan, played host to guests from around the country as they descended upon it for the 50th birthday celebration of its own. Senator Teslim Kolawole Folarin and his lovely wife Angela Arike were all smiles as top ranking politicians, socialites and beautiful people came out to felicitate with them. The party was held at the magnificent Casa Lucio Event Centre and had the legendary King Sunny Ade performing to the delight of guests. The couple made sure everyone had a good time!

SENATOR TESLIM FOLARIN'S 50TH THROWDOWN



Senator Gbemi Saraki, Senator Iyiola Omisore & Senator Grace Folashade Bent.



Ayo & Feyi Fayose



The Celebrant Senator Teslim Kayode & Wife, Angela Arike

Denrele Edun

Lola Maja Okojevoh Onah Nwachuku

Adebayo Oke-Lawal

MAC A/W 13 PRESENTATION AND STORE LAUNCH

The opening of the MAC store in the Palms shopping mall Lekki was held in conjunction with with the A/W 13 Trends presentation at the Wheatbaker Hotel. It was an important moment for us as we gained recognition as a fashion and beauty metropolis. Senior Director, Balthazar Gonzalez showed us four key make-up trends for the coming season and held a Q&A session which drew make-up lovers and celebrities alike. The party at The Palms Mall saw revellers spilling out of the store as they feasted on goodies prepared by Chef Tolu Eros and got complimentary make-overs.

Zedeye and Ian Audifferen

Nike Balogun

Ene Lawani

Bukky Izeogu

By Fatima Garba

PRIDE L♥VES

Nike Ogunlesi



Pride chats to...

Adenike Ogunlesi is the founder of Ruff 'n' Tumble, a children's clothing line in Nigeria. From a tiny shop with her and her mother as the main staff, Adenike aka Nike turned Ruff 'n' Tumble into an instantly recognizable brand. She has built a reputation for being one of the best manufacturers of children's clothing in Nigeria.

"My kids ran out of pajamas. And I used to make clothing for women. So I decided that I'd just make some pajamas for my kids. " Today Ruff 'N' Tumble is a thriving business with 50 employees and distribution along the West African coast. Adenike was featured in the Africa Open for Business documentary and was recognized as the FATE Foundation Model Entrepreneur in 2005.



Why the passion for kids fashion and clothing?

OUT of necessity! I am a mother of 3 kids and I was looking for a way for my children to be trendy, colourful and I wanted them to be able to create their own fashion and style. One day I went out to look for cotton pajamas for my kids but I could not find a reasonable one. I ended up some fabric and I made them myself thanks to my tailoring background. My mother known as 'Betty O' was an experienced clothing designer. From then on my friends supported me and told me to take this more seriously.

What is the inspiration behind Ruff'n' Tumble kids?

Colour is one of the inspiration, the playfulness of kids, their fun lovingness and that "I can do anything" spirit that kids have is an inspiration. For instance kids always want to play with colors, matching them and such...trust me, colours have a huge impact in their lives, their love of colour, their fun attitude is a great influence.

But on the flipside, international trends play a huge role. Therefore quality, design and detailing influences Ruff 'n' Tumble.

How has this venture worked for you so far?

I have had my great days, good days and challenging days but

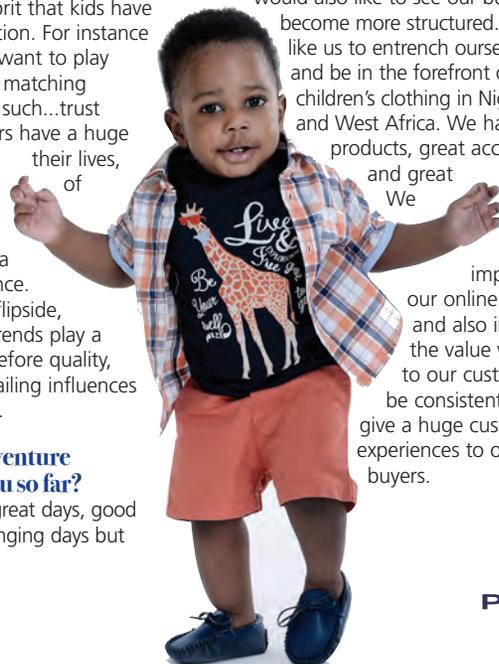
Ruff 'n' Tumble is here to stay. We constantly work on the business to be durable. We are very conscious of our brand to ensure continuity is both sustainable and scalable.

How does it feel to be one of the first branded clothing for kids in West Africa?

Fantastic! Awesome! It is also a privilege to have been able to find something I'm passionate about and turn it into a huge success. I'm thankful for the opportunity, and as they say, "Have your own dream and run with or else stay dreaming".

What is the future for Ruff'n' Tumble kids?

I see possibilities, I see opportunities and I would like to see more branches of the store all over the country. I would also like to see our business become more structured. I would like us to entrench ourselves and be in the forefront of the children's clothing in Nigeria and West Africa. We have great products, great accessories and great styling. We will also like to improve our online store and also increase the value we give to our customers, be consistent and give a huge customer experiences to our buyers.





TREND REPORT

By the PRIDE Team

“In the wake of every fashion week, we notice a pattern of trends which will undoubtedly infiltrate the fashion food chain and filter down into stores. PRIDE brings you the latest trends straight from the runway to help you update your wardrobe this season.” – Team PRIDE

Photographer: Kola Oshalusi,
for INSIGNIA PHOTOS



Re Bahia



Re Bahia

Snow-White

White reigned supreme on the runways this season and who could question its chicness? The colour which is traditionally symbolic for purity and freshness has been rather daringly worn from head to toe. This trend is not for the faint hearted or those who are prone to spills.

Gothika

In direct contrast to the 'Snow White' trend, Gothika is hauntingly sexy with emphasis on dark, brooding colours and lot of mesh and lace. A perfect evening look for a more subversive allure.

ROF





Ella &
Gabby



Amede

*Prints
&
Patterns*



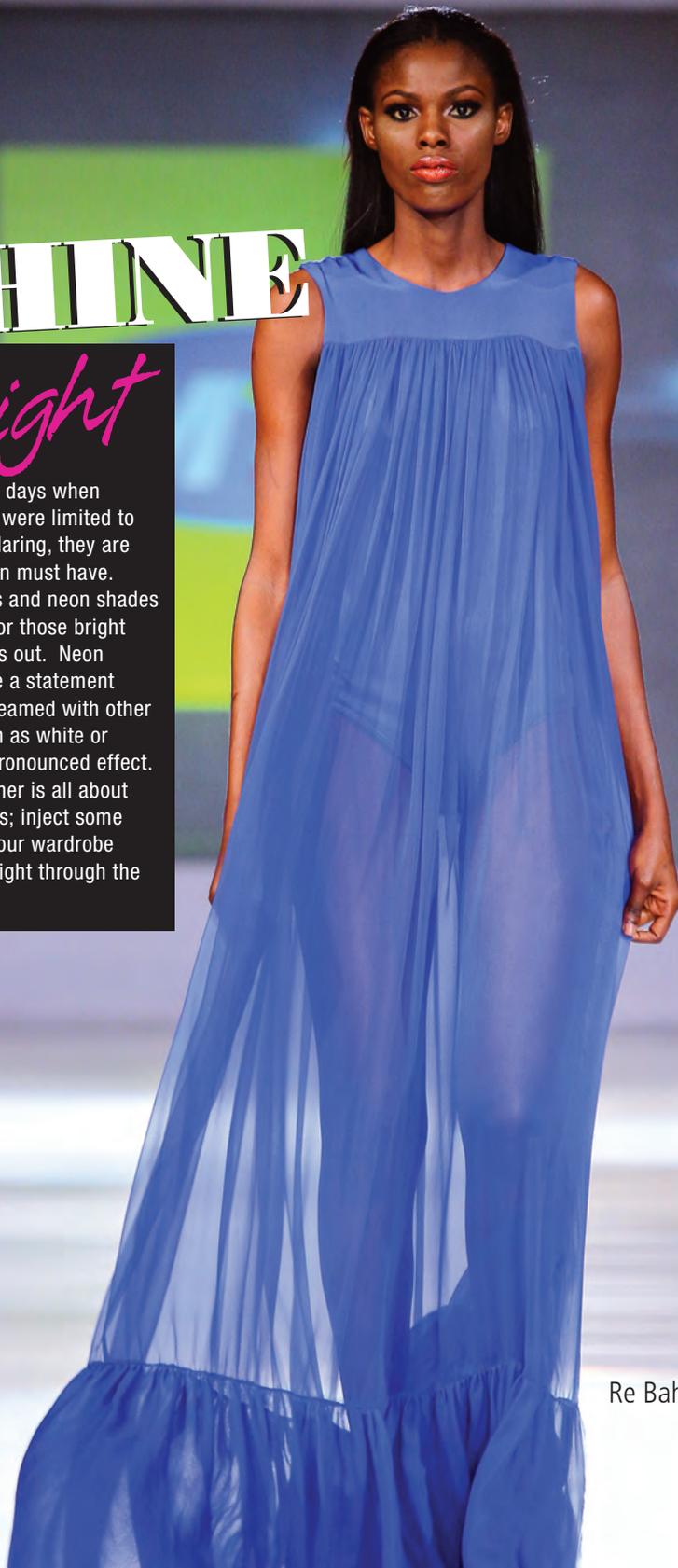
The catwalks were imprinted up on to take us into Spring/Summer 2014. A variety of print pattern designs were explored in numerous forms from blazers to jumpsuits, dresses, skirts, trousers and blouses. Cushion and curtain patterns, mismatched, zig zag, floral and exuberant tropical designs ruled the runway.

Prints patterns liven up sober outfit when teamed up as an accessory. If you are daring enough, why not be bang on trend by opting for a printed bag, scarf or sandals. Print your way through 2014.

SHINE

Bright

Gone are the days when vibrant hues were limited to the fashion daring, they are now a fashion must have. Block brights and neon shades are perfect for those bright Summer days out. Neon shades make a statement and can be teamed with other colours, such as white or black for a pronounced effect. Spring/Summer is all about bright colours; inject some colour into your wardrobe and Shine bright through the Summer.



Re Bahia



Re Bahia



ROF



ROF

OMBRE

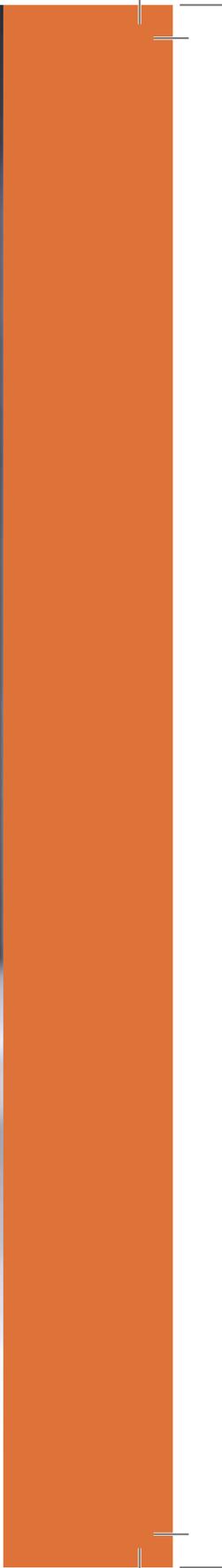
Two Tone dip dye fabrics are not ready to fade as they reappeared on the catwalk as a trend for the Spring/ Summer 2014. Ombre Styles varied from the transition of light to dark colours and traditional Yoruba African two tone fabrics called adirè. This trend is utterly versatile working as a completely conservative, eccentric or grungy look.



ROF



ROF





LADYLIKE

The trend for ladylike chic began at the Prada show at Milan Fashion Week and has filtered down into emerging design markets. No longer are the hemlines high and the necklines low, but we are inundated with midi hoop skirts and day dresses with muted, yet elegant designs.

Ella &
Gabby



SHORT STORY

The good weather all year round means we can wear shorts during any season, but this season shorts have become more elaborate and have moved from being a staple to a statement piece.

Amede



Kinabuti

Mai
Atato

CELEB STYLE *breakdown*

By Hauwa Mukan



LUPITA NYONG'O
 Bold, classy and vibrant this Kenyan actress is Hollywood's new darling. As the star of 12 Years a Slave, is a winner on the catwalk too. Bright colors, hip hugging silhouettes and cut outs in all the right places, its no wonder she has actor/musician Jared Leto hot under the collar.

Lupita's Style List

Form fitting dresses are perfect for women with thicker hips and thighs, Yes! Looks for styles with interesting prints and cut outs in flattering places.

Ladies doing menswear in a feminine way. You can never go wrong in a tuxedo for a red carpet event, just ask the men

Bright colors glow on dark skin, so all the chocolate ladies dare to be bold in solid yellows, reds and bright blue.

Complete your look in timeless strappy sandals or pointed shoes that will work with just about any outfit

Steal her swag!

Cushnie et Ochs - N223,409

Vivienne Westwood -N112,601

Alexander McQueen 'Marilyn' - N378,271

Alexander McQueen Tuxedo Dress - N40,000

Phillip Lim - N136,127

Versace- N71,036

Nicholas Kirkwood -N101,695



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SHOPPING



It is true what they say, animal skin makes any lady look foxy! **N35,000; mobofashion.com**

This stand-out, custom made piece made from precious gems is perfect to announce you anywhere, anytime. **N28,000; emisara.com**



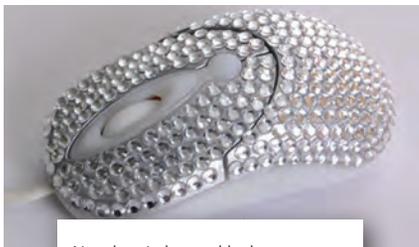
An amazing rose pearl watch is an accessory to go with any skintone. **N26,000; fashionforwardstores.com**

HOT LIST

BY CHIAMAKA IFEDIORA



Spice up your car with this apple & pumpkin fragrance from Yankee Candles. **N1,650; xklusivkraft@gmail.com**



Now here's the sparkle that your desk has always lacked Diamante optical mouse **N2,000; dealdey.com**



There's just no way around it, you can't make it pretty if you can't get ahold of your clutter **N5,000; eshocrafts.com**



This patterned multi-colored number would leave you asking "Where the party at?" **N6,825; cimabrawn.com**



Practise your clutch control with DFL's Bag-ebi colorful yet ladylike. **N4,500; designforlove.com.ng**



Smoother skin is easier to achieve than you think Ajali's hand made naturale body butter souffle makes that much easier. **N2,000; ajali.com.ng**



DRESS
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MANGO

MANGO.COM

ABUJA, SILVERBIRD ENTERTAINMENT CENTRE

LAGOS, IKEJA CITY MALL

THE PALMS SHOPPING CENTRE



My Little

Black Book

Film Factory Producer, O.A.P. on The Beat 99.9fm's "Liquid Lounge" show and one part of the Glam Report TV trio, gives us a peek in her little black book of secrets...



THAI DELIGHT

My favourite holiday spot is Thailand. I loved swimming in the ocean off the coast of

Phuket. Can you imagine a huge rock in the middle of the ocean, now imagine this rock is hollow and inside it resides a mini-rainforest; parrots, monkeys, bats, and fish all live inside this rock. That has been my most memorable discovery so far in my life. In Bangkok, I stayed at the Amari Atrium hotel which is super lush. I loved the Thai massages and its location is very central. I'm a huge spicy and seafood lover making Thailand the perfect destination for me. In the markets and most restaurants all the seafood is kept alive in an aquarium so you pick which fish, snail and squid you want, they haul it out and cook it to your exact specifications. Yummy!



SKIN DEEP

I am not too fussy about skin care. I know I have combination to oily skin so I like using Kiehls Rare Earth Deep Pore Daily Cleanser, their Calendula Herbal Extract Toner and any facial cream with a minimum of SPF 30 such as Venus or even Cookie Skin a Nigerian skincare brand I recently discovered.

AUNATURALE: I have natural, un-relaxed hair so I love using organic products that contain Argan oil. I love the 'Mixed Chicks' and Moroccan Oil brand; it nourishes my hair and cleans my scalp thoroughly.



KEEP CALM HAVE A 'FadeMan'

My Fav Bar has to be Sip Lounge in VI, Lagos. I love a Chapman with Vodka (I think I made this drink up

so let's call it a 'FadeMan'). The décor, atmosphere and drinks selection are delightful, my Glam Report TV show had their press conference there. Once I've had a few drinks there I tend to end up at Likwid, the popular all night Lagos club it gets sooo packed so be prepared to sweat and have a blast.

FOOD FOR THOUGHT I am a secret foodie, my favourite restaurant has to be Talindo on Karimu Kotun in Vivctotia Island. They have a

great variety of food, from escargot, frogs legs to grilled steak and plantain. I also love good wine and they have an impressive selection, its intimate ambience is perfect for date nights with le boo or hanging out with my girlfriends.



HOT RIGHT NOW!

- Mi Casa** - Jika
- IcePrince / Don Jazzy** – Nword
- Drake / Jhene Aiko** – From Time
- J.Cole** – Land of Snakes
- Tiwa Savage** – Wanted



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The COLOURS of Love

How do I love thee? *Let me count the many ways and colours.* Dare to wear your heart on your sleeve and express yourself in vivid colour. From the six styles of ways we love, actress/media personality *Stephanie Coker* and rapper *Blink* take us on a visual journey of silhouettes and accessories from this seasons' latest collections - you are sure to find something to make you fall in love all over again.

Introducing...

MANIA - (Purple) – Possessive, dependent love

AGAPE - (Orange) - Selfless Love

EROS – (Red) - Romantic, passionate love

STORGE – (Yellow) - Friendship love

LUDUS – (Blue) - Game playing love

PRAGMA – (Green) - Shopping List love

Photographer: Kelechi Amadi-Obi

Styling: Team Pride Nigeria

Make-up: Anita Brows Beauty

Hair: Laurent



MANIA

“A possessive dependent love. Highly emotional and anxious.”

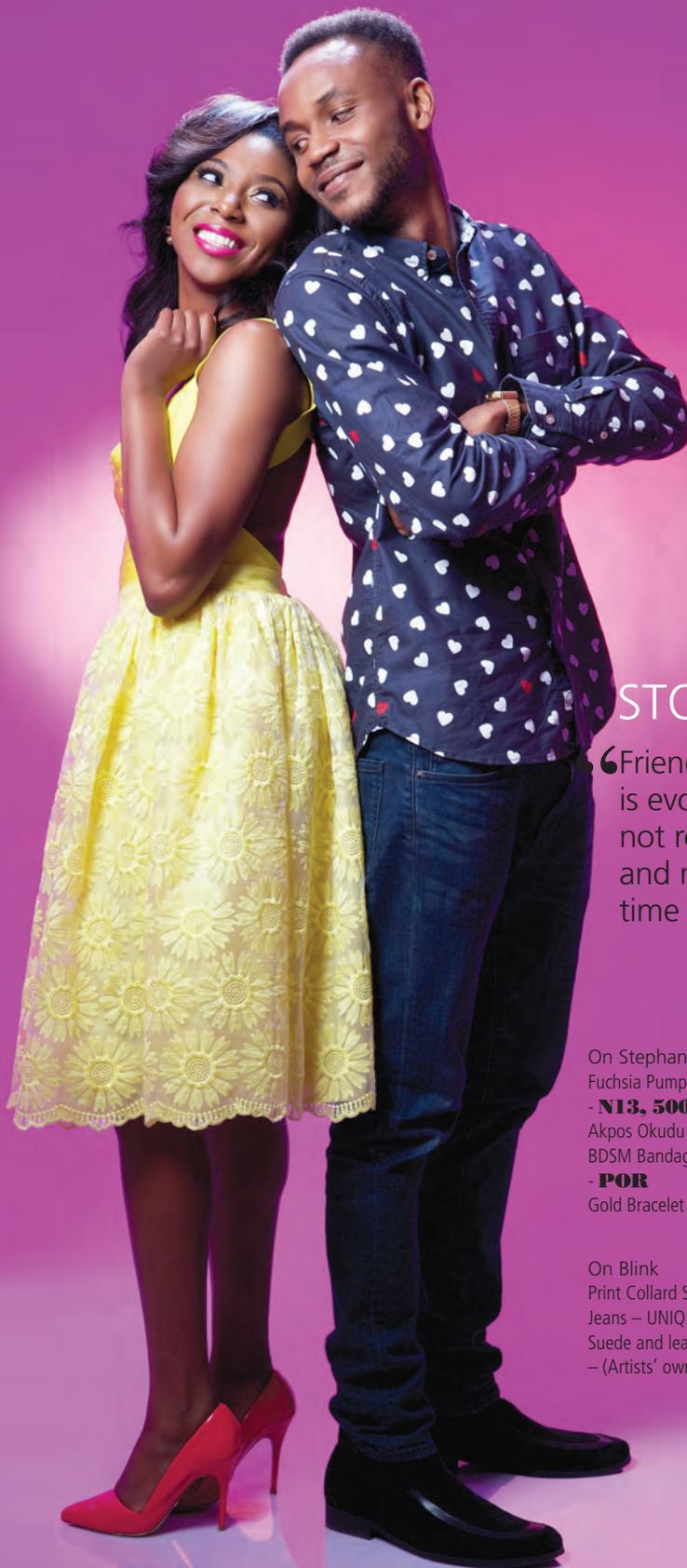
Fringed Top and Skirt (MIMI LEE) - **POR**
Chinese Laundry Heels – (Love it All)
- **N13,000**
Black Necklace used as a bracelet (H&M)
- **N7,000**



AGAPE

“Altruistic love in the most selfless and non-demanding way.”

E.A.T Wrap dress - (Grey Velvet)
Silver Pumps - (Love it all) - **N13, 500**
Silver Bracelet (Love it all) **N2,500**
Gold Purple Studs (Swarovski) - **POR**



STORGE

“Friendship love-It is evolutionary, not revolutionary, and may take time to develop.”

On Stephanie
Fuchsia Pumps - (Love it All)
- **N13, 500**
Akpos Okudu Skirt – (L'Espac) - **POR**
BDSM Bandage dress – SEAN MANUEL
- **POR**
Gold Bracelet – (Stylists' own)

On Blink
Print Collard Shirt – (Artist's own)
Jeans – UNIQLO - (Artists' own)
Suede and leather shoes
– (Artists' own)

FASHION



EROS

“Passionate, intimate and committed. Eros gives fully, intensely, and takes risks in love.”

