

# HIS X HERS

FASHION  
MAGAZINE



# HIS X HERS FASHION MAGAZINE

f @hisandhersfashionweekend



STYLE  
101

SHOE  
SWATCH  
FOR MEN

GROOM  
YOU

ONE PIECE OF  
ADVICE FROM  
INDUSTRY EXPERTS

# BOLD

#HHFW19



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FASHION  
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## Editor's Note

Welcome to another edition of the HisAndHersFashion Magazine

Like football, fashion brings people together in the spirit of love, collaboration and healthy competition but unique to fashion, is the expression of cultures, beliefs, and values.

Our fast changing world, changing with every blink you make has revealed how important the conversation of fashion is around the world.

Fashion forms one of Nigeria's biggest exports and holds her own in the center of African entertainment and lifestyle. The evolving lifestyle trends of the modern person crowns fashion as a major stakeholder in global debates and deliberations.

We are paying attention!

This we have done with our Zinny Style Guide published in 2014, launched at our 2nd annual fashion event - Zinny Night of Style same 2014, preceding that was our first annual fashion event -Zinny Ladies Night Out in 2013 in Juanita Hotel in the city of Port Harcourt. Our rebirth to HisAndHers (Style and Grooming Class) was inevitable in 2017. Introducing our weekend fashion broadcast on Tv in 2017 & daily live broadcast on "Fashion &

Etiquette" till date, we sure are an institution in these parts, a force you've reckoned with.

Proudly, we hosted PortHarcourt's foremost indigenous fashion weekend - HisAndHersFashionWeekend in 2018 and we are glad we did.

We're still having beautiful cold shivers from the BOLD edition #HHFW19 that took the region by a storm including bringing one of media's finest-Popcentral Tv Lagos on DSTV 189 to cover the glitz.

Yet, we have only scratched the surface of the endless possibilities of the fashion industry when merged with media with our weekend lifestyle show - @hisandherstvseries that airs every Saturday on Silverbird Tv Portharcourt by 5pm for over 2years and counting.

Join me on this amazing journey to explore the exciting world of fashion & lifestyle in the next few pages.

Your world just got stylish with us in it! Enjoy!

In Style,

Esther Nweje

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**ONE PIECE**  
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*Style Guide*  
**FOR MEN:**  
*Fit, Colours and You*

**BOLD**  
*HHFW19 Highlights*



# STYLE 101

FROM BASIC TO STUNNING

It's the little details that gives a new twist and turn or look to a basic outfit.

A small bow, a little lapel pin or even a gesture as little as folding the sleeves of your T-shirt or tees can make you look less plain and more interesting and stylish, even on days when you don't feel like it. When going casual, you still have to look good without trying too much.

So here are tips on how to turn a Basic outfit to Stunning and Gorgeous.

## 1. Accessories

Scarves, Sunglasses, Hats, Statement jewelry can transform even the most basic outfit to something extraordinary. A little Bling here and there hurts nobody. The power of Accessories can not be underestimated.

## 2. Tuck in

A simple thing like tucking in your shirt, blouse or polo can make your outfit look more put together and chic. Some people rather leave their shirts/polo untuck, but if you must do so, ensure that the length of the shirt, blouse or Polo is not too long to avoid a tacky look.

## 3. Folding your sleeves.

Folding your sleeves makes your arms look

longer and you more trendy and Fab! It changes the whole look and makes you feel like you know what you're doing.

## 4. Ditch the slippers!

Dearly beloved, those bad boys can tone down the vibe of your outfit, even if they are so beautiful. Switch 'em up with a pair of crisscross, flats or wedge and see how that goes! Generally, all covered footwear have a more dressy/corporate feel than then the open toe ones. A dainty slingback or stilettos for the ladies, a pair of loafers or sneakers can up your ensemble in a minute.

## 5. Folding the Hem of your trousers.

Whenever your trousers are 1, 2, 3 inches longer than it ought to be and you haven't got time to reduce it, instead of leaving it the way it is and causing chaos, fold the Hem, either inwards or outwards.

## 6. Get a Belt

Sometimes all that dress needs is a belt, not a jacket or any other thing. A belt can make a difference even with long shirts or shirt dresses. Instead of looking like a plain Jane, why not step it up a notch, even when you don't want to try. Always Make it simple, but Significant!

# STYLE GUIDE FOR MEN

## FIT, COLOURS AND YOU

It's 2000 and colorful, fashion has evolved and everyone is going all out, Rules are being broken and expression of style is on the rise. you don't have to be a style guru to switch up your style game, just a few tricks can help you reach out to your inner stylist.

Navigate your personal style with the perfect fit, colours and you.

### The Right Fit.

Life is too short to not be Stylish, but in being stylish your outfit has to be fitted, not too tight or too loose, fitted.

one style rule that is steadfast and doesn't change is 'the perfect fit'. everything about fashion and Style boils down to the right fit. Fit is everything and cannot be over emphasized.

Most men do not care about the right fit because they like being comfortable but come-on, flowy or baggy makes you look tacky and it sends the wrong signals. Trust me, you don't want to look like you're having midlife crisis or not of this age when you go for outfits that make you look smaller or obnoxious.

You can tell an outfit is fitted when it aligns with your body shape, it doesn't swallow your body rather it compliments it. Without the right fit, everything else means nothing.

### Colours

It's 2000 and counting and colours are rising, but guys still avoid colours because they don't want to look like rainbow threw up on them. colors can raise the dead, the right colours can switch up your style game to a whole new level, but it all boils down to knowing your Skin tone and undertone.

This helps you know colours that'll flatter you, illuminate your attractive features and hide you seeming figure flaws. when you know the colours that suit you, you'll never be caught unfresh because the right colours make you instantly more attractive.

### You.

Style is you. your choices, your preference.  
Style is when your outfit says what you want to say without you saying anything.

What message do you want to communicate?  
confident? Boss? nonchalant?

Knowing what you want to stand for helps you navigate your personal style.

Article by [@style.chi](#)





# ONE PIECE OF ADVICE

...from the various  
Professionals in  
different Industries

## BEAUTY AND MAKEUP INDUSTRY

“Do not come into this business solely just for the money, that comes much later, make sure its the passion that is driving you, keep improving your self and skill, self development is the best you can do for your brand, don't quit when it gets tough because it will, keep persevering, and put God at the Centre of your business, Serve God so God will service your business.” *Joan Bana (Jojo's touch)*

## BEAUTY AND MAKEUP INDUSTRY

The one piece of advice I would give to inspire a young person starting out in the beauty/make up industry is "Humble yourself and learn from those who have been in the industry before you, even if they're younger than you. That way, you don't make the same mistakes they did. Which will get you to the top faster."

**Letura Suano**  
(CEO, Letura Signatures)

## BEAUTY AND MAKEUP INDUSTRY

What sort of brand are you building? Your brand is your identity. What positive or negative emotions would people think of when they see your brand? Note these answers and work towards it every single day as you start off.

**Kalanne Ebiye-Koripamo**  
(CEO, Kayge Cosmetics)

## BEAUTY AND MAKEUP INDUSTRY

“If I were to advise a younger person trying to come into the professional business, I'll say that everybody starting a career of their choices, first of all; you should know your WHY. Why you're doing this, why you're in this chosen career, why you're choosing this career path, why do you want to do this? No matter what you do, make sure you stay motivated, make sure