Red Lace Dress - (Grey Velvet) - **N19, 260**
Black Ankle Strap Heels - (Love it All) - **N16, 500**
Gloves - (Stylists' own)
Bangles - (Home and More) - **N5,000**
Ring - (Love it All) - **N3,000**
Earrings - (Love it All) - **N2, 500**

LUDUS

“Love as an interactive game, played out between partners.”



Playsuit – (Les and Jaz) - **N25,000**

Skirt – (Stylists' own)

Blouse – (H&M)– **N5,000**

Belt – (Stylists' own)

Silver Earrings - (Love it All) - **N2, 500**

Michael Kors Clogs – (Les and Jaz) – **POR**



PRAGMA

“A logical, “shopping list” love, rational calculation like computer-matched dating.”

On Stephanie
 Top – (Love it All) - **N6,000**
 Prada Booties - (Les and Jaz) - POR
 High Waist Shorts – (Zara) -
N12,000
 Green Stone Necklace – (Lekki
 Market) - **N5,000**
 Gold Stud Earrings- (Stylists own)

On Blink
 T-shirt – (LOLA New York) -
N15,000
 Black Skinny Jeans – (Artists' own)
 Limited Edition “Super Freak”
 sneakers – (HRM Sneakers) -
N20,000
 Green Trucker Hat – (HRM Sneakers)
 – **N7,000**

COVER

OMAWUMI MIEGBELE

Hair: **Toyin**
Photography: **Temi Baruwa**
Make Up: **Bolanle Okusanya Feyita**
Neckpiece: **Lush Jewels**
Mani/Pedi: **Michaela's Beauty Salon**



Pride's Editor, *Latasha Ngwube* takes on Omawonder!

Born: 13 April, 1982

Primary school: Nana Primary School, Warri

High School: College of Education Demonstration Secondary School, Warri.

College: Ambrose Alli University, Ekpoma.

Graduate of Law. Didn't attend Law School but branched out to try out for the first ever Nigerian Idols. She was first runner-up to Timi Dakolo and the rest as we know it is history.

Its 2014, you just released your album, "The Lasso of Truth", to a lot of critical acclaim, a huge concert, you've been touring and promoting the album since April. So tell me, what is the one thing that really stood out for you in 2013?

Well, that would be the success of my career - even I know that answer is a bit too cliché.

Do you feel you've finally come into your own?

I think so. It's a process that started out for me in 2012. Recognizing who I am as an individual, as a woman, my contribution to my society, my immediate family and to myself. I realised that I have to be a little selfish to be able to give and love myself. It's taken some time since then, but I'm finally where I'm truly happy.

It's been a big year for you. Four endorsements - that's about the most for any artist in the industry right now. How does that feel?

It feels great! I never saw it coming. The first was the campaign for *Mortein*. I was honored to be part of that partly because it

wasn't just about being on a billboard and *hehehe*-ing. It was also a campaign which had a lot to do with giving back. I am the anti-malaria

spokesperson for *Mortein* across Africa, but I did not understand the magnitude of my job until I started work. This is a vastly different gig from the music. I had to really get into it and I felt honored at the end. Every other endorsement that rolled in afterwards felt like another feather to the cap. *Konga.com* brought a lot of online visibility for me and the *Malta Guinness* campaign vibrated with the energy of Africa. Finally, *Glo* came through and I was humbled. I'm thankful to God and *e don help pocket well well!*

Would you say 2013 fetched you the most money you've ever made in your career?

I can say so!

Can you put a figure to that?

I don't get it. Why do people do that?

Because we are obsessed with money, maybe?

You know, I don't have any issue with you asking, but these days, 'A' signs an undisclosed multimillion Naira deal with this brand and it's considered part of the PR to make it larger than life, but - I don't need anybody to know what is in



Wig: Hair Glamour International
 Vivienne Westwood Dress:
 Designers Club,
 Giambattista Valli Shoes:
 Designers Club
 Mawi Cuffs:
 Designers Club

my account! It simply doesn't concern anybody. My job is just to take pictures and look pretty (laughs) and be happy. Honestly, I can't put a figure to it, but I can tell you that...*you know now* (smiles conspiratorially).

The *Lasso of Truth* album. Tell me about it...like how was it conceived? I know it was some kind of follow up to the *Wonder Woman* album. I know that the real wonder woman character wielded a 'lasso of truth' as one of her weapons, but how did you marry that idea with your album's title?

The lasso of truth is truly one of the weapons wielded by Wonder Woman. As a moniker for my music, it was a natural progression for me. My music is simply the truth! You can try to run from it or hide but everything I sing about is deep and powerful so when you listen, it takes over you completely. You are forced to reckon with your true feelings so the naming the album chimed perfectly. It just came to me and I was skeptical at first because people typically self-title their album or look for something nice and easy. *Which one can be Lasso of Truth again? Na you know book pass, Omawumi.* I'm glad I stuck with that name and I'm at peace with it. Right now, I have the title for my next album.

Can you share it please?

Nooooo! (Laughs) and I'm scared because it's not connected to this theme anymore, though it's still unusual. I've learnt to stick with my intuition - that was what happened with "If you ask me." A lot of people said - and I also thought - that the issue was too controversial. Why sing about incest and that sort of thing? I wanted to tone it down and let it just be happy music but God bless Cobhams Asuquo. He said "No, you have to say what is

in your heart!" and, because of that, I have been identified as one of the foremost 'Violence against women' activists in Nigeria.

Are you fulfilled with the reception you've had for *Lasso of Truth*?

It's a bit of a yes and no for that. I do think it could be more, but because of the hectic nature of planning a concert and releasing an album, when I dropped it, I let it take the back burner so I could handle other projects that I had lined up. I haven't really pushed it out there the way I should have. I still have people asking me "when is your next album coming out?" and I tell them I released an album in April last year! On the flip side, there is a hard-core fan base as well - so many people who just love the album. The marketer has done a second print and I think the third print run is about to happen now. Each run is a hundred thousand copies so I don't think I've sold platinum just yet!

I know you also did a deluxe album on konga.com?

Oh yes! Those albums sold out immediately in less than two weeks of their arrival on the site, no jokes. At some point though I'd give all these songs out free of charge for people to download before I work on my next album.

So your record label, OMA Records, why did you start it?

When I started out, I approached different record labels to sign me. At the time, I had this deal with Sony BMG Africa that *Idols* brought for us I found out wasn't even set in stone. You know, the organizers of *Idols* and Sony BMG Africa didn't really understand their own contract so I would have just been the ant in the middle of two elephants sorting issues.

I looked at the situation and thought to myself, "I'm really grateful to these people for bringing me this far but I can't sit back and wait for them." God, being who He is and so kind, Cobhams –again!- approached me for a job that he wanted me to do with him and that was how we met even. From there, *I just hold ein agbada* and he helped me. So while those people were taking their time to do what they wanted to do, I decided to start up my own record label. I had spoken to a lot of people. I had an idea of how the system worked. Of course, I met with a lot of closed doors in the beginning, but I decided to just forge ahead because I didn't find any record label that understood my dream and my direction. I felt that if I had joined any label, they would have probably said something like: "OK now, we feel you know how to do highlife [music] so we want you to a remix of know, of all the highlife albums; or someone might wake up and say, "You know what? I don't think this is the way you should channel yourself, you should be more Americanised." I didn't want anyone to tell me how I should sell myself, my image or my music. I had to learn the route of owning a record label, then having a manger like Sunday Are, he makes everything just easy for me so I'm benefitting from the synergy of the List Entertainment and OMA Records.

Sunday Are would be the same guy who managed the D'banj and rest of the Mo'hits crew. Was there some sort of conflict of interest when it came to him managing you?

Not that I'm aware of. He started managing me in 2009 while he was still heavily involved with the Mo'hits conglomerate. List Entertainment is a management company and we had mini managers for each artiste. I had my own mini manager and when we needed to cut some really big deals, then Sunday Are would step in. At the time though, D'banj was his biggest act. When Mo'hits disbanded – and I don't know what happened with them – either Sunday Are

decided not to work with D'banj or D'banj decided not to work with Sunday Are, I do not know. Anyway, I found my manager to myself and I thank the forces and God and whoever was responsible for this situation that favoured me (laughs).

So you can say that the disbandment of Mo'hits was a plus to you?

It was a blessing for me and I keep thanking them when I see them. I'm like "D'banj, Don Jazzy, God will bless you guys" (laughs). I know this kind of thing can result in a misleading headline - *Omauwumi: The disbandment of Mo'hits was a blessing to me*, but I believe everything does happen for a reason. Whatever happened in their own camp, the void created a manager that had room to concentrate on me. Sunday Are is a hardworking person who always encourages me to put my back into it - although initially, he was worried when I got pregnant. What he said was "*hai, wen u don get belle now u go con marry u go say you wan do family, you no go con wan work...*" I told him not to worry because "God is able and so am I".

Do you have any artist signed to OMA Record?

No. I was thinking about doing that in 2012. I had a couple of options to choose from but never got around to doing it because it's not (trails off)...I give kudos to all those record labels who sign on artists. Maybe when I decide to cool my career a notch. People like Banky W are able to balance a good career and sign on Wizkid, turn him into a phenomenon and still make great music. I really give him a lot of respect for that, it takes a lot. That's the only reason why I have not because it's really difficult especially as I'm still learning how to manage people.

Maybe you are just not there yet?

“
I didn't
want anyone
to tell me how
I should sell
myself, my
image or my
music”

I'm not there yet, exactly. I know how to multitask, but feel for something to be a success, I need to give it like 80% of my time and my resources and I'm not ready yet.

I know people have this idea it's harder for female artistes in the industry to break through. Is it really?

It is not supposed to be easy for anybody. Even those who have it 'easy' eventually, if they don't work hard to maintain it, they would be regarded as flukes and fall. It's not easy for anybody. Do women have to work twice as hard? I think we should! If you make music and your music does not appeal to people, then you better work on your music and make great music. You can't say because I'm a girl, this person does not like my music; or because I'm a girl, it's hard for me to get on this stage. When I started out, I used to beg to be on shows. Everybody did that at some point in their career, man or woman - except you have anointing. I remember someone saying to me "Omawumi, I like you and I like your music but people are complaining that its only one song you have. How can we now pay you money to perform one song?" I said, "Really? I'd be back". I went into the studio and I discovered that I did have more than one song within me and I came back. The pioneers of the new school music like Edi Remedy, 2Face, Eedris Abdulkareem and all those people, they knew it wasn't easy for them to come and convince people to start enjoying their music because after the likes of Felix Liberty, Blacky and Alex O, Alexito, and Evy Edna, everyone's focus shifted to foreign sounds. It took a lot for them to break that and if they could work that hard, anybody should. Take Asa for example; when I found out she once competed in Star Quest, I screamed. She competed and worked her butt off to get to the point where her bread started coming and she was smiling to the bank. So I repeat, *everybody* needs

to work hard!

So you think it's an equal opportunity industry?

Yes, I think so. It's even easier for us women because when we are naked, it's all over so...(laughs)

Now that you've alluded to the stars of old who started the game, how do you feel about people positioning you as the next Onyeka Onwenu and do you see where they are coming from?

It's such an honour and I feel I have to explain why. This is a woman whose career has spanned over 30yrs or 40yrs if I'm not mistaken. I want that kind of respect when I get to that age. Now if that is

being used,



I hold am die! You know, she's still a sonorous singer, widely regarded as the elegant stallion. She holds her own and despite people's opinions on her, you can't mess with her. Trifling with Onyeka Onwenu is something you simply don't do! Her pocket is alright and then she has the respect of the Government. She has so much going for her that projecting myself like her with regards to that kind of lifestyle and my musical career can only take me higher. I love her to bits and every time she sees me, she'd call me aside and pray for me. I get bowled over everytime she does this. I performed her song in a talent show and even after the talent show, which was about six months before I had a single of my own, I jacked her tracks and would perform them so that I'd be remembered at least and not once was she ever offended by that.

What track was that?

Ekwe. She didn't say "Come here, you are singing my song so you owe me, pay up". Instead, her prayers for me were always for my success and stardom. So you know now, Onyeka Onwenu is a healthy role model to follow.

Speaking of older people and their music, how about Herbert Udemba whose song, "Bottom Belle", was a hit that took you to sky high proportions. What is your relationship like with him; have you met him?

O yes, I have.

What was he like?

Herbert Udemba is a very nice man in whose heart forgiveness abounds. I chose his song because I wanted to remake an old song, but not one that was overtly popular. This was perfect because it was popular in its time and the generation who had partied to it would feel the right level of nostalgia, while the new generation would embrace it

wholeheartedly. It took a while for me to go and meet him in Owerri. I couldn't actually sell the album because there would have been copyright issues so I went to see him before the album came out and he, with his family, welcomed me with open arms. This is someone whose song I'd recorded and had been performing though there was no album. I brought him for my concert - we even performed together on stage. At 86 or 87, he still showed exemplary behaviour and I'm also grateful to him for giving me the opportunity to make such amazing music.

OK. So what are the plans for your career in this 2014?

I'm going back to my roots to make the kind of music that will live on. I'm gonna do it right this time. The budget for my next album is running into millions - maybe about 30million, if I'm not mistaken, but I'm not going to compromise. The music people enjoy from me comes from my heart and it's easier for me to perform. That *crase* and excitement of my stage performances come from the enjoyment of my music I know all my music is good but I want to do it the way the international musicians do, who have stood the test of time. African exports like Youssou N'Dour, Angelique Kidjo, Yvonne Chaka Chaka have done it and I'm gonna go all out. This is a PRIDE exclusive so the world should know that I'm bringing it hard this year!

So it seems you are naming yourself among the greats? Yes!!!

Is it safe to say that you want to become one of Africa's biggest export?

That's the plan. I'm not looking to be Beyoncé. I know myself. They say "*know yourself no be curse*". I don't have any plans of being hmn.... 'Americanized' or all those things. What is important to me is being in Nigeria, in Africa. When big world events happen and they want that African voice, they will come looking for Omawumi saying "We NEED that Nigerian lady in Africa". I want to be the kind that, like Sade, releases an album every four years, sells out records and does worldwide tours and goes back to hibernata. Sade is so revered and respected. "*You know na big masquerade she be*". That's where I'm going to.

So maybe "Big Masquerade" will be the name of your next album

No o! (laughs)

Okay, on a personal level, you had a baby and that was like the biggest thing in 2011 "Omawumi had a baby".

What were you thinking? I don't know. What were *they* thinking? That I couldn't or what? I don't know! I felt it was the right thing to do at that time and I don't regret it. I don't know how it happened. It was just like a whirlwind. We had started seeing each other for about three months, and if you ask me who 'he' is...he is BK! (Baba Kamilla).

1. Omawumi in Kenya for Mortein Campaign
2. Lasso of Truth (2013) Album Cover Art
3. Omawumi Wonder-Woman Album Cover
4. Omawumi and Waje

Next thing, I was pregnant and there was no question of "Are you going to abort it?" Never! It was more like "So what now?" because our relationship was new, we had to find out if it was going to work so we would not be pressured into getting married because I was pregnant and that was it. Kamilla was born and since then, we have been good parents. She's adorable, smart, intelligent, and she's beautiful.

So it's safe to say that Gov. Uduaghan or Dr. Fabs are not the fathers of your daughter according to the rumor mill?

Why people just wake up and come up with crazy conspiracy theories baffles me daily. I'm amazed by the courage, the effrontery, the conviction that they have by their statements. I can't help but laugh because now I'm older and wiser. One day, I was sitting down somewhere, dressed down and very incognito, and someone just starts talking about me, insinuating all kinds of nasty things - and speaking like it was gospel. The Governor of my State assists musicians and I'm not the only one. In fact, with the kind of support that he gives to musicians



and their craft, for me who is Itsekiri, I'm not even among the top 10. He just supports the Arts and any Delta State performer. People make up stories like this every day. The moment you open your mouth and say "How there you?" people who want to feed off your controversy will write a story and go as far as saying you denied an allegation. This is not a court, I'm not on trial and certainly not in the court of anyone's choosing. Nobody has the right to do that to me. The only reason why you can sit down and speculate about my life is because I am here to entertain you. Now I have told myself that I will not fall into the bandwagon of people who, when they find themselves in a relationship that's not working, release statements as if it is the world's business.

So what is the relationship like currently, with you and BK?

It doesn't concern you. (Laughs)

Word on the Italian restaurant circuit says that you and BK have been spotted in a couple of places playing love like teenagers. What's going on with that?

It doesn't concern anybody. If my close friend wants to know, I'd gladly tell the person. It's not that I don't want to tell people, but I just feel like I *don't need to*. We want to be able to post a photo on Instagram if we feel like it and we just may. But if we don't, it's okay too. That should be enough for now.

I've stalked your Instagram a couple times and tried to make out the figure I see there. I see pictures that were taken with a silhouette I suspect belongs to BK. Should we expect wedding bells in 2014?

I pray so. Nobody is going to enter into a relationship and not hope to pull something tangible out of it - at least, not at my age! We are getting to know each other again

and it's a happy process. I feel like I have found a good person in him, he supports me and it is overwhelmingly beautiful. I wish I could share the way I feel about BK with the world, but he's also a very private person. When I mean private, it's not just to the press. Even within his circle of friends, he keeps to himself so when he decides that he wants you to know who he is, you will. It wouldn't be fair of me to tell him that this is the 'punishment' -as it were- you get for loving me.

Are you in love?

I am and it's not the giddy, 12yr-old-butterflies-in-the-tummy kind of love. It's more of an I've-got-your-back-ride or die-friend-indeed kind of love. That feeling of contentment and peace so we are not confused. We don't quarrel today and settle tomorrow. It's a very peaceful and steady kind of relationship. So I'm OK. I'm singing my love story to you, we don't know how it's going to pan out at the end; but as we are now, we can say that we are good.

What was juggling single-motherhood and your career like?

It wasn't hard. If you view it as a chore, then it will be. I could

“*I feel like I have found a good person in him, he supports me and it is overwhelmingly beautiful.*”

never see her as a task and she has become my way of life, nothing bends for. BK's family, my family all came together as one.

And then you also had your friend, Waje?

Waje is alright. She has a separate and special bond with Kamilla. They are very territorial. You just can't come between them. They have a real mother-daughter relationship.

Did you ever think that you'd be so close to someone in the industry like Waje?

No. Waje makes it easy because of the kind of person she is. I am a very open person - pretty much, what you see is what you get. Then, I find this other person who could swallow my crap! We complement each other, personality wise. It's not like we don't have our flaps - we do. On occasion, we have actually cussed each other out. We don't always agree with every one of our respective life decisions, and that's fine because we are individuals. In a way, our individuality is what makes our friendship so special. It's really an easy friendship to have. I don't want to go on, so she doesn't read this and get too inflated - she's just average!

Ok. We've talked about your love life, we've told about motherhood eh...2014, what are your resolutions?

I'm going to try to lose weight. I didn't care before.

Why do you care now?

I hope to wear a bikini in my life.

For you or for BK?

Everybody.

On Social Media, how come none of your pictures have gone viral? We see Tonto Dikeh today, tomorrow we'll see maybe Toolz, aren't you into that kind of girly stuff? Fortunately, I'm not.

Do you look down on people

who do?

I don't. I'm more amused by it because it's so entertaining. I had to call myself to order and promise not to spend more than 20 minutes on Twitter everyday. The thing is, you put yourself out there so much that what people say becomes your mantra for living. At some point you start bending to please them and what they think about you then informs how you should look, express yourself and all that.

Speaking of how one should look, you've had a few fashion faux pas here and there. How do you feel? I mean it takes a big person to be able to swallow that kind of criticism and just not let it get to you?

I'm a Warri girl who watches a lot of TV. My mum helped me piece myself together, so that I can hold my own when communicating



with other people and not be regarded as...inadequate in any way. I come to Lagos, and I am trying but then, they are abusing me. To be honest, I take my fashion cues from what I see people do. If people think that as I've tried to be a good musician, the next step is to become a fashion icon then I'm sorry! I'm not, please! You can put that as your caption, I am *not* a fashion icon. To the people who wake up in the morning and decide to eviscerate me and say "oh, I look like somebody's grandmother", I'm not going to lose sleep over that! What I'm interested in is, did you like the music? Are you entertained? That is all. As long as I feel reasonably decent, and can sing my notes nice and clear, and I'm colorful and nice, I'm ok with that. They don't validate me. This high-life Lagos living, the people who are born into it, good and well - thank God for them, but the ones who are aspiring to be 'funky' at all costs, then now expect me to join the bandwagon? I'm a Warri girl through and through.

But you don't seem to have much of a problem with luxury. I mean you reportedly *do* like nice cars, you take expensive holidays and one again on the streets is that you are completing your own house which you will be moving into soon. So you don't seem to have that much of a problem with luxurious things. So maybe fashion is just not your thing.

Definitely - I'm not that much of a fashion person - you know that! Anybody reading this should know that you were, in fact, my style rescuer-in-chief - after serious fight and quarrel! (laughs). I remember, during the *Lasso of Truth* concert, that you helped me with my wardrobe, it was a fight all through because I'm simply not much of a fashion person, so thank you! I may not be a fashionista, but I love to be

“ *I want to lose weight.. so I can get to wear a bikini before I get pregnant again.* ”

myself and I also like short things - yes! that's one reason why I want to lose weight as well - I'm not an exercise buff either, but I need to try - even if it's so I can get to wear a bikini before I get pregnant again.

So there's going to be another baby in 2014?

If the Lord pleases. I don't know about 2014 but of course by God's Grace *except e no work, but e go work!*

What are you looking forward to in 2014, absolutely beyond any other thing?

I wish I could tell you, but I can't (laughs). One thing that I'm looking forward to, though, is God-given inspiration. I want to make hits, but not the way people know, more in a way where the inspiration that comes from those type of songs needs to come to me. Songs that stand out on their own; that you won't necessarily put on DJ mix, but are hits nonetheless. I need those kind of songs in my life again.

Did you study French?

Yes I did but don't even ask me to speak one line right now (laughs)...

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LIFE'S LESSONS

with LINDA IKEJI

By Chiamaka Ifediora

It was the last Sunday in November 2006, when a young lady sat typing into her computer an intro aptly titled “This is me... Linda”. Those became the first words that foreshadowed the entry of Linda Ifeoma Ikeji to the blog world at the age of 26. Today, seven years later the Linda Ikeji’s blog has become one of the most popular entertainment, news and gossip blogs in this part of the world.

HER BACKGROUND

Linda was born September 19, 1980 and is the second of seven children, an indigene of Nkwere, Imo state in Eastern Nigeria. She was raised a catholic and graduated from the University of Lagos in 2003 with a Bachelor of Arts degree in English Language. Standing at 5ft8inches and with the right body proportion she ventured into modelling in 1998, while at school and set up a modeling agency called the Blackdove Models Management. On the 25th of June 2006 she formally launched her magazine the FM&B magazine which [for financial constraint] couldn’t go to printing after the first two editions. After reading Bellanaija’s blog, she became inspired to begin writing hers, the rest they say is history.

THE STRUGGLE

It was early 2000; I was 19 years old, in my second year at the University of Lagos. I’d been a model for about a year and a half then. Modeling back then didn’t

pay a lot. Sometimes you ate, other times you went hungry. Sometimes you had money, other times you begged for it. I am not from a rich home. I started struggling from 17 to support my family. I had a tough life growing up but I kept working, doing all sorts of modeling jobs, ushering, fashion shows at a point I sold beer at a hotel. I’d leave lectures, go to a hotel and sell beer from 1pm till 10pm. I did this for a few months and it wasn’t easy but I had to survive. One of the things I said to myself back then was, I would rather starve or beg for food than give my body to a man for money.

THE BREAKING POINT

It was early 2000, I hadn’t done any modeling jobs in a bit. I didn’t have any money in school, hadn’t eaten a proper meal in days, there was no money at home. My sister had called to ask if I could send money home, I didn’t have any. I wondered what to do and recalled this man who had been trying to get my attention for

months, He was in his fifties, rich and married. I decided to call him beg for money pretending I was ill and had some emergency, true to form, he went on to remind me of “How he liked me and did not understand why I was behaving like a child and how I needed someone like him to take care of me”. After his little speech, he invited me over to meet up with him at a hotel far away from my school. I was apprehensive but desperate, There was no way I would sleep with him and I also knew that he may not give me the money I had requested but at least I would get my transport fare back to school. This man was a friend’s boss. He owned a media business back then and every time I went to see this friend, this man would call me into his office, tell me how pretty I was, how much he liked me and how well he could take care of me and always gave me N5,000 whenever I was ready to leave his office. I knew that if I got that, I would at least be able to refund the money I would borrow to make the trip to the hotel.

I arrived at the hotel to meet him, He ordered some food for me (my first real meal in days) after I was done eating, he made his move and got shoved off. He kept trying and I kept pushing him away till he finally got angry and asked if I was a child and why I bothered to come [if I wasn’t prepared to have sex with him]. He was furious that he had paid for a room and spent money on food and wasn’t going to be compensated, He stormed out



“After I was done eating, he made his move and got shoved off. He kept trying and I kept pushing him away.”

of the room and only temporarily stopped to give me a killer look when I asked if he could please give me transport money as I had no money to go back to school. He walked out of the hotel [with me literally running after him begging for money to go back to school], into his car and drove off.

I stood stunned in front of the hotel wondering how I was going to get back to school. All I had left on me was N15 which couldn't take me anywhere let alone back to campus. I walked back to the hotel, met a young man at the reception, narrated my ordeal to him and he kindly responded by giving me N100. That money took me more than half way home and by the time I ran out of money I had to walk a real long way back to school. I remember crying on that long walk back, saying to myself that I was going to make something of myself and that everything I made would be my hard earned money. It wouldn't matter how bad it got but no man was going to take away my self-respect, that was indeed all I had!

THE LESSON

To all the young girls out there, if you're reading this, you're strong, you're beautiful, there's nothing you can't achieve on your own. You don't need to sell your body to any sleazy man for money or gifts. God has given you something no one else has. Find out what it is, passionately and diligently pursue it, although it may take a while but perseverance pays off. Don't worry about what other girls around you have. Dignity is far more valuable than a Range Rover. Make it in life on your own terms and as your own woman, so that you can look back one day and be proud of who you were and who you are.

REFRESH

with CHARLES O.
ANYIAM-OSIGWE

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Tiwa and Tunde
Balogun

Do you feel as if true love has passed you by, or that your soul mate will never find you? Do you know that you can pray yourself into the relationship you desire? Yes, prayers can help you find the love you desire. Pray for healing of past heartache, pray to be made ready for a true and healthy love, and pray for the soul mate that is meant to be by your side in life. Call on God to heal your heart, and send you a loyal, loving, honest, hardworking man or woman who will love you unconditionally, a man or woman who speaks to you with respect, and with love; someone who

doesn't judge you. Pray that He should bring someone special into your Life so that both of you can love, respect, communicate and live in harmony with each other. A fact of life is that we all crave to love and be loved. When one's love life is not what it should be, when there is no one special in our life; when our relationship is unstable or fraught with uncertainty, we tend to be emotionally unbalanced. We lose our zest for life. Around me, I see many people living sad, lonely, loveless lives. Yet, it is their earnest desire to live joyous, happy and fulfilled lives with their beloved. Why are their lives the opposite of their desire?

My guess is that innately, subconsciously, they feel that they cannot attain their heart's desire or they feel unworthy of that which they desire. But, wishing for one thing and expecting the opposite is one sure way of getting our expectation and not our wish or desire.

If you want success in a particular endeavour but you prepare for failure, you will surely fail because we tend to get that which we prepare for and not that which we wish for. To get our heart desire calls for a complete transformation of our thought pattern. St. Paul says, "Be ye transformed by the renewal of your mind". How do you renew your mind? By getting rid of negative feelings about yourself, and others. By ridding yourself of all resentments, anger, disappointments, jealousies, bigotry, pettiness, and thoughts that enslave you to destructive living.

You renew your mind by forgiving those who trespassed against you and forgiving yourself. Jesus Christ taught us in one of his parables that you cannot put new wine into old wineskin. You have to rise above your base instincts by appropriating the teaching of St. Paul: "forgetting those things that lie behind and reach forth to those that lie before ..." You have to let go of all negativity to reach your promised land of a life full of love and loving.

Are you single and anxious to pair up with your God appointed partner?

Are you married but not yet blessed with the fruit of the womb so that your joy may be full?

Is your marriage a source of pain and anguish?

Is your marriage happy and you want to keep it that way?

St. James, in James 5:15, asks: "Is any of you afflicted? Let him pray". Let me ask – "Is your love life afflicted? Then pray! Yes pray! The prayer of faith shall heal your sick love life and the Lord shall raise you up to the fulfilment of

your heart's desire. Did Jesus not tell us: "What things so ever you desire, when you pray, believe that you receive them and ye shall have them (Mark 11:24). A free mind, a transformed mind is a dynamo whose prayer to God is readily and speedily answered.

"The effectual fervent prayer of a righteous man availeth much" James 5:16. So whatever you want of your love life, pray. Pray to God in faith and believe that you have received that which you have prayed for, act your belief and it shall be so.

Before you ever enter into a relationship, wisdom dictates that you first pray and visualise a wonderful relationship, a relationship that lovingly meets all your important emotional and physical needs, a relationship that is in the highest and best good of all concerned – including the happiness of children you may have together, in-laws, step children and the world in general.

"Dear God,

Guide me in attracting a life partner who is a joyful, loving match for me and for whom I am a joyful, loving match. I thank You, Father, with all my heart for bringing this wonderful person into my life. I love and appreciate him (or her) with all my heart and pray that s/he loves and cherishes me with all his (her) being. I declare that our love is beautiful, joy-filled and mutual. We are best of friends and life partners. We celebrate our oneness. We have enormous fun and create a beautiful and joy filled life. Thank You, Father, for all these and more. Amen."

Create an affirmative prayer like this, and then invest some time, every day, in sitting by yourself and speaking this prayer. After you speak it, close your eyes and joyfully visualise yourself experiencing what you would want in an ideal relationship.

Mark 11:24 can be paraphrased thus: Whatever you desire, pray for it, believe that your prayer is answered and it will become



Kim Kardashian & Kanye West

a physical reality for you. Is it difficult to understand that when you desire something, you should turn to God to give you that which you want?

Alfred Tennyson tells us, "Speak to Him thou for He hears, and Spirit with Spirit can meet - Closer is he than breathing, and nearer than hands and feet."

Isaiah 65:24 reads, "before they call, I will answer and while they are yet speaking, I will hear". So it is, that having turned to God to fulfil our desire for our love life in prayer, we must accept (believe) that He has heard and answered our prayer and that we will have the physical manifestation. God cannot but answer our prayer. He tells us in Isaiah 45:11 "concerning the works of my hands, command ye me". If you command God to perfect your love life, He will do it if you "walk the talk". That is, act and feel the way you will if your prayer is already a physical reality. And how can you achieve this? By imagining your desired experiences. See yourself laughing, joyful, and feeling blessed. Imagination is, perhaps, your greatest asset; God's gift to you. It is a tool for creating a magnificent life quickly. Your visualisations are up to you. The sky's the limit. You can make them as romantic and loving as you like. Nothing is too extravagant. Also, since God does not judge you and sexual incompatibility can wreck a marriage, you should visualise what you want to happen in the bedroom, as well.

Just make your visualisations joyful, loving

and light.

So imagine the types of things you want to do with your partner and the way you want him to show you affection and concern. Imagine your relationship as easy and fun and fulfilling. Imagine yourself feeling cherished, deeply loved and valued. Imagine yourself appreciating, loving and valuing your partner so that both your needs are met and you become strong sources of support and love for one another.

When a child asks the father for a toy and the father accedes to it, the child is filled with the joy that the toy requested for is as good as in his or her hands. The thoughts, words and actions of the child synchronise with his/her expectation of having the physical toy to enjoy.

The enjoyment of the toy commences even though the physical toy is not in the child's hands yet. Yet he or she goes about with the full assurance and expectation that the toy is his or hers and does not sit around and worry if the toy is coming or not.

The child accepts in full confidence the reality of the toy and it usually comes to be a physical reality.

This analogy of the child, the father and a request for a toy, depicts the attitude and confidence we should have when we ask something of God, our father in heaven. This is the way to show active faith. For faith without works is dead. Psalm 37:5 says, "Commit thy way unto the Lord, trust also in Him and he shall bring it to pass."

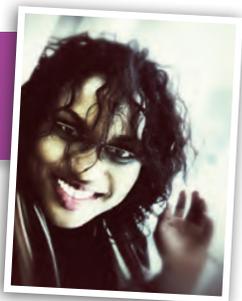
It is really this simple, "Ask and it shall be given to you", Matthew 7:7. As we transform ourselves by the renewing of our minds, we can ask anything of God our Father and He will bring it to pass.

To sum up:

- Turn your desire to be loved and to love into an affirmative prayer, which you speak with belief in fun and playfulness
- Visualise your ideal relationship as though you have it now, leaving nothing important out
- Make sure that you infuse your visualisations of relating with colour, scent and feeling
- Speak your affirmative prayers and spend time visualising your new, happy future.
- Spend time daily speaking and visualising what you want.

God our creator wants us to be happy for He "gives richly all things to enjoy" (1 Timothy 6:17). Yes, God will give you, your heart's desire; a life full of love and loving with your beloved if you ask Him to perfect your love life.

CRY TO *cala*



Dear Cala,

My best friend just recently got engaged, we actually met this guy together but I had to go help her sort out a few things and by the time I got back they were already talking and had exchanged numbers. I can't help feeling that if I stayed put and let her handle her business, I would be the one who got the guy! I am supposed to be helping out with the wedding plans and even give the toast at the wedding but I am filled with such envy it is unbelievable, I'm almost ashamed to acknowledge it.
Susan, Abuja.

Dear Susan,

Have you ever considered that you could've been the one alone with him at the first meet and he would've patiently waited for your friend to come back to still ask her out? I think it's a good thing that you are able to acknowledge and articulate your feelings, a lot of people actually feel the same! Unfortunately it becomes a vice when you dwell on it and you have. If this girl is your best friend, then there must be something about her that someone besides you saw, focus your energy on giving her all the support she needs and make a conscious decision to be happy for her. Genuinely happy women exude positive energy that attracts men; Your 'Man' might be at the wedding waiting to snap you up!

Dear Cala,

My fiancé keeps complaining about my spending habits, he says I'm extravagant. He is a really calm and patient person who rarely complains, I keep trying to tell him if I don't buy peoples aso-ebi no one will come to our wedding and I have to support the people who sell hair, clothes and shoes at the office, the day I decide to sell, they will also have to buy from me, How else do I explain this without causing any rift?
Gypsy

Dear Cala,

I am 18yrs old and in love with a 42yr old man, He loves me very much and has promised to marry me, he buys me a lot of expensive things but he has never invited me to his house and he doesn't pick his calls after 8pm, we are always going to hotels or his friend's guest house. Every time I complain he says i worry too much and that I'm too young to understand. I know age is nothing but a number but I love him so much, I think about him even while at lectures. I just want to marry him already so that we can always be together, How can I get him to marry me quickly?

Angela, Ibadan

Dear Angela,

You are 18 right? I have to say I agree with this man saying 'you are too young to understand'. Has it occurred to you that he might be married and that you are just a play thing to satisfy his sexual urge? Let me get this clear, your current life ambition is to 'Marry this guy quickly?' wow and wow! The only thing on your mind should be to excel at school and make friends/network with people your age. This man DOES NOT have any long term plans for you except to abruptly terminate your future, get away from him as fast as you can! If he's buying you expensive gifts now, He'll set an unrealistic standard that may jeopardize a future relationship with a man closer to your age that may truly love you and be unable to afford the luxury you have become accustomed to. Marriage is a lifetime commitment for mature people. I'm afraid you aren't prepared for it.

Dear Cala,

My senior colleague at work is always sending me raunchy BBM broadcasts and Whatsapp messages, because of his position I find it difficult to say back off! He is a great guy but as much as I try to ignore his messages, he bumps into my office to ask if I got his message, this is so uncomfortable and awkward. What do I do?
Miss N, Lagos.

Dear Miss N,

No, He is not a great guy, great guys don't send raunchy messages that make others uncomfortable in a work place. Why is he still on your BBM and Whatsapp? The fastest way to deal with this would be to delete/block him and if he pokes his irresponsible head in your office again to ask 'why you deleted him' firmly but sweetly say "I'm sorry I figured if I simply delete you, I wouldn't have to put up with those messages anymore, How are you by the way?"

Dear Gypsy

I think you need to stop trying to explain yourself to your fiancé and actually try listening to him. Only an insincere man would watch you pick up so many (unnecessary) tabs and say or do nothing even if it isn't his money. Your motive for making these purchases is based on the assumption that it will be reciprocal? Unfortunately, that isn't the case; by the time you are going to be wedded most people whose aso-ebi you bought may be pregnant and unable to attend yours! Save up for your future; mortgage and children, ring a bell? I thought so. Please buy what you absolutely need and learn to say NO. All the best.



Coping With Stress **66**

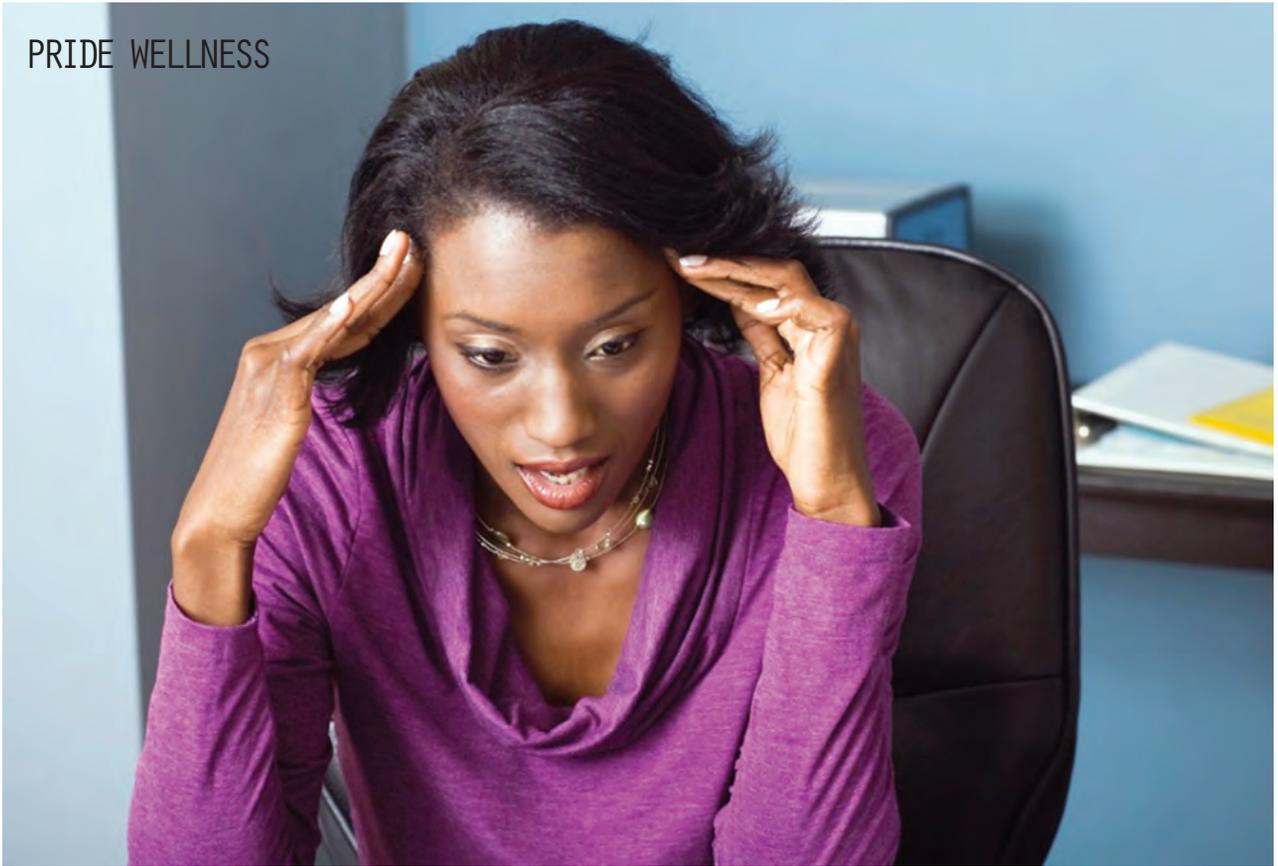


Lose Fat in 5 Mins! **68**



Twerking your Way
to Thinness **70**

PRIDE WELLNESS



COPING WITH STRESS

By Dr Grace Okudo

WHAT IS STRESS

This term is often confusing as it is used in two ways. First it is applied to events or situations, such as working for an examination that may have an adverse effect on someone. The term is sometimes extended to include events that are not experienced as adverse long-term effects – e.g., an intense competition, which may produce an immediate feeling of pleasant tension, though may sometimes lead to an unfavorable long term effect. Second it is applied to the adverse effects that are included, which may be psychological (perceived or

physiological (real) change the former is stressor while the latter is called stress reaction

TYPES OF STRESS.

Everyone is subject to stress in his or her environment. However, there is good (positive) and bad (negative) stress.

“Good” stress is motivational – i.e encourages the individual to excel. “Bad” stress is what brings about the negative side effects expressed by individuals.

Sometimes this so called good stress may produce some adverse effect on the individual. The dividing line

between ‘good’ and ‘bad’ stress is hazy.

CAUSES OF STRESS

Any activity or event that disrupts a person’s equilibrium may lead to stress. Known stressors include excessive ambition, lack of contentment, quest for material things, inability to manage effectively, illness, etc

SYMPTOMS OF STRESS

Some of the stress symptoms could be so subtle and vague as to be easily missed while others could be so alarming as to cause the patient to be

De-Stress

subjected to numerous and exotic investigations and treatment. Many of the symptoms are of autonomic nervous origin while stress could just manifest as worsening of already existing medical problem. An example of this is the worsening of peptic ulcer disease, hypertension and diabetes mellitus.

Some of the symptoms of stress include excessive tiredness, especially on waking, headache, tremulousness, numbness of the limbs, chest and abdominal pain, excessive urination, excessive concern about body function. From the above list one could see close mimic of medical condition and so these symptoms should not always be dismissed as stress related until proven. It is therefore important to see your doctor who is in a better position to make the distinction after a thorough physical examination and laboratory tests. This will also reassure the subject and lay to rest fear of being haunted by an enemy in the place of work or at home which is usually the common conclusion by the sufferers.

In order to deal with stress effectively, it is important to discern the actual event or situation which has manifested the stress in the individual. When this has been done, it is then that one can tackle the problem either by himself or by seeking professional help.

We should do well to avoid situations that cause us stress.



Don't be like this guy!

BE ORGANISED: Do things when they should be done and do not allow them to pile up thereby stressing you. Pace yourself in your activities.

KNOW YOURSELF: What are your capabilities? What are your limitations? Knowing your capabilities and limitations will help you take on tasks and things you are capable of handling, thus avoiding stress by over reaching yourself.

CHANGE YOUR ROUTINE: Do you lead a routine life? Doing the same thing over and over again the same way at the same time? This can be very boring and lead to stress. Break your routine. Do things differently or try different ways of doing the same thing.

DELEGATE: No one is indispensable. You should learn to let people help out with tasks be it at home or at work. When tasks are shared, the work load is lessened and stress can be avoided.

DO NOT OVER COMMIT YOURSELF: Most people don't know how to say 'no'. They say 'yes' to request they should have refused accepting and give themselves unnecessary stress trying to keep their word.

BE LOGICAL: When confronted with a problem try and think it through rationally in your search for solutions. Talk to people you can trust to help you reason it through. Do not bottle up your problems and let them overwhelm you. Take practical steps to tackle the problem. Do not take solace in alcohol or drugs to avoid facing the problem later.

LIVE ONE DAY AT A TIME: Yesterday is dead and gone. Tomorrow is not yet here. Do not live your life worrying about the past or fretting about your future. We should do well to remember what the bible says: "Sufficient unto the day is its trouble thereof" and adopt as a motto Saint Paul's dictum – "Forgetting those things that lie behind, I can reach forth to those that lie before and stretch towards the mark for the prize".

THE LAUGHTER TONIC: Learn to see the funny side of life and of yourself. Take neither life nor yourself too seriously. Develop a sense of humour.

THINK AND ACT POSITIVELY: "A sunshine attitude" to life will help us lead a stress free life. Always look at the bright side of things. The body responds to our thoughts – if we think depressive thoughts, we gloomy. If we think positive thoughts we would be happy and cheerful.

RELAX: Make out time to relax. Do you enjoy reading, enjoy listening to good music – listen, enjoy playing golf – play. Do those things you enjoy and that will make you feel relaxed.

EXERCISE: Don't be a couch potato. Do exercise yourself to help you burn up fat and relax you. Exercise improves the body's well being and relieves stress.

MEDITATE: Meditation – Getting acquainted with your God can help you cope with stress. In Job we read; "Acquainted now thyself with Him and be at peace thereby. Good shall come unto thee"

Dr Grace Okudo is a physician and dermatologist.

THE 5 MIN FAT LOSS WORKOUT

By Jumoke Adewumi
For Club Shrinkers

Lose Fat in 5 Mins!

Do you have a busy schedule? Yes? This workout is guaranteed to help you trim that insy weensy bit of chubby...If you're ready, join the Shrinker's 10 day fat loss accelerator workout by squeezing out five minutes everyday from your super busy schedule. This routine will rev up your metabolism and help you burn fat quick!

STARTING POINT...

This routine is made up of 5 exercises each lasting for 1 minute with no rest time. Intensity is based on your form

so if you can't maintain a good form throughout the exercise then feel free to take short rests in between till you can. Don't worry you will get better as the days go by!

To begin, a good static posture assessment check is in order to get the best of your exercise. With reference to the diagram below; stand hip width apart while making sure to check all 5 kinetic points alignments - feet pointing straight, knees above and aligned with the feet, lower pelvic hip complex aligned, shoulders aligned, and head straight.



Exercise 1: Core Trap



Step 1

Slightly Bend over keeping your abs/core tight and gluteus tight and be careful not to place tension to your lower back, bend your knees slightly and twist your hand as shown in the diagram.

Step 2

Now place your hands out at 90 degrees, palms facing the ceiling. Make movements slowly like a bird flapping its wings. Continue with this motion for 1 minute in good form keeping in mind the alignment as described in the static posture assessment.



Exercise 2: High Knees Reverse Lunge with a Twist



Step 1

Raise knee at angle 90, core tight and ensure you are standing strong with one leg connecting firmly with the ground.



Step 2 Take the raised leg back for a reverse lunge making sure your body weight is slightly on the leg. Your front leg should carry majority of your body weight and making sure you are not leaning forward as you knee-feet alignment is important.

Step 3:

Twist your body to either direction while maintaining the reverse lunge.



Exercise 4:
Stand Squat Plank (Low intensity Burpees)



Step 1:
Stand tall feet shoulder width apart.



Step 2:
Squat looking straight and making sure your palms are touching the ground as shown in the picture.

Step 3:

From step 2 stretch into a plank position with both legs at the same time to assume the plank position. Return to step 2 and step 1 and in the same sequence continue the motion through out the 60 seconds.



Exercise 3:
Floor Bridge with adductor squeezer



Step 1: Here you can use an exercise ball or a sofa pillow as shown in the picture. Place the object you choose in-between your knees while applying pressure to hold the ball firmly.



Step 2: Now Bridge by squeezing your gluteus and raising your bottom up to make body align as shown in the picture. From this position return softly to the ground and perform as many reps as you can during the 60 seconds period.

Exercise 5: Plank



You finish the 5minute routine with a Plank for 60 seconds holding your tummy tight and ensure you are breathing. Maintain good form all through and if you notice you loosing form of the alignment as shown in the picture, you can slightly drop to your knees and still maintain the plank.



FUN APPROACH TO FITNESS *By Em Smith*

Twerking your Way to Thinness

From New Orleans clubbers to Miley Cyrus, the twerking craze is undoubtedly here. But can you twerk your way to thinness this New Year?

Not too long ago, you might've assumed "twerking" was something preposterous but as the most controversial performance at this year's MTV Video Music Awards made clear when former Disney Star, Miley Cyrus dropped some of her twerk moves on the stage while performing the hit single "Blurred Lines" with Robin Thicke the madness made headlines everywhere!

In case you didn't hear, "twerking" was added to the Oxford Dictionary shortly after this! According to Oxford to "Twerk" is to dance to popular music in a sexually provocative manner involving thrusting hip movements & a low squatting stance.

As the rhythmic shaking of one's

behind gains popularity globally, some are using it as an amusing and creative way to burn calories. After all, many popular dance-based workouts have swept through the country before, including Zumba.

Rey Tabora, a San Francisco-based personal trainer, said yes, yes you can.

He said that any kind of movement is good and that all types of dance, twerking included, are art.

"They're using their legs and butt, and when you do that, you increase your metabolism because your heart beats harder," Tabora said. "If it gets you moving, all the better."

John Okon, a personal trainer based in Surulere, Lagos says twerking engages a person's core, hamstrings, lower back, and, of course, glutes.

Using guidelines from the Nigerian College of Sports Medicine, Okon

estimated that "vigorous dancing" burns about eight calories a minute, but twerking burns between five and eight calories per minute for a 150-pound individual.

"Dancing burns calories, but you have to do it regularly to see results," she said. So constantly twerking for an hour, should you choose to do so, will burn somewhere between 300 and 480 calories in an hour, about the same as 60 minutes of power yoga or an hour of moderate jogging.

There are, of course, safety concerns for those new to the ways of the twerk. Okon suggests that anyone a bit out of shape consult his or her physician before starting any physical fitness regimen, especially one that involves a strain on the lower back.

After all, you don't want to explain to your boss that you threw your back out twerking all night!

PRIDE SALON

A dawn for
fabulous
hair and
beauty
inspirations

By Beauty Editor
Bolanle Okusanya Feyita



◆ Nail It! ◆ Expert Q & A ◆ Beautiful Brows ◆ Bold & Beautiful Beginnings

BEAUTIFUL BROW

By Bolanle Okusanya Feyita
 Photograph: Getty Images

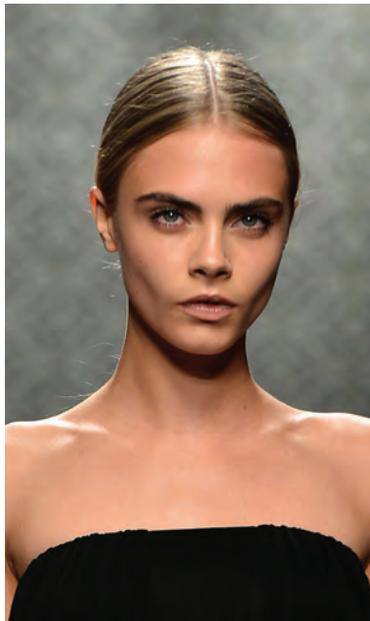
Embracing fuller, *perfectly defined arches*



Damone Roberts, brow expert to A-listers like Beyoncé, Mary J Blige, Madonna and Alicia Keys, says 'Eyebrows are the single most important, underestimated, feature on the face. They add balance, structure and can make a person look 10lbs. thinner in an instant.'



Brows have sure come a long way from the simple functionality of protecting the eyes from sweat and dust!



Solange Knowles, J Lo and Zoe Saldana have one thing in common - lush, full eyebrows! Supermodel Cara Delevigne has amplified the fashion-forward trend, making it 'THE' fashion forward shape at the moment.



Mary J. Blige is famous for celebrating her unique look - showing off she naturally has hardly any brows!

DID YOU KNOW?

- Eyebrows are sisters, not identical twins! ". Brows should look similar, not identical.
- A brow 'tattoo' is considered semi-permanent makeup and can last for more than 7 years.
- The shape is fixed but colour can fade over time. The fairer the brows, the more focus on the eye.



Nilam Patel

What the experts say:



Tracie Giles

<p>Tracie Giles, industry leader in permanent makeup with over 20 years of international experience.</p>	<p>Nilam Patel, queen of eyebrow design and the co-founder of pacesetting HD Brows</p>
<p>Clients include: Jessica Wright, Diane Parish, Gemma Collins, Chantelle Houghton, Katie Price and Sophie Anderton</p>	<p>Clients include: The Saturdays, Little Mix, Melanie C, Emeli Sande, Jenny Metcalf, Danni and Kylie Minogue</p>
<p>On 'Perfect Brows' Perfect Brows are always brows in harmony with the person wearing them. Symmetry is ideal with no gaps or wayward hairs. Where the arch is placed is a deal-breaker between great brows and disastrous ones.</p>	<p>On 'The Ideal Shape' Fuller brows with height in the arch create a slimmer and longer face. Angular brows can soften a round face. Longer, wider brows can make the jaw line appear narrower. Closer brows make the nose appear longer and slimmer.</p>
<p>Top Tips for Super brows</p> <ul style="list-style-type: none"> □ Where possible have brows threaded and trimmed with scissors. □ Remember continuous plucking will eventually stop growth. □ Pencil or colour in the gaps before creating the ideal shape. □ Consider professionally designed permanent makeup - softly implanted can give you a customised, low maintenance shape. 	<p>Top Tips for Super Brows</p> <ul style="list-style-type: none"> □ Choosing a style close to your natural brow shape and size will always be the most flattering □ Avoid exaggerated shapes, colours and sizes. Don't make drastic changes for the sake of it. □ Always opt for a professional shaping treatment and choose your brow stylist carefully. □ Be patient if you have to grow them in for the ideal shape.



TECHNIQUE	PROS	CONS
Shaving	Quick precision	High maintenance, thicker re-growth, easily grazes skin
Tweezing	Precision & finer re-growth	Likely to have some in-grown hairs
Threading	Precision & exfoliation	Requires skilled professional
Waxing	Long lasting	Likely to have some in-grown hairs

Expert Answers to your beauty concerns



Leslie Okoye is a skincare expert and advocate against the abuse of hydroquinone by women. She is the creator of CookieSkin®, a preventative and corrective skin care range for women of colour with a holistic approach.

Q • *I have just started getting acne in my mid 20's and I have always had good skin. How should I tackle this? Please help! Bimpe 26*

A Skin is ever changing even after your teenage years. Most changes are hormonal and adult acne may be influenced by factors like ovulation, pregnancy, birth-control and stress which all aggravate hormonal imbalance. Adopt a simplified skin care routine with these key elements: face wash, alcohol-free toner, day cream (minimum SPF30), treatment serum like CookieSkin's Dermal Repair Whitening + Acne Serum and night cream. An effective treatment serum would only be needed 2-3 nights a week.



Bolanle Okusanya Feyita is our Beauty Editor, a sought-after international makeup expert and educator who works regularly with leading brands.

A There is always a way with makeup. It's never a NO, but a HOW! There are a multitude of beautiful options available with lip gloss at any age and now is the time to freshen up your

Q • *I celebrated my 38th birthday recently and I have always worn dark lipsticks. I want to try lip glosses but not sure where to start. Am I 'too old' for gloss? Mrs Habib, 38.*



makeup routine. Lip gloss can be worn alone or over your favourite lipstick. Rita Dominic is in her 30's and she carries off gloss well! For a fresh look try nude shades or a pearl tone like GT-01 Gloss from blackUP.



Bimpe Onakoya is celebrity makeup artist to hot chicas like Agbani Darego, Rita Dominic, Oluchi Orlandi, Mo Abudu, Kate Henshaw and Omotola Jalade.

Q • *How can I get my foundation to stay on in this hot weather? I love how Rihanna looks effortless even when it's boiling. Saskia 32.*

A Start with a primer and use long wearing foundation (not oil



based) and lock it in with a light powder. Finish with a setting mist spray. Remember that great makeup starts with great skin so exfoliate, cleanse and moisturise your skin daily.

Tweet us your questions #beauty@pridemagng 

NAIL IT!



PRIDE SALON

TIMELESS TRENDS TO ROCK THIS SEASON!

TREND: GRADIENT

"Ombre" nails (French for shaded) where a contrasting colours fade into each other. A big hit with fashionistas and celebrities alike.

Worn by: Rihanna.

TREND: FRENCH MANICURES

A twist on the classic. Some of our favourite slebs have been seen with sassy combinations like red nails with gold tips. Worn by: Lady Gaga, Halle Berry and Ginnifer Goodwin

Worn by: Rita Ora, Kerry Washington, Genevieve Nnaji

TREND : CAVIAR

"Uber feminine texture with micro beads that remind us of yummy candy bubbles. Incorporate shades of pink, reds and coral. A perfect fit for the hand that holds the "Pina Colada" in the best bars!

Worn by: Lady Gaga, Halle Berry and Ginnifer Goodwin

Keep It Simple



CREATE

Become your own Nail Tech with the Nail Art Nouveau kit from Frontcover cosmetics. Packed with varnishes, beads, nail wraps and more, clearly influenced by latest catwalk trends plus all the kit you need. frontcovercosmetics.com £25.00/ N6500

NOURISH

Try IV A Nail Nourishment from Carol Joy London. This luxurious nail and cuticle cream-concentrate combines Swiss technology and nutricosmetics. The hero ingredient is Golden Millet Oil, finished off with a sprinkling of diamond dust! It promises to effectively decrease premature aging and environmental damage.

caroljoylondon.com £42.00/N10920



POLISH

Red is always a winner like Rougmarie from MAC Cosmetics or go retro and choose from pretty pastels and outrageous neons that are fast becoming the ultimate accessory. We love Choreographed Chaos (candy floss pink) and Mental Mentality (neon orange) from the Mash Up collection by ORLY.

beautyexpress.co.uk £8.95/

N2340

maccosmetics.com £14.00/

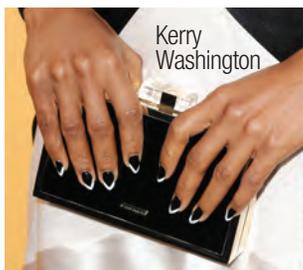
N3500



Celeb Watch



Rita Ora



Kerry Washington



Rihanna

Additional Photography by
Rex Features

BOLD & BEAUTIFUL BEGINNINGS

Opulence and
decadence meet
striking simplicity,
creating powerful
images that speak
volumes in a
glance

Glam Squad

A versatile look for the glam chicas! Go all out this season with high sheen instead of classic blusher for this mannequin-like skin perfection. For the ultimate red lipstick, the combo of Funke from Tara (www.houseoftara.com) and RubyWoo by MAC (www.maccosmetics.com) are unbeatable!

With hair, a collection of pre-woven hair pieces were artistically placed to create this anti-head shape.

Party Princess

Apply a custom blend from Palette 4 in the Tara Eye Quad across your lids. For the eyeliner start with Ivy Shimmer Ink and blend into Black Ink Long-Wear Gel Liner both from Bobbi Brown (www.bobbibrown.com)

For the pout use Prolongwear Creme Lipstick from MAC in Select Love Forever. Let lashes flutter with Liz Yemoja Glam Lashes (www.lizyemoja.com)

A braided weft was used to sculpt the hair into an asymmetric shape to give it that polished yet contemporary feel.

Purple Haze

Team on-trend lush brows with gleaming skin and a pop of dazzling metallic colour! Go regal with tints and shades of pink, aubergine and purple. Use the NARS Multiple Bronzer in Rapa Nui (www.narscosmetics.com) to emphasize an all-over warmth and show off contours across the face. Define lips with 2-in-1 lip pencil Lip Pencil in JUM12 by BlackUp (www.blackupcosmetips.com)

With hair this organic shape was created by adding extra padding, working it around the head.

PRIDE SALON



PHOTOGRAPHY:
Shantelle Lorde

**CREATIVE
DIRECTION,
MAKEUP & WORDS:**
Bolanle Okusanya
Feyita using Tara and
MAC

HAIR: Carly
Quist- Clipso
London and Shruty
Stephenson- Scream
Hair using L'Oreal

MODELS:
Danica at
KimaniMoore and
Priscilla Shote

Peaches and Cream

Soften the brows and opt for a rounded starting point

Clean, fresh, polished, groomed – a natural finish is timeless! Start with flawless foundation like Adumadan from Tara to even out the skin effortlessly. Sweep champagne tones from Quattro Eyeshadow palette in Driftwood from GOSH across the lid. Deepen the crease with a soft wash of matte shadow in Bali from NARS. Finish with Dynasty at Dusk Creemsheen Glass from MAC on the lips.

JEWEL ROCKS

According to our *Bauble babe*, **MONIQUE!**

This New Year is all about bold, fierce and edgy jewellery. With traces of the 90's rock star look, 2014 will be wild and full of imagination!




Leather cuffs are making a big comeback this season as a every fashion design house worth its salt has its unique version in the shops. This black Hermes 'Collier de Chein' is a big hit amongst celebrities like **Victoria Beckham**. A casual look is turned up to cool 1 seconds as you can see on Karen Koshoni



Last year saw the reign of Nicki Minaj becoming one of its biggest superstars. She is seen rocking the curb chain necklace and bracelet which are going to be a huge reoccurring trend this year. The curb chain necklace is a fab favourite for all!




Cocktail rings have become a staple in a every fashionista's closet. The good thing about this trend is you don't have to break the bank in order to get your bling on. Be sure to pick one that is fully wearable and super durable because it will be making a lot of appearances on your digits this season.



This marquis shape neckpiece is ravishing enough to bring any outfit to life with its intricate pops of colour. Statement jewellery are loud and are usually the main focus on an outfit so dress down to make your necklace stand out.



Multi strand necklaces are the perfect accessory to jazz up an otherwise drab outfit. Try out this trend and watch yourself go from zero to hero in 60 seconds flat!




Pride is holding the ever-so-fierce Rihanna responsible for single handedly reviving the choker chain. Options vary from gold to silver, simple beads to intricate glass and feather affairs. For that signature good but naughty look of Bad Girl Riri opt for a white dress and gold choker or even a simple button down white shirt.



Stacking on jewellery is a bold trend that is definitely staying with us this season. Pull out your statement rings and bracelets to give your outfit more character. **Khloe** shows us how it done by stacking her rings on her fingers to add more!



CUVÉE ROSÉ
CHAMPAGNE
Laurent-Perrier
MAISON FONDÉE
1812



L LIQUID  **P** PASSION

International Designer *Alert* By Ntianu Obiora

Anna Karin-Karlsson

Anna Karin- Karlsson is the Swedish luxury eye-wear designer whose sunnies are fast becoming firm favourites with A-Listers such as Rihanna and Lady Gaga. Karlsson admits that she is 'quirky and glamorous' and tries to reflect that in her designs. Her most

popular pair 'Kitten Noir' have been seen on everybody from celebrities, bloggers and even Vogue Japan editor-at-large and style maverick Anna Dello Russo. Karlsson's



designs definitely have the fashion world stamp of approval and there's more to come. She promises her next collection will be all about 'Lions, crystals and high fashion'. Who knew sunglasses could be so exciting?!



Anna Karin-Karlsson



Lady Gaga



Rihanna



Usher Raymond



Black Horse

When Trouble came to Town

Quick Chat with...

MALEEK BERRY Music Producer/ Songwriter

By Em Smith

Describe who you are in three words?
Creative, mysterious & musical.

How did you get signed to Wizkid's Starboy?
I met Wizkid in the summer of 2011. I asked to play him some beats in our first meeting and he immediately jumped on 3 of my tracks. Ever since then we have created and built a healthy working situation. Starboy (the label) started from a conversation and the rest is history I guess.

What inspires you musically & fashion wise?
Musically, I get inspired by pretty much anything. I like to take advantage of my surroundings, the experiences of others as well as my own. I don't really follow fashion trends but I do spend a lot of time on "street fashion" type

blogs such as 'The Satorialist' because most people snapped on that blog don't follow fashion trends either.

How would you describe your style?
Minimalist but fresh.

What are the current favourites in your wardrobe?
I'm not really a designer person, I'm more into vintage but I do have this dope Lamb- skin tee from an underground shop in Camden called 'RabbitHole' and my go-to scent is definitely Creed 'Irish Tweed.'

Do you ever Google yourself?
Honestly? Maybe three times a month. Although, I do pay attention to search engine rankings and all of that technical stuff to see how well 'Starboy' is doing.

Tell me about the inspiration that led to your smash single 'The Matter'?

It was completely out of the blue! I created the beat on the spot in the living room of an apartment in London and Wiz just started free-styling as I built the beat. Five hours later, we released it and the rest is history.

What is the vibe between you and the other producers on your label?

Everyone on the label has their own unique gifting. I just like to pay attention to things outside of music a lot more like fashion, art, and design.

Complete this sentence "If I wasn't a music producer..."
I would be trying to be like Steve Jobs.



Let you never knew...?
(laughs) That my last name isn't really Berry, that's just a nickname.

Most ridiculous thing you ever read about yourself?
That I'm too British for the Nigerian industry. I don't exactly know what that means (laughs) but I'm the best of both worlds!

What's next for MB?
I have so many exciting things coming up. There will be a lot of creative projects outside of music that I'll be involved in but for now my focus is just putting out good music & stamping my name firmly in the Industry.

MEAN

PRIDE



AS FIT AS
IKECHUKWU

MADIBA

A 10/10 kind of guy

NOTE FROM THE EDITOR

Welcome to the first issue of PRIDE's male magazine insert, **Man Pride!** I feel so protective of this publication yet also, assured in the knowledge that we are onto a good thing and this baby will fly.

This issue is inspired by the fresh mood of trends off the runway, witty conversations with a couple of interesting men and a curiosity of why Ikechukwu is such a fitness buff! Add to the mix, our cover story- a tribute to one of the greatest legends of our time, Nelson Mandela. It's not hard to see why we are so pumped up after all. Many of you may be skeptical at the '10/10' tag we have bestowed on the great Madiba, but when you really look at it, sometimes it's those cheesy monikers that best capture the essence of the message you are trying to convey. We have 10 articles about him that we reckon may give you something to think about.

While you process that, I'd like to challenge the notion that Nigerian men don't read magazines! I think that is unfounded and untrue. I know a lot of fine, sophisticated and suave gents who enjoy nothing more than a good read to get the mind's juices going. However if this allegation is true, then we here, at Man Pride certainly have our work cut out for us because this is a movement that is here to be read and tucked away to be re-read (and the cycle continues).

Have a fantastic New Year and I'd see you soon.

LATASHA NGWUBE,
EDITOR
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P.S.
WOMEN *ADORE* MEN WHO READ.

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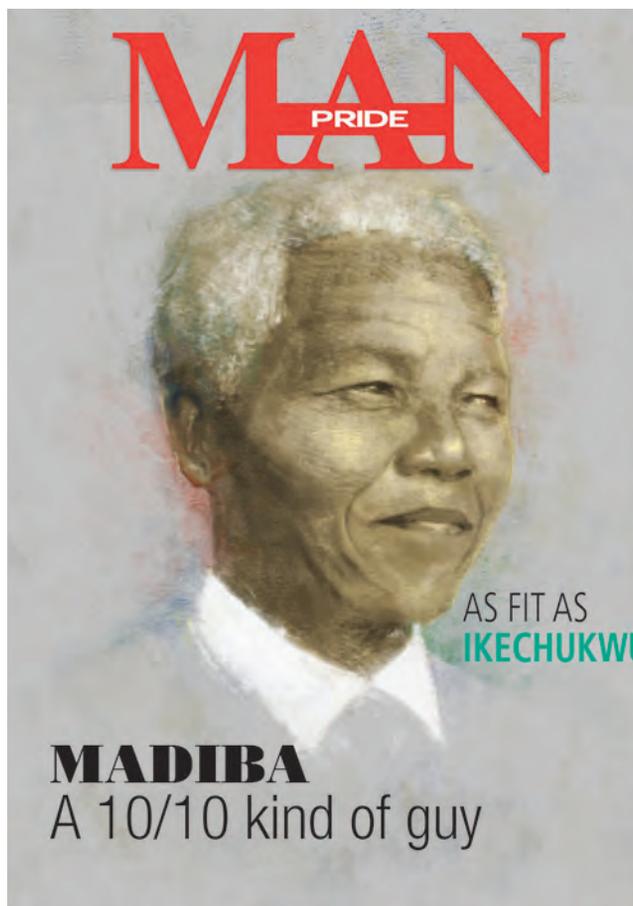
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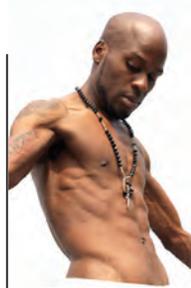
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NELSON MANDELA'S

10 BEST QUOTES

(or at least the ones we love the most!)

Mandela was a man of his word, and his quotes help us draw strength. Here are the 10 best quotes that give us the biggest inspiration.

By Emmanuel Sadi



It always seems impossible until it's done."

"I like friends who have independent minds because they tend to make you see problems from all angles."

"Real leaders must be ready to sacrifice all for the freedom of their people."

"Everyone can rise above their circumstances and achieve success if they are dedicated to and passionate about what they do."

"Education is the most powerful weapon which you can use to change the world."

"I learned that courage was not the absence of fear, but the triumph over

it. The brave man is not he who does not feel afraid, but he who conquers that fear."

"Lead from the back - and let others believe they are in front."

"Resentment is like drinking poison and then hoping it will kill your enemies."

"I hate race discrimination most intensely and in all its manifestations. I have fought it all during my life; I fight it now, and will do so until the end of my days."

"A good head and a good heart are always a formidable combination."



His 10 Greatest Accomplishments

By Ntlanu Obiora

1 Mandela studied Law on and off over a span of 50 years from 1939 but initially, he failed half of the courses that he took. Eventually he secured a law diploma in addition to his University degree, which allowed him to practice. In August 1932, Mandela and Oliver Tambo established the first black law firm in 1952 Johannesburg called 'Mandela and Tambo'.

2 Nelson Mandela Nobel Peace Prize in 1993, where he was honored for his peaceful non-violent actions, which led to the termination of apartheid in South Africa.

3 Throughout the course of his life, Nelson Mandela received more than 250 honorable awards, keys to cities, and honorary degrees to name but a few. In addition, he is the only man in the world to have received so many honorable citizenships showing the international respect he commanded.

4 The Nelson Mandela Foundation, founded in honor of the man himself, is a huge organization with the aim to promote a just society built on Mandela's vision and work. Charity work was one of Mandela's greatest passions and he founded and supported countless organizations including the 'Nelson Mandela Children's Fund' which aims to protect, nurture and enrich the lives of children living in South African communities. All this was part of Mandela's vision of building a better future and empowering the next generation.

5 Along with many peace and educational activities Mandela

has been prominent and outspoken in the effort against AIDS. His son died from AIDS and he often referred to the disease as 'the curse of Africa'. For Nelson Mandela, AIDS was another war that the continent must wage and win. Since 2003, Mandela supported the 46664 concerts (named after the identification number given to him whilst incarcerated) to support HIV/AIDS victims as well as aid research and has campaigned tirelessly to spread awareness.

6 At the ANC's National conference in July 1991, Mandela admitted the party's faults and announced his aim to build a "strong and well-oiled task force" for securing majority rule. Impressed by his depth and insight into the party's issues, at the conference, he was elected ANC President, replacing the ailing Tambo, and a 50-strong multiracial, equal gender, national executive was elected. It was a political coup for the aging activist.

7 In 1995, South Africa hosted the Rugby World Cup, during which Mandela encouraged all South Africans to support their national team, the Springboks. In doing so Mandela made steps to eradicate white exclusion and mend race relations among his people. It was a momentous time for South Africa sporting- wise, politically and socially.

8 Until 1986 every black South African over the age of 16 outside his or her designated tribal homeland had to carry his or her "doppass" at all times and to produce it whenever any white South African demanded



to see it. The document was to show whether or not the carrier had the right to be in the place they were. Failure to show the book when asked resulted in immediate imprisonment. Mandela campaigned endlessly and in 1990, passbooks were outlawed and viewed as a violation of basic human rights and another step towards equality.

9 Nelson Mandela set up the African National Congress' armed wing, Umkhonto we Sizwe (Spear of the Nation), in 1961 when he lost hope that passive and non-violent resistance to the apartheid government would be successful in its aims. Nelson insisted that his armed unit would not use violence as a tactic but merely engage in sabotage in order to "hit back by all means within our power in defense of our people, our future and our freedom".

10 Perhaps the best known but also the greatest accomplishment of all was that Mandela was the first black president of South Africa. A country infamous for its fraught tensions regarding race. Following almost 3 decades of imprisonment, Mandela was freed to lead the South African people towards some semblance of unity and widespread national pride.

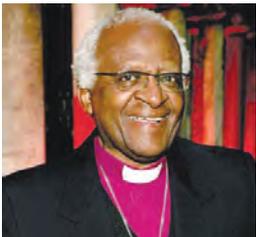
WORLD Leaders at Tata's Feet



Bill Clinton -
Former U.S. President



David Cameron -
British Prime Minister



Desmond Tutu
Archbishop Emeritus of Capetown



George Bush -
Former U.S. President



Goodluck Jonathan
Nigerian President

The passing of one of the greatest leaders to grace this Earth, Tata (as he was fondly called) brought together a multitude of world leaders. They came in droves to grieve his death, celebrate his life and acknowledge the impact he made in South Africa and the world at large. This is a look of a few of the greats who were in attendance at his lying-in-state in Durban.

By Em Smith



Prince Charles -
Prince of Wales



Barack Obama -
U.S. President



Joyce Banda -
President of Malawi



John Mahama -
President of Ghana



Raul Castro - President of Cuba

LIFE'S LESSONS

from Nelson Mandela

By Fatima Garba



As we mourn the loss of one of the most inspiring men in the world, we take comfort in knowing Nelson Mandela leaves behind an indelible legacy of love. Here are a few notions the Nobel Peace Prize winner's selfless actions and profound words taught us.

1 NEVER, EVER GIVE UP!
Nelson Mandela spent 27yrs in prison and during this time he fought against the apartheid Government in South Africa. He became the country's first democratic president. He never stopped campaigning for equality and peace.

2 OUR FAILURES SPEAK VOLUMES ABOUT OUR CHARACTER!
Your success will not define your character, it is how much you fail and never quit that defines the tenacity of the human spirit.

3 WE DO NOT ALL HAVE TO HAVE THE SAME OPINION.
We can all decide to agree to

disagree, we can belong to different groups and we can have different beliefs and different opinions but irrespective we should still be friends.

4 WE ARE ALL IN THIS TOGETHER.
Regardless of our skin color, our age or our differences, we are all on this earth together and the world would be a better place if we all work together hand in hand.

5 IF IT WERE EASY, EVERYONE WOULD BE DOING IT.
The things that are truly worth having in life are usually the hardest

to come by. Perseverance no matter the difficulties and challenges because you will eventually accomplish what you set out to achieve.

6 KNOWLEDGE IS POWER.
Ignorance is a very huge problem therefore people cannot fight for something if they do not understand what they are fighting for.

7 YOU CAN DO IT.
We are all capable of so much more than we give ourselves credit for. It always seems impossible until it is done! Everyone can rise above whatever circumstances and achieve success as long as they are dedicated and passionate about what they do.

8 INTELLIGENCE AND KINDNESS MAKE YOU STRONG, NOT WEAK.

In today's society, kindness and compassion are often mistaken for weakness. As Mandela points out, being smart and kind make a person a force to be reckoned with.

9 COLOUR IS IRRELEVANT.
Sadly racism still plays a major role in our society, but in Mandela's words-it is time for the dawning of a new age. One thing people should remember is we are all human beings no matter the color of the skin.

10 LOVE ALWAYS WINS.
Mandela would have chosen to become a bitter person after being imprisoned for nearly three decades but he rose above it all. Instead he spoke about the healing power of love and it's virtues.

The 10 Critical Reasons There May Never Be Another Nelson Mandela

By MICHAEL AGENE



Thought leaders are believed to always have a protégé that succeeds them. They tend to hand over the baton of change to someone they've watched and trained with time. Consider the biblical Moses. He handed the mantle of leadership to Joshua after triumphantly leading the children of Israel out of Egypt. I suppose that wasn't a swift decision to make. In fact, he never had to make that decision; it was born out of rigorous tutelage and mentorship. Joshua must have been a loyal student of a faithful master for such an office to be given him. Today, many call Nelson Mandela the Moses of Black Africans. Now, here is a vital question: if he is truly the Moses of Black Africans, who'd become the Joshua of the Black Africans? I'm scared there never might be one. Here are 10 critical reasons why.

His Clarity of Purpose Was Rare

If he wasn't clear about where he was going, he wouldn't have been able to convince people to believe his presumed gospel of freedom and equality. It takes one with an apt clarity of purpose to inspire people around the world to support the anti-apartheid movement from the itchy fore-walls of prison.

His Spirit of Forgiveness Was Unimaginable

It was reported that after spending 27 years in prison, he invited the Judge that prosecuted him to lunch. Can you beat that? True forgiveness comes from a grand understanding of human frailties and weaknesses per time and that was part of what made him the hero, Mandela, we celebrate today.

His Transparency Was Abundant

Transparency is the lifeblood of true followership. For him to have commanded the kind of followership he had, there's got to almost be a mystical reasoning about his leadership. Think about it. No such honor had ever been given a black man in history. How was that possible? People could see his vision in his personality and actions – transparency. That was something he exhibited in abundance.

He Was Selfless To a Fault

It's very easy to fight a cause for those you know and have spent quality time with (e.g. family and friends), but what about those you've never even met? This selfless attribute took him to prison for a just cause. Just like Jesus, he would have died if need be but posterity took him thus far.

His Simplicity And Meekness Were Uncommon

"Blessed are the meek for they shall inherit the earth" came through for Madiba. His meekness and simplicity fueled his humility to the service of mankind (particularly, his people). He believed everyone deserved the freedom of expression so he chose to lead from behind. It takes simplicity and strength of character to not always put yourself at the spotlight as a leader but allow others a fighting chance.

He Chose Passion Over Pleasures

Many a dream have been killed on the laps of certain women and Mandela's could have been one. It was said that Winnie Mandela, his second wife, was the female equivalent of Tony Soprano. She was fierce, bossy and terrifying. Now imagine that as a wife, especially with a man of vision. For the pleasure, most men would have permitted that, ultimately limiting them but Madiba only endured her awhile and of course, she had to go.

His Courage Was Scary

Successful leaders have a heightened level of self-awareness, and that is a critical source of courage. Courage of course can be learnt but the type that'd make you question the very government you are under, ready to go any length to make sure you are heard, that...is scary.

He Lived An Unbelievably Balanced Life

To lead a sustaining existence, balance is key! Your spiritual, mental, emotional, and physical lives must be in sync. And that was evident in Madiba.

He Came Out Plain When His Son Died of AIDS

African leaders particularly are notorious for keeping skeletons in the cupboard when it comes to personal issues like their family health. Madiba boldly faced the world when his first son died of AIDS and that challenged him to become a dyed-in-the-wool giver to AIDS patients.

His Resilience Was Unbeatable

Its one thing to have courage, it's another thing to manage the lifespan of said attribute. Many a courageous individual gave up along the way. Probably, they got fed up. Not Mandela. His courage had the 9 lives of the proverbial cat; enduring, tough, and resilient. That was the sustaining power of his inhumane escapade in prison. It wasn't fair, he knew that. Indeed, it was a long walk to freedom but he stayed true till the end. Who can do that?

These ten reasons are hard to beat, but perhaps the baton is not lost yet in the abyss. So who is the next Madiba?

10 things we bet you never knew about **Mandela**

By Emmanuel Sadi

1. Nelson wasn't his real name. It was Rolihlahla.

Mandela was nine years old when a teacher at the primary Methodist school where he was studying in Qunu, South Africa, gave him an English name - Nelson - in accordance with the custom to give all school children Christian names.

This was the previous practice in South Africa, where a person was given an English name that foreigners would find easier to pronounce.

Rolihlahla means, "pulling the branch of a tree", but its colloquial meaning is "troublemaker".

Mr Mandela was often called by his clan name - Madiba - which South Africans used out of respect.

2. He loved boxing.

Nelson Mandela enjoyed boxing and long-distance running. Even during

the 27 years he spent in prison, he would exercise every morning.

"I did not enjoy the violence of boxing so much as the science of it. I was intrigued by how one moved one's body to protect oneself, how one used a strategy both to attack and retreat, how one paced oneself over a match," he wrote in his autobiography *Long Walk to Freedom*.

In the Mandela Family Museum in



Soweto, you can find the world championship belt given to Mandela by American boxer Sugar Ray Leonard.

3. Up until 2008 he was on the terrorist watch.

Prior to 2008, Mandela was only able to visit America with special permission from the U.S. Secretary of state, because the ANC had been designated a terrorist organization by South Africa's former apartheid government.

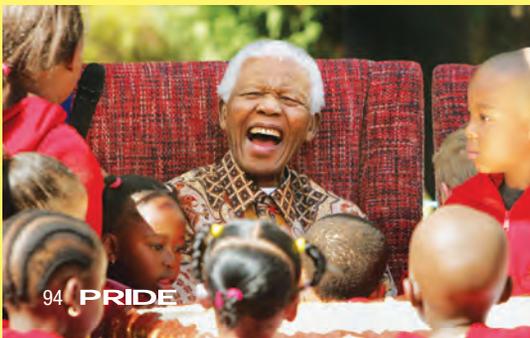


Howard Berman, chairman of the House Committee on Foreign Affairs, who promised to "wipe away" the "indignity", introduced the bill scrapping the designation. Ronald Reagan originally placed the ANC on the list in the 1980s.

4. He forgot his glasses upon his release.

Mr Mandela's release on 11 February 1990 followed years of political pressure against apartheid. On the day, he was "astounded and a little bit alarmed", he recalled later.

Mr Mandela and his then-wife Winnie were taken to the centre of Cape Town to address a huge and euphoric crowd. But when he pulled out the text of his speech, he realised he had forgotten his glasses and had to borrow Winnie's.



5. He disguised as a chauffeur to evade police.

Mr Mandela's ability to evade the securities services earned him the nickname "the black Pimpernel", after the novel *The Scarlet Pimpernel*, about a hero with a secret identity. Mr Mandela is known to have disguised himself as a chauffeur, a gardener and a chef in order to travel around the country unnoticed by the authorities. Nobody seems to know how Mr Mandela, who had been operating underground, was ultimately exposed and arrested.

6. He called the Queen by her name.

The Queen was so fond of Mandela that she didn't get offended, when he called her by her first name (Elizabeth). Zelda La Grange said, "When he paid visits to Queen Elizabeth it was always very interesting to see their interaction because he called her 'Elizabeth', no-one else in the world calls her Elizabeth, I think.

"He would comment on her dress and her weight, and you don't do that with the Queen," she said.

The Queen was apparently not offended, "She really adored him" and "quite enjoyed it" La Grange said.

7. So many discoveries are named after Him.

Scientists have honored Mandela by naming discoveries in his honor.

There's a woodpecker named after him: Last year, scientists named a prehistoric woodpecker after him: *Australopicus*



nelsonmandelai. In 1973, the physics institute at Leeds University named a nuclear particle the 'Mandela particle.'

A species of spider, a new species of a bug called the springtail and an orchid.

In 1999 naturalists granted Mandela a rare honor when they named a whole new genus and family of animal, the sea slug *Mandelia microcornata*, after him.

8. He Studied Afrikaans

Fellow inmates on Robben Island (the prison where Mandela spent 18 of the 27 years he served behind bars), said Mandela made a serious study of the language of South Africa's Dutch settlers and practiced speaking Afrikaans with white prison guards.

9. He was a runner and a ball room dancer:

As well as boxing, Mandela excelled at long-distance running as a young man, and he took up ballroom dancing while studying at Fort Hare University.



As well as boxing, Mandela excelled at long-distance running as a young man, and he took up ballroom dancing while studying at Fort Hare University.

10. His favorite dish is tripe.

tripe: He's been wined and dined by world leaders. But what Mandela loved eating most was tripe (A.K.A shaki to us Nigerians) Yes, the stomach lining of farm animals.



When The Top Dogs Howled in Unison...

By Em Smith



"Let us pause and give thanks for the fact that Nelson Mandela lived." - **United States President; Barack Obama**

"I remember Soweto, Election day 1994, standing in line with elderly South Africans voting for the first time in their lives."

- **Anderson Cooper; CNN 360's reporter**



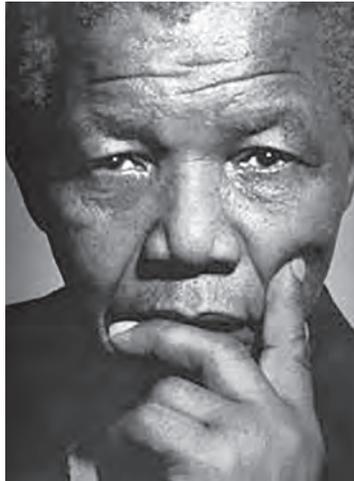
"Thanks for your inspiration, friendship and the joy you brought into our lives."

- **Richard Branson; Founder Virgin Group**



"The soul of Africa has departed and there is nothing miraculous left in the world."

- **Wole Soyinka; Nobel Literature Laureate**



"In his death the world has lost a great leader, whose steadfast and unflinching determination played a key role in securing peace and reconciliation during South Africa's transition from apartheid rule."

- **Dalai Lama, Spiritual Advisor**



"Nelson Mandela has stood as a figure of strength, hope, freedom, selflessness and love and I join everyone across the world to mourn his passing."

- **Naomi Campbell; Supermodel**

"Tonight we all celebrate the departure of the world's greatest statesman Nelson Mandela, our sympathies to all South Africans and mankind in general."

- **Dele Momodu; Publisher Ovation Magazine**



"Mandela's death will create a huge vacuum that will be difficult to fill in our continent."

- **Goodluck Jonathan; President of Nigeria**

"Never met a better person in my life than Nelson Mandela. My sympathy to his family and country."

- **Samuel L Jackson, Oscar Winning Actor**



"Today the world lost one of the true giants of the past century, what an honor it was to step into the shoes of Nelson

Mandela and portray a man who defied all odds, broke down barriers and championed human rights before the eyes of the world. My thoughts and prayers are with his family"

- **Morgan Freeman; Oscar Winning Actor**



ART OF LIFE

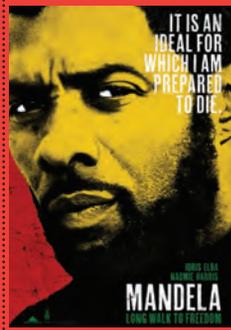
Only Mandela, while alive, could inspire so many movies and songs in his honour. He was lucky to have enjoyed these tributes that were dedicated to the legacy he stood for!

By Emmanuel Sadi



1. Free Africa, Free Mandela
Majek Fashek
2. Mandela (Bring Him Back Home)
Hugh Masekela
3. Gimme Hope Jo'anna
Eddy Grant
4. Black President
Brenda Fassie

MANDELA: LONG WALK TO FREEDOM



2013

Based on Nelson Mandela's autobiography of the same name, which chronicles his early life, coming of age, education and 27 years in prison before becoming President. Cast: Idris Elba, Naomie Harris, Terry Pheto, Robert Hobbs.

INVICTUS



Clint Eastwood's movie documented the events in South Africa before and during the 1995 Rugby World Cup, which was hosted in the African country not long after the end of apartheid. Cast: Morgan Freeman, Matt Damon.

ENDGAME



2019

This British telefilm, dramatized the final days of apartheid in South Africa and the covert discussions leading up to it. Cast: William Hurt, Chiwetel Ejiofor, Johnny Lee Miller, Mark Strong.

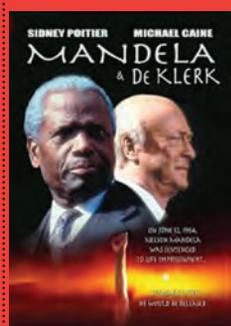
GOODBYE BAFANA



2007

Based on the book by James Gregory, *Goodbye Bafana* (a.k.a. *The Color of Freedom*) centered on the relationship between Mandela and his prison guard. Cast: Dennis Haysbert, Joseph Fiennes, Diane Kruger.

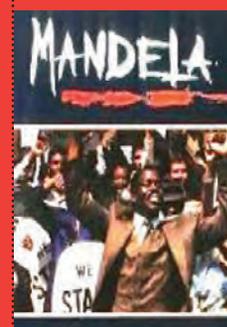
MANDELA AND De KLERK



1997

President F.W. De Klerk in 1990, engineered the end of apartheid and announced Mandela's release. The TV movie centered around the 7 days after the declaration that finally saw him leave Robben Island. Cast: Sidney Poitier, Michael Caine Tina Lifford.

MANDELA



1987

HBO's 1987 telefilm starred Danny Glover as Mandela and Alfre Woodard as his wife, Winnie. "I clawed and scratched to do Mandela," Glover once said of the role. He earned an Emmy nomination for his performance. Cast: Danny Glover, Alfred Woodard.



MADIBA'S STAR POWER!

By Emmanuel Sadi

Nelson Mandela's ability to attract admirers remained right until the end as world leaders, supermodels; singers, actors and activists made Madiba their favorite. Indeed, he was the only man able to refer to the Queen as "my friend Elizabeth".

Even among a galaxy of stars, his sparkle outshone them all.

Everyone wanted to have a photo opportunity with him. The Spice Girls, Princess Diana, various heads of state and miscellaneous politicians. The list is endless, but this is the list of our top 10 photos of Madiba with the stars!



Illustration By Paul Blomkamp



1. Nelson Mandela and Will Smith: In 2008, Will Smith hosted “the 90th birthday tribute concert, held in Mandela’s honour. The attendance was massive as some of the biggest names in the Industry came to celebrate the great man. 2. Mandela and Princess Diana of Wales: She dropped in on Mandela while visiting her brother, Earl Spencer, in Cape Town. She offered Mandela her support in fighting Aids while he said at their news conference. 3. Mandela and the Spice girls: At the height of their fame in 1997, Mandela was photographed with the giggling Spice Girls. Ginger Spice was equally excited. ‘He is amazing,’ she said. ‘He is just an example of strength and humility.’ 4. Mandela and Naomi Campbell: The black supermodel, also found an ally in the anti-apartheid activist. Mandela referred to her as “my honorary granddaughter”; she repaid his support by becoming a dedicated campaigner for his Aids cause. 5. Mandela and Bill Clinton: Bill Clinton was president at the same time as Mandela, forging an alliance born of shared political ideal all over the world. 6. Mandela and Hillary Clinton: One of the last people to visit him, outside the ANC and his family, was Hillary Clinton, who saw him in August. The visit had the sense of farewell. 7. Mandela and Michael Jackson: Michael Jackson, at the time the world’s

biggest musical star, visited Mandela in Pretoria, discussing a series of charity initiatives they could work on. Mandela remained grateful for his support and loyally describing Jackson upon his death as “a close member of our family”. 8. Mandela and Stevie Wonder: When Stevie Wonder arrived S.A in 1996, the then president took him by the hand and led him through the gardens of his Cape Town residence. “These days many influential people visit South Africa,” Mandela said. “But we must not forget our friends who supported us in the days when almost all of the world stood with our enemy. Stevie Wonder is my son. He used his talents, fame and money to support our liberation struggle.” 9. Mandela and Gaddafi: An unlikely friendship was that of Mandela and Colonel Gaddafi. Mandela never forgot Gaddafi’s support for the ANC in its struggle against apartheid. “Those who feel irritated by our friendship with President Gaddafi can go jump in the pool,” Mandela once said. 10. Mandela and Michelle Obama: Michelle Obama met with Mandela and his wife Graca Machel while on tour with her husband in 2011. During her visit Michelle Obama was given an advance copy of the soon to be released book “Nelson Mandela By Himself: The Authorized Quotations Book. She later described the event as a life changing one, and has referenced their meeting when addressing the youths.





SARTORIALLY

SPEAKING...

By Emmanuel Sadi
and Fatima Garba



Owning a great collection of shirts is hardly an accomplishment when compared to the late Nelson Mandela's long list of other achievements and general overwhelming greatness. It might seem odd to be referencing fashion while we remember the mighty man, it would be equally inappropriate to mark his passing without acknowledging his fashion flair. Not surprisingly, the killer combination of a Madiba shirt and silver afro is a look long-favoured by the older gentlemen of Freetown

The legend's fashion signature was the Madiba shirt, this is a batik silk shirt, usually adorned in a bright and colourful print. It has become a well-known nickname for batik shirts in South Africa, being popularised by former South African president Nelson Mandela. It is named after Mandela's clan name "Madiba", an honorary title adopted by all members of his clan.

The Madiba shirt was designed by Desré Buirski and first worn by the then president at the dress rehearsal of the opening of South Africa's first democratic Parliament in May 1994. Mandela continued to rock the style of shirt many times afterwards.





Desré Buirski and Mandela

Inspired by Mandela and his prisoner number at Robben Island, 46664 started as a global awareness and prevention campaign for HIV and AIDS. It has now expanded to become a fashion label that raises funds for The Nelson Mandela Foundation. It made its debut at the 2011 South Africa Fashion Week, and because of this venture the 46664 number can boast of a whole new triumphant look. The brand bursts with life and celebration. "Nothing cheap, nothing exploitative, everything dignified and colorful. Each piece is appropriately designed to portray the sweat and time of Mandela's 46664 endeavor."



MAN PRIDE MEETS

By Emmanuel Sadi

Man Pride Meets...

Awesome Arthur



Man Pride's Emmanuel Sadi caught up with Rhythm 93.7's Arthur Ngwube, and the boisterous O.A.P was happy to discuss his career and the inside scoop his female fans have been wanting to know about his personal life.

WHAT'S THE FIRST THING ON YOUR MIND WHEN YOU GO ON AIR?

I have a good time. If you can't enjoy what you're doing, why do it in the first place? I just have a good time.

DO YOU GET HATE MAIL?

Yes. Plenty. People usually don't agree with my point of view. I like to talk more about relationships because I think relationships are the fundamental building blocks of every society. Even before the family, it has to be the relationship. My views on relationships are usually old school, so when I come through with a lot of these opinions, a lot of women get upset. Sometimes the way they lash back at me are unexpected. So I just walk away from it. Other times some people may be having a bad day and

the stance you are taking on a particular subject could come across as offensive and they would say anything to make you feel bad and it happens every single day. I am used to it, as my grandfather used to say "its only a tree that has fruits that you can throw stones at" so I don't mind at all.

WOULD YOU CONSIDER DATING A FAN?

It depends on the type of fan. I hear people say that their spouse is their number one fan, but when it come to dating someone who I meet as a fan, I don't think they can understand what it means to date someone in the public eye. For instance I get most of my contacts at late-night events that don't kick off till about 11pm and get to the grand stage by 1am. So how do

you explain your lateness to someone who doesn't understand your job? So I doubt if I can date a fan but you never can tell lets see what happens.

IF HOLLYWOOD DECIDED TO MAKE A MOVIE ABOUT YOUR LIFE, WHOM WOULD YOU PICK TO STAR AS THE LEAD?

I would pick Danny McBride, because I believe we are the same people. We really don't care about anything in the world, He is funny, I am funny too; we are about the same build and we still kept some of our baby fat and I think if we both sat down and had a conversation we would complete our sentences. So it has to be Danny McBride.



MAN PRIDE MEETS

2005. KNOWING NOW, WHAT YOU DIDN'T KNOW BACK WHEN YOU WERE STARTING. WOULD YOU STILL GO FOR IT?

Absolutely! Next year I would be 10 years in radio. And if radio is the only thing I do till I die, if I came back to this world, I will still do it again. Or perhaps I will join the American army. I don't know why. After all the films about them, hello! they don't train you before?

TELL US SOMETHING MOST PEOPLE DON'T KNOW ABOUT YOU?

I like dogs. I really like dogs. I prefer the companionship of a dog to that of a person, not sexually. There's a reason dogs are called a man's best friend. When you show an animal dedication, loyalty and care, it will reply you in kind. When you show a person trust and loyalty, they reply you with wickedness. So I would rather have a dog, when I get home and open your door, it happily rushes to greet me, than have a person that I open you whole life to, and the person does nothing but hurt you. That can kill!

A WORD TO UPCOMING PERSONS IN THE INDUSTRY - IS THERE ANYTHING FROM YOUR CAREER YOU FEEL MIGHT HELP SOMEONE OUT THERE?

I would say four things. First things first, go into the industry for the right reasons. Don't do it because you see someone shining and making money. Before anything shines, it passes through fire. Number two, be loyal. Be loyal to those ahead of you because they have gone through what you are entering. If you are disloyal, they may mislead you. The third word of advice: take your job seriously. If you do it long enough and get the hang of it, everything will come easy. Finally, Open your mind, because your job is self-evolving. 10 years back, no one ever thought of using social network media in radio stations, but what do we have now?

IF YOU WON \$20,000,000 IN A LOTTERY, WHAT WOULD YOU SPEND IT ON?

Screams spend it all! Buy alcohol, alcohol! I'm kidding. What I would really like to do for once in my life is to conveniently pay tithe without saying this money is too much and then set up my family members, make them comfortable. As they say, "if oil touches one hand it will spread to all the fingers", so I would remember my hard working friends and lastly throw a lavish wedding and live life happily ever after.

WHAT SUBJECTS DO YOU TRY TO AVOID ON YOUR SHOW AND WHY?

I try to avoid subjects that have to do with terrorism because terrorists don't think like normal people. If I were a terrorist I would not kill children in their sleep or attack people watching a Champions League match. I would not attack a governor or president or innocent people trying to make a living. Once, I discussed terrorism on my show and I got about four messages from would-be terrorists who hated what I did and would deal with me. When it has to do with issues like national security and terrorism, I walk away from it otherwise, there is no topic under the sun I won't talk about. Jonathan steal money, I go talk am; Stella Odua buy bulletproof bicycle, I go talk am.

DO YOU PREFER

DISCUSSIONS ON CONTROVERSIAL ISSUES OR DO YOU PLAY IT SAFE?

Definitely controversial issues. What else are we talking about? Anyone can answer a one-sided question. For example, if you marry a man and later find out that he was once female and had a sex change, would you continue the marriage? The answer, obviously, is a straight no because, already, the marriage is spoilt. I would rather talk about more controversial issues. For example, Funke Akindele, when she was about to marry, was all "I love him so much". Five months down that road, they divorced. I would love to talk about that.

HOW HAS BEING WELL KNOWN IN NIGERIA, AFFECTED YOUR PERSONAL LIFE?

Well it never increased my bank account, but because of human nature, it has both the bad and the good side. Because I am a model character, I can't do most of the things I really want to do in public. I can't go to some certain places anymore cause they paint the image of the brand I represent badly. Social media can even ruin your life so fast with the circulation of any indecent photographs, like Wande Coal's that almost ended his career. On the good side, I am happy whenever I get a discount for being recognized.

TAKING YOU BACK TO WHEN YOU STARTED IN

THE MAN PRIDE TREND REPORT!!!

By the PRIDE Team

Word!

2014 is going to be a very exciting year for men's fashion with all the to-die-for pieces from our favorite indigeneous designers. To help you step out in style this year, here is Man Pride's forecast of all the trends that will rule the roost. Printed pants, jackets, all white everything, roll ups, are just a few looks we expect to try out. It's all about to get bolder this year and certainly brighter too. Check out the top trends for 2014!

Photographer: Kola Oshalusi,
for INSIGNIA PHOTOS

Orange Culture





Double-Breasted Blazers

Double-breasted blazers are hard to pull off, so avoid the baggy look by opting for a fitting cut, to prevent looking like a bad '80s vintage find.

How to wear:

Keep it tailored! Short in the body and fitted well around the waist.

Mai Atafo

Tone on Tone

It's time for some Monochromatic fashion, unlike the colour blocking trend which took off as a fashion statement all over the world 'monochromatic' fashion compiles of colours within the same hue otherwise known as 'tone on tone'. For some, wearing all one colour is deemed a fashion faux pas, this is no longer so as whats out of style one season can be in style the next. Many designers strongly showcased this trend for the Spring/Summer 2014. If you are nervous about this bold statement look, wear a lighter shade of the colour either on top or bottom to create a muted palette for that uber cool look.

Kola Quddus



Kinabuti



Kola Quddus

FASHION

Bold Blazers

Red, yellow, green, blue and every colour of the rainbow has more than a chance to shine this season as the bold coloured blazer makes a firm comeback.

How to wear:

As always less can be more when attempting this trend. Opt for a softer neutral to balance out the in-your-face colour of the jacket. A stylish tip could include going for the same coloured tie or a slightly different shade from the same family.



Mai Atafo

FASHION

Spring/Summer sees the return of androgyny, with the runway awash with apparel simmering with feminine appeal. From sheer tops to man-skirts, this is a trend for the bold man unafraid to indulge in a little feminine fun.

How to wear:

Get in touch with your feminine side by pairing a sheer shirt with a pair of strong coloured jeans, or be bolder still and rock a full on skirt—just like the Spartans! And if you're not ready for that kind of womanity, flirt with the trend by injecting a little pink or yellow into your wardrobe to spice it up.



Orange Culture

Androgyny

FASHION

Printed Pants

Printed pants have been really popular in women's fashion for the last few years, and now they're inching into the men's market.

How to wear:

Using the same rules as printed jackets, keep it minimal. Make sure your pants are well tailored so they don't end up looking like you wore PJs to the office!



Kinabuti



Kola Quddus

FASHION

White Wash

The enviable white-on-white suit trend is a big staple this year, even for the men. Taking a cue from designers like the edgy Diesel Black Gold or the infectious Mai Atafo. These are collections you definitely can't go wrong in!

How to wear:

The trick with wearing all white is to make sure textures contrast to keep it from becoming tacky. A white cotton shirt looks good with a linen suit and white t-shirt balances out a silk jacket.



Mai Atafo

THE
WHEAT



Mai Atafo



Roll Ups

Choose a pair of pants that fit you well, fold about an inch from the hem, put on some awesome shoes, and just go for it.

How to wear

- Of course, this style works better with casual pants like chinos and jeans, so keep that in mind.

- A jacket and playful pocket square also add the right amount of cool to your step

Kola Quddus



Soboye

Patterned Jackets

From plaid to floral prints and even camouflage made a big comeback on the runway this season!

How to wear:

- Pair a patterned jacket with solid-colored shorts or pants to add more pizzazz to your outfit or if you're style savvy, throw a fun print in the mix with a button-up shirt.

Orange Culture





Team Tribal

Gone are the days where Men's Ankara was restricted to the simple 'buba' and 'sokoto.' The catwalk was alive with a kaleidoscope of ankara prints in varying top to toe styles.

How to wear:

This is certainly not a trend for the wallflowers among you as everything goes! The brighter, the more characteristic - the better. If that kind of clash of prints isn't your cup of tea; infuse a little style with ankara sneakers, hats or pockets squares for that African touch.

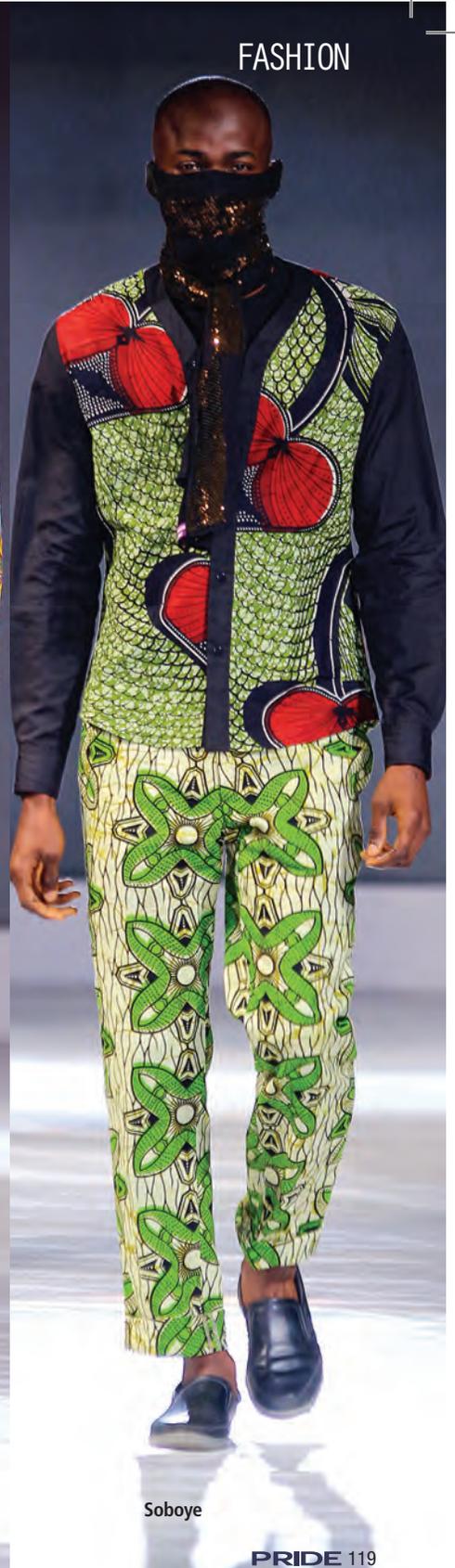
Soboye



Soboye



Soboye



Soboye

Orange is the new black

Everyone from Frank Ocean to the GTBank knows the power and precision of this colour. If you aren't on board you best on the ride.

How to wear:

Orange is a very vibrant colour, you don't want it to clash with anything you pair it with. Tone it down a notch with black or white solid pieces.

Kola Quddus



Mai Atafo

STRANGER

STRANGER

in our Midst

Stranger is the epitome of minimalist style. A one-of-a-kind concept store hidden in the heart of Lekki Phase 1 Estate, Lagos and the brainchild of visionary Yegwa Ukpo. MANPRIDE sat down with him to discuss his love of Japanese culture, his favourite Nigerian designers and progressive menswear fashion.

By Ntianu Obiora

HOW DID THE IDEA OF STRANGER COME ABOUT?

I'd been thinking about setting up a clothing store for a while and I'm one of those of people who shares things that they like with other people... the store was just a logical progression really. It's also a very selfish thing because it gives me the excuse to have all these really cool clothes in close proximity. I wanted to create a venue where we could provide clothing and build a community of people who enjoy the arts in fashion, in culture and even lifestyle.

YOU ARE HEAVILY INFLUENCED BY JAPANESE CULTURE AND DESIGNERS SUCH AS YOHJI YAMAMOTO AND JUNYA WATANABE. WHAT IS IT ABOUT THAT PART OF THE WORLD THAT INSPIRES YOU?

To me, the Far East looks like the path not taken by Nigeria and I see a lot of similarities in our ancient cultures. I believe that somewhere along the line there was a divergence, they had these cataclysms and I think those things really informed their character as a nation. It made them look inside and think about what they had and what they were putting out. I look to them wistfully longing that we had gone down the same route because there's a lot about them that's really distinct. I always feel that because that connection is tenuously there, if we were to look at them a little bit more we could develop our own thing and it's not too late actually.

ARE THERE ANY NIGERIAN DESIGNERS THAT YOU ENDORSE AND WHO YOU FEEL SHARE YOUR VIEWS AND PHILOSOPHIES REGARDING FASHION?

If you had asked me this question about 2 months ago I would have said perhaps not that many however I really like the work of Maki Oh. I think she's doing a lot of interesting things with traditional prints. I also like Kelechi Edu because for menswear, he ideates all these concepts which dig deep and creates clothes out of them and I like that- which is why we are going to be stocking his clothes very soon. Orange Culture also has a complete narrative he has formed and follows through. Out of LFDW I saw a lot of young designers and I believe that Kenneth Ezie is someone that is definitely worth watching. He's doing interesting things both in the way he is constructs his clothing and his approaching to them. Then there's Shola Obebe whose line is called SHO. I was really impressed with it, talking to her and seeing her process was really encouraging. She's not just making nice clothing, she's approaching it from a conceptual, progressive stance.

WHAT HAS INFLUENCED YOUR PERSONAL STYLE AND HOW DO YOU THINK IT HAS EVOLVED OVER THE YEARS?

Ok, I'm going to be very boring and say that my personal style is influenced a lot by comfort. I wear a lot of Yohji Yamamoto primarily because he does a lot of loose clothing, very anti-fit and one of the key things in most of Yohji's designs is this Japanese concept of 'Ma' or negative space. He uses it in terms of the space between the fabric and the human body so there should be some kind of relationship there when you're moving. A friend of mine described a pair of Yohji pants as moving like a jellyfish when he walks and that sort of thing, constantly thinking about the air in-between, I love that. Constantly having a conversation with my outfit, I like that. Having said that I am also trying to bring in what I would see as my own view of Nigerian progressive fashion so I like the idea of cropped pants, dropped crotches and long tops with cropped sleeves. Things like that are very interesting to me design-wise. I enjoy the idea of de-constructing and subverting western clothing. I think it's very important that we do that because the West has a huge influence on how we dress and how we do things so I like things that twist that.

WHO IS YOUR TYPICAL CLIENTELE FOR STRANGER AND DO YOU THINK THAT YOU HAVE A BIG ENOUGH MARKET TO BE ABLE TO EXPAND



"I think we can grow slowly, I don't think that we would ever become like a department store"

OR WILL IT ALWAYS BE THIS MINIMALIST BOUTIQUE CONCEPT STORE?

Most of the clients we've had tend to be in the creative industry so we have photographers, creative directors, advertising agents etc. We also have a lot of older guys who are into industries such as oil and law and those guys have a really long relationship with fashion. There's a lawyer I met who was wearing Yohji in the late 80's/early 90's but stopped when he came back to practice law in Nigeria. He came in here, and the way he looked at the clothes, with very deep and quiet contemplation...when I saw him do that, I knew this guy was going to be a client for life. So there are people like that and it seems that they are hungry for this. Even overseas it's becoming harder to find these clothes because more and more they're getting pushed out into these fringe boutiques. But here, the clothes are right here and you

don't have to go digging around for it or travel, so there's a market for people who don't have what they want. There's also been a lot of young people who don't necessarily have the money to buy but the interest is there and I feel that as they get older then our clientele can be refreshed from them and they will be more informed than the ones we have now. I think we can grow slowly, I don't think that we would ever become like a department store but I also wouldn't want it to because it would become too impersonal. I know it sounds elitist to say but I think exceptionally good designs should not be proliferated en-mass because when something becomes too available and too readily seen, it loses value and people start taking it for granted.

FINALLY, WOULD YOU EVER STOCK WOMENSWEAR?

Let me give you the stereotypical response and say "watch this space" (laughter) but more seriously yes we will. I've chopped enough insults from women looking for clothing in here so I think we will have to do something next year and curate a small but meaningful collection. However, you could say that a lot of the clothes we stock are unisex and most of the things I buy here I want women to be able to wear. In fact, initially, our biggest clients were women but now it's the men. The kind of the clothes you see here will always have a little bit of an androgynous edge which I find distinctly refreshing because all these arbitrary distinctions about what a man and what a woman should wear are outdated.



FASHION

MANCESSORIES

MAN PRIDE'S guide to those stylish extras for 2014

By Emmanuel Sadi

Accessories are an important part of building a more fashionable man. Creative use of them can really help you finish your look, especially when you pay attention to your detail. Here are the must-have accessories every man should be wearing this season. Get ready to turn some heads!



MISMO



DIESEL



GUCCI



LOUIS VUITTON



A.P.C.



PAUL SMITH



PAUL SMITH

BAGS—Moving from place to place can be a stressful and dangerous way to wear out your style. But no matter how heavy it gets, you can always keep it stylish with these trendy bags.

HATS have come a long way, from being the practical headgear to the ultimate fashion must have for the fashionable Man. Here are the hats that keep your cool on.



PAUL SMITH



BARBISIO



SAINT LAURENT



MR KIM



PHILLIP JONES FEDORA HAT



RAGS AND BONE TRILBY



MARC BY MARC JACOBS



DEL TORO



ALEXANDER MCQUEEN



JIMMY CHOO



LANVIN



BARNEY'S NEW YORK



PRADA

SHOES—Comfortable and Classy, that what you should be looking for when shopping for shoes this season. From brogues to drivers here are the shoes you should be wearing this month.

FASHION



SOCKS -With the new range of super colorful and graphic designs, socks have become an accessory to flaunt with every look.



GLASSES -A wise man once said the eyes are the windows to the soul, well that makes sunglasses the velvet curtain to the soul.



WATCHES -These are the various types of trendy watches that you can play with; depending on the look you are going for. From work, play to party these are some time piece to consider.



METAL WORK -With the detail of your bracelet or chain, you entire out-fit will come across as a more fashionable one or certainly carry a higher 'coolness factor'.

AS FIT AS ...IKECHUKWU

The Pride Team caught up with our celebrity man crush, Ikechukwu aka Killz, for this issue, to find out how he stays oh-so fit! He shares the inside skinny (no pun intended) on balancing work outs and staying on track with his career as well as a few tips on retaining that bod!

By Em Smith



WHY IS IT IMPORTANT FOR YOU TO STAY HEALTHY?

A bunch of reasons to be honest, one I would say to stay in shape, maintain my youth and to age slower.

WHAT'S YOUR FAVORITE AB EXERCISE & WHY?

Crunches because they focus on the entire ab section.

WHAT IS YOUR DIET LIKE?

My daily diet is made up of 3 meals a day, low carbs, high protein and lots of water and fruit throughout the day.

WOULD YOU CALL YOURSELF A FITNESS JUNKIE?

Always have been but I'll say with present times, its just more of a consistency-is-key/force-of-habit situation.

LET'S TALK ABOUT YOUR WORKOUT, WITH A CRAZY BUSY SCHEDULE, WHEN IS THE BEST TIME FOR YOU TO GET YOUR SWEAT ON?

I do a 15 minute workout every morning and if I break my cycle, my day doesn't just go right so in the event of a full day I still have my morning workout clocked in.

LAST WORD FOR THE DUDES TRYING TO SHED A FEW POUNDS JUST IN TIME FOR THE HOLIDAYS?

A lot of skipping, early morning runs/jogs. Cardio mainly because an intensive 25 minutes on a treadmill increases heart rate and then burns fat! Also boxing. Yes boxing!

BEING IN THE PUBLIC EYE IS THERE A CERTAIN TYPE OF PRESSURE TO REMAIN FIT AT ALL TIMES?

No. I think its more pressure on myself to maintain my physique and be at the ideal weight for my age and height. It's never about the media for me.



BY YEMISI ADEGOKE Your STARS

21 MAR TO 20 APR



Aries: It's time to get your priorities in order. Finish that project, get that meeting locked down, the sooner you get what needs to be done out of the way, the sooner you can make room for something new. This is also stretches to your personal life, time to have that talk, resolve those issues so you can move forward.

21 APR TO 21 MAY



Taurus: You've been splashing the cash and its coming back to haunt you. Time to rein it in and put the wallet away. Its important to make sure you've got something saved for a rainy day. That said, professionally there's a bright spot on the horizon, make sure you're ready to put your best foot forward when the opportunity presents itself.

22 MAY TO 21 JUN



Gemini: Hard work does pay, and this month you will see the fruit of your labour. You'll be tempted to splurge on your loved ones and you should, but remember, everything in moderation. You've been working so hard dear Gemini, make sure you take care of yourself so you don't burn out. Take an afternoon off!

22 JUN TO 22 JUL



Cancer: You need to reach out to some friends or family members that you haven't spoken to in a while. Family always comes first for you and even though you may not be in the wrong its time for you to step up and resolve things. Once those issues are dealt with it'll give you the confidence you need to forge ahead with some work issues.

23 JULY TO 21 AUG



Leo: It's a balancing act for you this month Leo, you'll need to keep a lid on that fiery temper at work. There's a lot of pressure and you need to demonstrate your levelheadedness as a lot of responsibility will fall on your shoulders. You must remember your place though and be careful not to overstep.

20 FEB to 20 MAR
PISCES

You will need to step out of your comfort zone and assert yourself this month. There is situation in your life that is causing you a lot of stress and will only be resolved if you stand up for yourself. Trust your instincts and say what needs to be said. Not doing so will continue to leave you feeling angry and despondent.

22 NOV TO 20 DEC



Sagittarius: It's time for you to put yourself out there and meet some new people. Go out and explore new territory, it will be beneficial for you. Mind you don't spread yourself too thin by making promises you can't keep, it's not a good look. If you can't do it, you can't do it. Just say so.

21 JAN TO 19 FEB



Aquarius: This is an enjoyment month for you Aquarius, everything is going really well so lap it up. Everything appears to be smooth sailing. Your business plan get support from an important new ally so it may be time to put a little money aside so that when the time is right you can delve right into it.

23 AUG TO 22 SEPT



Virgo: You're known for holding yourself to high standards which is respectable but can sometimes be destructive. You're feeling a little down because people around you seem to be doing very well, but you need to stop comparing yourself to them. Focus on what you've got going for you, which is a lot.

21 DEC-20 JAN



Capricorn: You're ready to let bygones be bygones and are keen to put the past behind you and move forward. To do so it's important you have a long think about the people in your life, which relationships are good for you and which ones aren't. As you're mulling this over be careful not to isolate yourself too much.

24 OCT TO 21 NOV



Scorpio: This month signals a positive new beginning for you, it will brighten all areas of your life. You're going to enjoy a smooth month with both professional and personal relationships being calm and fruitful. So much so that you'll feel inspired to do something bold. Maybe ask that girl out you've been looking at? Or maybe it's time to pop the question?

23 SEPT TO 23 OCT



Libra: You're in a reflective mood this month and while people around you may not understand it, it's good for you to take a little time out to think about recent goings on. Luckily for you there's an unexpected boost in your finances in the middle month, treat yourself to something nice, you deserve it.

Praiz Adejo
(March 8th
1984)

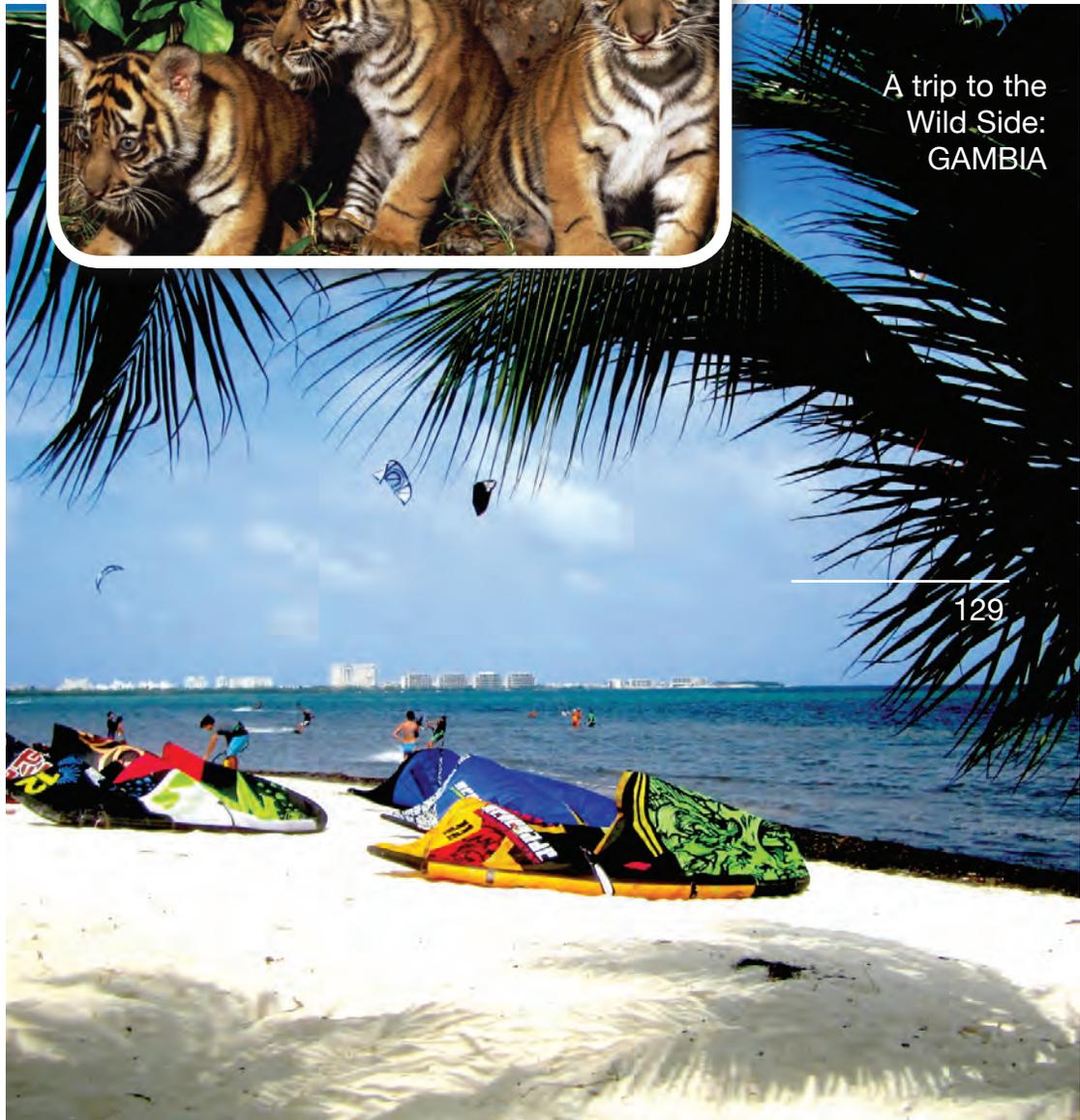


PRIDE

PRIDE ESCAPE



A trip to the
Wild Side:
GAMBIA



129

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PRIDE ESCAPE

A TRIP TO THE WILD SIDE:

GAMBIA

By Mandy Sowobi



When you go on a vacation there are a few things you need to do and a few others you would love to do, but you rarely find the opportunity to do both. I'd always wondered, "what is in Gambia? Is it some artificial city made for commerce without spirit or life or is it something more? I've found Gambia is a lot more. Though it is the smallest country on mainland Africa, it is steeped in culture and a vast array of unique landscapes and wildlife, combined with a people known for their hospitality. Gambia is fast becoming the biggest tourist destination in Africa for its many choices of things to do and enjoy, here are just a few.

NATURE AND WILDLIFE

For nature lovers there is lots to see and even participate in. Gambia's diverse landscape of mangrove swamps, bamboo forests and salt flats that border the river Gambia, encourage all kinds of unique wildlife. For this reason Gambia is one of the bird watching capitals of Africa with over 500 species of birds to view, even within the tropical gardens of the major hotels as many actively encourage birds to breed on their hotel complexes. For major wildlife lovers Tanji and Abuko Nature Reserve, which is a 20 minute drive from most hotels, features some of wildlife's greatest with diverse vegetation, 200 species of birds, monkeys, hyenas, antelope, hippos and crocodiles, just to name a few. Although if you really want to do something daring visit the Katchikally Crocodile Pool whose crocs are said to be so tame you can touch them.





BEACHES AND FISHING

Enjoy endless golden and almost untouched beaches in several vacation hot spots. In Bakau, Cape Point, Fajara, Kololi, Senegambia Strip and Kotu areas, you can also enjoy leisure activities like water-sports, bird watching, golf and quad biking. With all that expanse of water, you may want to



ARTS AND CULTURE

No vacation is complete without a little bit of exposure to culture and a few trips to an art market or two. At the Albert market the sights, smells and sounds will draw you in. Batik, gold and silver filigree jewellery, woodcarvings and leather goods are just a few souvenirs that are available. Tailors are also available to make clothes in record time. If you happen to be in Serrekunda town on a Sunday you can check out some wrestling in the market and also visit the tie-and-dye factory.

For a more scenic view of culture join a tour to the Makasutu Culture Forest, and learn about the history of medicinal plants and woodland fauna. Afterwards, take a trip in a dugout canoe and enjoy some local music and dance. One thing you must do before you leave is take a trip upriver from Banjul, to explore the colonial history of Gambia by visiting the twin villages, that were made popular by Alex Haley's novel Roots, at the Exhibition of Slave Trade in Albrede.



go for a cruise but there are also endless fishing excursions for a bit of adventure. All you have to do is hire a boat and a tour guide and choose between sea, river or creek fishing. Check out your options at Denton bridge where you can locate tour operators.

Food and Drink

If you are going to make the trip, then you might as well try the unique food and drinks available. Gambia has its own version of Jollof rice called Benachin, made with meat, fish or vegetables, for those who don't want to try anything too far away from their comfort zone. Chicken Yassau made with lemon and black pepper and Domoda, a beef and peanut butter stew, are staples with rice for the locals and a favourite of tourist too. Julbrew is Gambia's own brew that is worth a try for beer drinkers, though there is nothing quite like fresh palm wine and baobab juice. For international cuisine one is spoilt for choice as there are Japanese, Indian, German, Lebanese and Mexican restaurants just to name a few.



THE NIGHT LIFE

Night life in Gambia varies depending on your interest as there is something for everyone. If you are looking for a bit of the "Casino Royale" experience visit the Senegambia and Palma Rima areas. Don't be surprised to find entertainment come to you as most hotels offer in-house shows, be it a single kora player, a lively stage show or an African dance troupe. Check out the "the strip" at Kokoli and you can find many bars and nightclubs offering unique tastes of music, as well as performances by local artists.



ME & MY CAREER

By Ntianu Obiora



**ANULI EZE
-ILOAKASIA**

**C.E.O. Hair
Glamour
International
(HGI)**

"I was born to be an entrepreneur. I have never worked for anyone and from a young age, I was already running my mother's block industry and hotel for her. My duties included keeping the books, paying salaries and procuring materials. By the age of 15, I was running my sister's interior design company 'Century 21' as well as her show room. All this, and many other businesses I managed for the family, prepared me for HGI.

In 2007, I bought hair from a store in Lagos, which I spent a lot of money on. The hair was fake, tangled up badly and didn't meet my expectations which is when I realised that a lot of women had to be suffering from similar problems. At the time, I wasn't happy in the business I was engaged in, I wanted a way out and with the access I had to travel world wide, I thought why couldn't I research and find this hair myself and in turn give women their money's worth.

Anuli fondly remembers having an affinity for taking care of hair from a young age thanks to her mother's Indian neighbour. 'I would wash, condition, comb, plait and treat her hair. The Holy Spirit said to me "I have prepared you for this since you were a child, go ahead", and that's when the research and plans started'. My good friend Ijeuru loaned me \$5,000 which I added to and I took the leap of faith. HGI kicked off from the boot of my old Murano jeep in 2008 and my first 10 sales were courtesy of my dear friend Dedee who bought my most popular texture, which I named 'Molado', for \$5,000. She paid cash and I was able to pay back Ijeuru's loan and turn a profit too. From that day onwards, I was determined to make HGI a success. I started without a store, lugging around small suitcases which I took to meet people at their offices, homes etc. Eventually, in 2008, I managed to open a 9 square meter store in Lekki.

In 2009, I moved to a 25 square

meter size and now, HGI resides in a 4 bed flat which is, for now, our flagship store. I have been in Lekki since I started and I'm comfortable in this area. With time, I've grown from a retailer to a wholesaler. Your mind set must be switched on to be an entrepreneur. It isn't fun or easy to own a business. There's no safe landing, you must pay bills and salaries whether you make sales, a profit or not. You must be ready to fail. Every day isn't Christmas, be prepared for the worst, be ready to work hard, to focus, to lose friends and most importantly, start small so you incur less losses while you learn and acquire experience. Like marriage, no education prepares you for eventualities. As a business owner, I know there are people who have been expecting me to fail, I have chosen to disappoint them and for the younger women and even older women who my tenacity motivates and look to me for advice and motivation, I keep going because I know that God who called me to this is faithful enough to sustain me and there remains a need to be a provider of quality hair and service. When asked about the best types of hair, Anuli is nothing but honest, 'Indian, Brazilian and Cambodian. All these others names are marketing strategies but women like variety so they eat it up. I have chosen to keep my integrity, I won't lie and give



non-existent names to make a buck. When they go all over, they still come back. Quality cannot be compromised at HGI."

With the growing demand for human hair all over the world, we ask Anuli if she's worried about the supply becoming unable to keep up with the demand. She assured us, "there will always be supply, especially since the female child isn't going out of circulation. But if the economy improves globally, the supply could reduce due to the fact that the purchase is for their financial gain, they also shed hair for religious reasons but all in all, the hair business is still kicking."

As a woman, my mother motivates me, she raised me along with 7 other excellent children and achieved so much in her field as a business woman, politician and a diplomat. She is an Amazon! I look up to her and I pray I can strive to be better and make her proud, that's my ultimate dream.

To succeed at home or at work, there must be a balance and cohesiveness or one will suffer. You ensure adequate and specific times are given to both home and business and be disciplined about keeping

to those assigned times. My sons have priority over my business and everything else. The greatest advantage of having your own business is the fact I can go and go as I like. I am there before they leave for school and most days, I am there when they come home and once I see that they are settled down for home work and they've eaten, I head back to work. I spend most Saturdays and Sundays with them, we exercise, gist and just hang out together when they have time for me now that they are teenagers and pay me less attention, but we do have great laughs.

Anuli appears to have struck that balance that all working mothers strive towards. She finds time to be a dedicated Mother and a successful businesswoman. Her faith is a strong foundation for her as she often thanks God for his hand in the way things have worked out for her. Whether it's faith, hard work or a delicate mixture of the two, Anuli has proven to be an inspiration for small business owners, mothers and women as a whole.

"I would say HGI was pre determined by God and he chose this path for me. I didn't and I am still here and although my future will diversify to other things for sure, I will always have a hair store because this is my passion and the baby, the daughter I don't have". When asked about her wishes for the future, Anuli answers frankly, 'I hope to make HGI a global name, establish a global presence, build a lasting legacy, a successful conglomerate that my sons would run and remain successful, relevant and profitable.' Well, who could ask for more than that!

For real long hair to stay silky and de-tangled, plait at night to sleep.

Hair quality is in grades, based on the donor, her origins, blood lines and God given beautiful texture. The best hair isn't Brazilian or Indian or Cambodian or Russian. The best hair/ grade is based on the donors themselves.





PRIDE PROGRESS

7 FINANCE TIPS TO A GREAT YEAR

For many people, the New Year signifies a fresh start. The mental and spiritual batteries are recharged after the drain of the hectic holidays. We're more optimistic. We're open to new possibilities, new strategies, new aspirations. Here are eight personal finance tips that can help you toward a happier new year:

1 Set clear goals. We don't mean only financial goals such as building a larger retirement account or getting out of debt. We're talking any goal you'd like to work toward or achieve in the new year that has financial consequences. For example, perhaps you want to work less so you can spend more time with your family, or you want to change to a career that excites you more but that pays less.

How can you afford such goals? That's why setting specific, realistic goals—and writing them down—is such a powerful financial tool for realizing them. It not only clarifies what you have to do financially to achieve the goals, it motivates you to achieve them within a specific timeline. Saving for something provides much more financial incentive than merely following the standard advice to save 10 or 15 percent of your monthly pay.

2 Discuss the goals with your family. Include your spouse, your children if they're old enough, or other loved ones who might be affected by your goals. They can help you clarify the goals, motivate you to make changes, and aid in their achievement.

3 Create a financial plan. All financial actions (or

inactions) affect other financial actions. If your financial left hand doesn't know what your financial right hand is doing, one may undermine the other. For example, lack of adequate insurance for home, health, and other aspects of your life could decimate your retirement savings and investments if something goes wrong. You may need professional advice at this stage, or you may feel you

can do it yourself. Regardless, the key is creating and following through with the plan.

4 Review the last year. Life is continually in flux and change can have a profound impact on your financial plans. For example, during the past year did you get married or have a child, suffer a death in the family, change jobs, or change short-term or long-term goals?

where you spend money every month (including petty cash). Average out on a monthly basis periodic expenses such as car insurance or rent. Subtract monthly expenses from monthly income and... do you have a surplus, are you in balance, or are you spending more than you're taking in? Are you skimming 5 or 10 percent right off the top of your income for savings and investing? If not, what expenses can you reduce or income increase in order to save toward goals? Automate savings to make it less painful.

6 Reduce debt. Resolve to lower debt this year. As interest rates rise, every naira of accumulated debt becomes a heavier and heavier drag on your entire financial life.

7 Educate yourself financially. The more you understand about finances—from budgeting to investments to insurance—the more confident and motivated you'll be to take the right financial steps this year. And the happier you'll be for it!

5 Establish a spending plan. Achieving financial goals is built on a single principle: spend less money than you earn. And it's difficult to spend less than you earn if you don't know where your money is coming from and going to. First, list your regular, dependable sources of income. Then track how much and



WORK

bites

Pride's monthly dose of careers advice in easy-to-digest bite sized snippets.

Becoming the super (working) mum

The glass ceiling is now broken and the sky has become a spring board. Today's working woman is boss lady, wife, mother, sister, friend, and... fill in the blanks. Science itself has proven that women are great at multi-tasking but on the flipside, comes over-booked schedules which leave more and more women feeling like failures as they wonder how to find a balance juggling roles from the home front, through the boardroom, to the social scene. Here are some tips to help you find that balance.

Create a routine

Time is a finite resource and therefore must be well managed. Creating a schedule will help you maximise the 24 hours allotted to you daily. Make a comprehensive to-do-list and arrange items in order of priority. You may not be able to get everything done on your list but if you are able to do the most important ones, you would feel fulfilled. Also, create a workable plan for the kids – including bed-time routines - and let their care-givers know about it.

Be ready a night before

Ensure your schedule is ready at least the night before so that you wake up with a mind to achieve your goals. You may also complete – or begin – some tasks the night before. This is especially helpful for domestic

tasks like selecting clothes, ironing and shoe polishing.

Have a place for everything

'Mummy I can't find my socks!' 'Mummy where is my sketch book?', 'Honey, did you see my wristwatch?' Familiar questions, right? These questions can drive you nuts! To prevent this daily chaos, have a place for everything and let it be known to the hubby, kids, and domestic staff also. Follow up by ensuring that you keep things to their place once used.

Generate a meal plan

Creating a meal plan takes stress off you. Create a meal plan and paste it where others can see it. You may have to cook some meals ahead and refrigerate till consump-

tion time. If commuting from work means you will get home late, not having a workable plan would mean you have to make do with available options but creating your meal plan ahead of time, makes life easy and meal time interesting.

Plan bulk shopping

Baby wipes, toilet soaps, cereals, diapers, extra toothbrushes, towels, writing materials, the list goes on. Heaven knows you may run out of supplies when you least expect. Choose bulk shopping over impulse or emergency shopping. It saves you time and money.

Get backstage support

Back stage support includes sharing parental roles with your partner. He is definitely not perfect but let him help with it. It takes the stress off you and gives him the chance to bond with the kids. Relax even if he missed brushing the kids' teeth; it's not a terminal problem. And if you can afford it, outsource your other chores! Get a hired hand to do the cleaning weekly or daily. Being a good mum or wife doesn't mean you have to do all the scrubbing and washing, it means you have to do all the loving.

Now, that's energy put to better use you will agree.

Make up for your absence

Instead of worrying about the number of hours you spend without them, focus on having fun with your family when you are with them. Put away the laptops and smart phones and, surely, email can wait. Let the kids snuggle with you in bed for a while during the weekends, have them around you in the kitchen. Paint together, get into their world and laugh together.

Choose quality child care

Choosing a nanny, crèche or school for the little ones should be based on referrals and deep reflection. Your choice should be influenced by the quality of care offered, the ratio of care-giver to child, the flexibility of the school or crèche, availability of the nanny, and experience. For babies, if you opt to hire a nanny, please hire a nanny, not a young teenager who knows close to nothing about child care. Your ideal nanny should be experienced, literate enough to read and neat enough to carefully care for a child.

Take advantage of office policies

Most organisations allow for casual leaves and annual leaves; take advantage of it. Trust us, the organisation will be fine in your absence, so take time off and indulge yourself. Most important, enjoy the choice you have made to be a working mum. While some mums at work wish they were home, some mums at home wish they were in a corporate environment.



Bola Balogun
TV Producer,
Business woman,
Wife and Mother
of Five.

By Jolaa Jesu Famurewa

IN WITH THE *New*



It is the end of the year again, and with this comes the beginning of a new one. For some of us, with the New Year comes resolutions, goals, plans, hopes, wishes, whatever you want to call them if you hate the expression 'New Year's resolution.' The beginning of a New Year is a very great time to think about the changes we want and need to make. And whether we call them New Year's Resolutions or not, we all have little or massive ways in which we want the coming year to be different, better, truly new, a fresh start.

The practice of setting resolutions for a New Year dates back to ancient Rome. Some records say Babylonians also had this practice. But these days, many of us are skeptical about the whole concept. Perhaps because

we have done this before, been at the threshold of a new year, promised ourselves a truly fresh start and we failed. Yet here we are again, voicing or squelching our hopes for the New Year, wondering on some level if we'll get it right this time around. These tips can help to make 2014 the year you actually make good on those spoken or unspoken resolutions of yours.

SIT DOWN

Yes, sit down. Make out time to actually make these resolutions. Don't wait until you are at the watch night service or you are drinking to the New Year to make resolutions (like I did last year). Do not under any circumstances wait till it is a few minutes to midnight to 'write it down in your mind'.

REFLECT

During the time you've set aside, THINK. Here, we can borrow a leaf from Janus, (who January is named after) a two-faced god who looks backwards into the old year and also forward into the new. It is important to spend time reflecting on the past year. Think about 2013. Think about January, February, March, Easter, Eid el Malud, your birthday. Think about the major things that happened in your life. Think about the things you did right and the ones you could have done better. Think about the major choices that you made or that were made for you. Think about the mistakes you made and what you could have done to prevent them. Think about everything and anything. Contemplate

After doing all that thinking, contemplate on the coming year. Make mental pictures of 2014. Focus your mental energy on the decisions that you will have to make. What would you like to do; to accomplish? What problems would you like to solve?

WRITE THEM DOWN

Write down everything you can think of that you want to do or stop doing. Like Edith Lovejoy Pierce said "We will open the book. Its pages are blank. We are going to put words on them ourselves." In short, make two lists. On one, write what you want to see. On the other, write all the things you don't want to see around you in 2014.

PRIDE PROGRESS

BEVERY SPECIFIC

Don't write down things like 'Lose weight' or 'Save more' or 'Stop smoking'. Instead, write things like 'Lose 2 pounds a month by going on a 1-hour walk everyday', 'Save 5% of my basic salary every month' or 'Smoke only one stick of cigarette a day'. Think about the best approach to keeping your resolutions and write that down.

BREAK THEM DOWN

You know those huge dreams and goals of yours? Break them down into realistic, achievable chunks. Don't just decide to donate 10 million naira to that orphanage in one month. If you are not Dangote, pace yourself and plan towards it. Remember, little drops of water make a mighty ocean.

GET REAL

Don't write down pipe dreams. Don't write down fantasies. Don't write down things that you know you cannot do. Yes, dream big, but be real about it.

BELIEVE

Be positive. Believe that you can do it. Let it sink into your consciousness that you can achieve it once you believe and put all you have into it. Remember, with God, ALL things are possible.

GET A PARTNER

Get someone that knows about your resolutions (or at least some of them), to whom you can be accountable. Make sure it is someone you trust, a person who can influence you, and above all, someone who agrees with the resolution. It could be your

spouse, your sibling, a friend, or even the person you get your cigarette from.



ABOVE ALL

Stick to your resolutions, don't give up. If it will help you, write some down on stick it notes and paste where you can see them every day. Don't worry about the whole year. Take it a day at a time. And have a truly new year!

Quick Chat With...

Sammy Sage Hassan



Mandy Sowobi had a chat with the spoken word poet and now published author, **Sammy Sage Hassan** about the source of his infamous "Chapter 20" in his new book, *Dream Maker*.

So what did you study in University?

SSH: I didn't go to University.

Pride: Really?

SSH: Ok I did, but I didn't study. I supposedly did Mass Communication.

SSH: I believe in alternative education too. Someone tagged me an intellectual rebel.

Pride: So where did you get all your ideas, your thoughts on life and the infamous advice on women that you shared in chapter 20 of your book Dream Maker?

SSH: From thought - the thread that connects us all to the universe.

Pride: No empirical testing? Evidence?

SSH: No particular scientific proof beyond the empirical evidence observed and obtained in the process of exercising the precepts - you don't need empirical evidence to try a recipe, you just try it

Pride: Cool, so what advice would you give women about men?

SSH: To know that men can't be men without them. To know that the greatness of a man is mostly hid in the tongue of a woman and so is his destruction. To know that men will be boys and won't always meet the ideal that she has of them or of her man unless she sows the seeds of these ideals. And to know that her ideals of him should tally with life's ideals of him, even if he knows it not.

Pride: Scenario, the character in your book, Da tells Baba he wants to get his sweetie a christmas gift, Baba says?

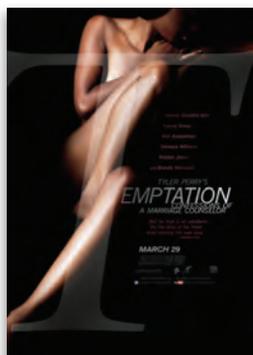
SSH: Give her a book of ancient wisdom for women - wisdom is principal, in all thy getting get wisdom! Then present the gift of this invaluable material with a bottle of her favourite perfume, the most delicious chocolate and some flowers, if she's thus culturally attuned.

Pride: Nice!

THE BUZZ LIST

Catch it, watch it, see it, read it.

Whatever you fancy doing; *Pride's* got you covered. Check out this month's buzz list...



**TEMPTATION:
CONFESSIONS
OF A MARRIAGE
COUNSELLOR.**

A romantic movie: A successful billionaire seduces a young ambitious married woman and destroys her home. The movie takes us from Washington DC to New Orleans.
Credits: Vanessa Williams, Kim Kardashian, Lance Gross, Burnie Taylor, Smollett-Bell. Already out in Cinemas.

☆☆☆

**BEST MAN
HOLIDAY**

Hurray....Best Man Holiday is finally here, this is the sequel to the Best Man, we all loved the Best Man and the best man soundtrack.... absolutely fantastic movie. Best man reunion brings all the cast back together after 15years over the Christmas holidays, they will discover just how easy it is for long-forgotten rivalries and romances to be ignited. wink...wink....we all know what to expect...loads of talk, fighting, laughter and love.

Release Date Nov 29th.....☆☆☆☆☆



**LAST
VEGAS:**

All star cast lineup.....Robert Deniro, Morgan Freeman, Michael Douglas and Kevin Kline...Absolutely fantastic line up, this is a must watch.

Comedy: Three sixty-something friends take a break from their day-to-day lives to throw a bachelor party in Las Vegas for their last remaining single pal.

Release Date Nov 2013 .☆☆☆☆☆



**12 YEARS
A SLAVE**

Historical Drama:
Another beautiful performance from Nigerian decent Chiwetel Ejiofor.
This movie goes back to the antebellum United States, Solomon Northup, a free

black educated man from upstate New York, is abducted and sold into slavery and his struggles of attaining freedom at all cost.

Cast: Chiwetel Ejiofor, Dwight Henry, Brad Pitt ☆☆☆☆☆

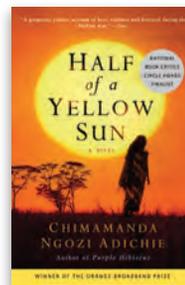
MOVIES:

**HALF OF A
YELLOW SUN**

DRAMA: A MOVIE BASED NIGERIAN BIAFRA WAR FROM 1967-1970, The personal struggle of four survivors affected by the war and what they had to go through establishing an independent Nigeria. Filmed in Nigeria, beautiful landscapes and forestry of Africa.

Cast:Chiwetel Ejiofor,Thandi Newton, Anika Noni Rose, Genevieve Nnaji, Oyenka Owenu. Out in Cinema's Feb 2014 ..

☆☆☆

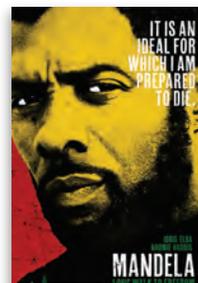


**MANDELA: A
LONG WALK TO
FREEDOM**

A personal chronicle of Nelson Mandela's life from his childhood to his being elected as the President of South Africa. The movie details his struggles and sacrifices and emits Mandela as a born leader.

Cast: Idris Alba, Naomi Harris
Release Date January 2014.....

☆☆☆☆☆



**FREE
BIRDS**

(CHILDREN - ANIMATION)
Comedy: Two turkeys from opposite sides of the tracks must put aside their differences and team up to travel back

in time to change the course of history - and get turkey off the holiday menu for good.

Cast: Owen Wilson, Woody Harrelson, Amy Poehler,

Release Date Nov 1 2013...☆☆☆☆

LISTINGS

Book

ACT LIKE A LADY – THINK LIKE A MAN

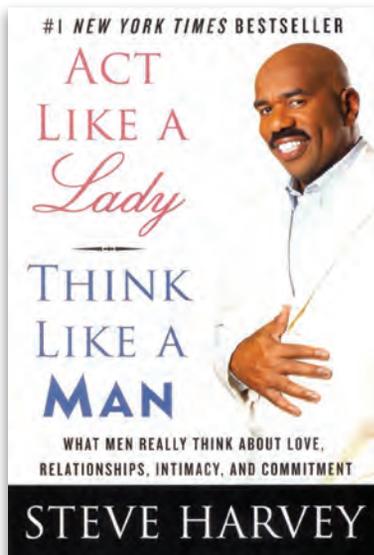
– STEVE HARVEY 2009

A feel good and tell it all book for women on how to deduce men and the way men think. It advices women on what men are like and what they expect from women. It also guides women how men perceive us in character, behaviour and actions. The Chapter on having standards talks about women not being too strong or too soft but maintaining a level of self in their relationships and yet attending to the needs of

their man. The nighty day rule gives a perspective of testing the durability of a man's intention before giving out the cookie. I love the book very direct with examples and instances from Steve Harvey's family life and audiences from his talk show.

★ ★ ★ 3

STAR
HarperCollins
Publisher – Self
Help Section ISBN
978-0-06-172897-6



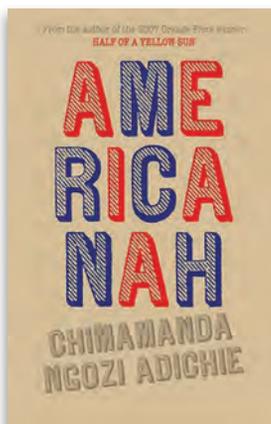
Book

AMERICANAH

– CHIMAMANDA NGOZI ADICHIE.

Americanah is the story of Ifemelu a Nigerian student in the US with the good fortune of going to the best Universities in America and mixing with the best Ivy League people in the US, who in the quest for love and love of her home land returns to Nigeria and finds love with her first love now married Obinze. Americanah has some elements of the elite

life in Half of a Yellow Sun but does not have any of the brilliance nor is it as full bodied or robust as Chimamanda's other books. The book seems like a personal account with a bit of friction on Chimamanda's personal experience and a feel good factor on her first love coming back to her. It is a readable book, a love story and a bit pro – African American / Black African but overall a little bit with no direction and loads of preamble. Not



the best of Adichie's work but readable.

★ ★ Publisher Harper Collins Export Editions 2013 ISBN 0007526024, 9780007526024

TV

SCANDAL OR THE FIXER:

This new show has taken viewers on aware, it is addictive and leaves us wanting more each week. Oliva Pope is our Gladiator ... the lady with the white hat ... Sexy, smart and on top of all situations and also the President of the Free world's girlfriend. This show leaves viewers on the edge of their sits. Kerry Washington and Tom Goldwyn have great chemistry.

★ ★ ★ ★ ★



TV

LOVE AND HIP POP:

This the reality show of all Reality show.... Please turn off Keeping up with the Kardsians. Their era has so passed. Love and Hip Pop New York and Love and Hip Pop Atlanta are two black shows that gives us a glimpse into the lives of Hip Pop stars, their up's and down's and real life family situation. The show is Sazzy, full of spunk, filled with personal and professional drama but it all still focuses on Hip Pop and the reality stars trying to make money in Hip Pop. If you want to laugh, shout, be amazed and entertained this is the show to watch. This programme is not for the faint hearted.

★ ★ ★ ★ ★

THE BUZZ LIST

By Em Smith

ONE TO WATCH:

TEEZEE



Who is he? Meet 1/3 of the rap trio based in London DRB Lasgidi's Teezee on the track, 23-year-old Nigerian born rapper who is making waves with his team Boj on the microphone already has the likes of Don Jazzy, WizKid, Ajebutter 22 and ShowDemCamp rhyming their praises.

...Growing up I took an interest in music at a really young age, taking piano lessons. I didn't know much about rap then so I started off with Backstreet boys and the Spice girls because that was what was popping off in 95'. Then eventually I delved into R&B ,soul & rap because my father used to listen to a lot of soul music and a lot of rap.

...In University a lot of people used to refer

to me as The Fresh Prince Of Bel Air because I was funny & coming from Nigeria & living in London the name just stuck because I was sort of the "Fresh Prince" I also wanted a thematic and gimmicky approach for the tape so on the tape you realize it's a storyline from the beginning to end like the Fresh Prince story.

...For the video for High Roller the idea came from Boj, Fresh & I. We wanted nothing overly dramatic, something really simple that was basically Project X themed but with as much limited drugs and nude scenes as possible. We even had to edit out a couple of scenes....

...Michael Jackson, Bob Marley, Fela Kuti and Sade Adu are definitely my top three idols, Rap wise I would say Jay Z , Nas,

Drake and J. Cole

I think what DRB and I bring is a fresh air of music with content if you could say that. We don't focus our music on just partying ,girls & the fast life its more about the realness of how are lives are, the struggle and how we don't give up despite the ups and downs. We just try to keep the music conceptual as possible.

...The future for DRB is hopefully a label down the line. As three individual artists coming back every now again to do collaborations and trying to change the level of Nigerian music to expand the scope of the music to not just one genre.

"Cut Corners featuring Soul Superstar Bez is out now!"

BY YEMISI ADEGOKE Your STARS

21 MAR TO 20 APR



Aries: It's time to finish whatever is outstanding. Be it a project, furnishing your new place or simply clearing up the clutter in your wardrobe finish what needs to be finished and make room for the new!

21 APR TO 21 MAY



Taurus: They say money makes the world go round and looking at your bank statement you've been a major contributor to its orbit! Things may be a bit tight this month. Pay attention to your outgoings and reserve the Mojitos for the 2 for 1 happy hour.

22 MAY TO 21 JUN



Gemini: You've been working very hard of late and it looks like it's all paying off. Rewards are flying your way. You do deserve a treat or two but make sure you keep a little tucked away for a rainy day.

22 JUN TO 22 JULY



Cancer: You need to reach out to some of your loved ones, especially those you haven't spoken to in a long while. Family comes first for you, so even if it's hard to take the first step, do it, you'll instantly feel better about it.

23 JULY TO 21 AUG



Leo: Things are a little tense in the workplace and you are feeling the pressure. You need to prove your levelheadedness which means keeping a lid on that fiery temper and doing your best to maintain harmony.

23 AUG TO 22 SEPT



Virgo: You seem to be having a crisis of confidence which is affecting your decisions and your concentration, this is the influence of the Sun being in opposition to your sign. Stop comparing yourself to others, you're great the way you are!

20 FEB to 20 MAR
PISCES



It's time for you to stand up for yourself Pisces! Asserting yourself is difficult but not doing so will continue to leave you feeling angry and despondent. Trust your instincts and say what needs to be said.

23 SEPT TO 23 OCT



Libra: It's a quiet time socially for you this month dear Libra. You're in the mood to take a step back and reflect deeply on all the recent goings on. It's the right thing to do and will leave you feeling more like yourself again.

24 OCT TO 21 NOV



Scorpio: There's a new beginning for you this month and it will bring positivity to each area of your life. You've been feeling confident and cheerful and quite right too, everything is going just swimmingly for you. Enjoy it.

22 NOV TO 20 DEC



Sagittarius: Time for you to dust off those heels get out and mingle! Engage in new activities, meet new people, explore new cultures and delve into uncharted territory. This will directly benefit your professional life with an unexpected encounter leading to unforeseen results.

21 JAN TO 19 FEB



Aquarius: A spontaneous meeting could bode well for the business idea you've been keeping close to your chest. It's really important to be prepared so when the time comes you can really shine. This could be the moment you've been waiting for.



Tara Fela-Durotoye
(March 6, 1977)



Stockists

BDSM Sean Manuel

Instagram: @smfashionhouse
08130824076

Club Shrinkers

3 Abiola Segun Ajayi, off Muri Okunola Street, Victoria Island, Lagos

Designer's Club

31 Victoria Arobieke Street Off Admiralty Way Lekki Phase 1, Lagos

Grey Velvet

Centro Lekki Shopping Centre
Admiralty Way, Lekki Phase 1
www.grey-velvet.com

Hair Glamour International

Flat 1, 1A Wole Ariyo, Admiralty Way Lekki Phase 1, Lagos
08099818824

Home and More

9, Adelabu Street Surulere, Lagos.
+234 8023135921

HRM Sneakers Ltd

5A Bashorun Okusanya Avenue
Lekki Phase 1, Lagos
Instagram: @hauwahrm

L'Espace

19A Olosa Street
Victoria Island, Lagos
www.lpmnigeria.com

Les and Jaz

86 Emma Abimbola Cole Street
Lekki Phase 1, Lagos

Love it All

M4S Plaza
Victoria Arobieke Street
Lekki Phase 1, Lagos
www.loveitallng.co

Michaela's Beauty Salon

42 Raymond Njoku Ikoyi, Lagos

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- We desire to raise a generation of people who can think for themselves, respect the views and feelings of others.
- To equip students to live effectively in the modern world of science and technology in line with our mission.
- We do not only educate our student, we make them skillful,
- We do not follow class we create class
- We are equipped with management tools that enhance our effectiveness
- We are poised to provide qualitative functional education.
- Our vision centers on realistic optimistic mission.



IT'S MORE THAN A SIGN. IT'S A COMMITMENT.

THE OFFICIAL ROLEX SIGN ESTABLISHES THE AUTHENTICITY OF AN OFFICIAL ROLEX RETAILER. WITH UNMATCHED EXPERTISE, ONLY AN OFFICIAL ROLEX RETAILER OFFERS A DIVERSE SELECTION OF ROLEX WATCHES AND PROVIDES THE SERVICE NEEDED TO MAINTAIN YOUR TIMEPIECE. EVERY WATCH INCLUDES A RETAILER WARRANTY, GRANTING ACCESS TO THE RENOWNED ROLEX SERVICE NETWORK.



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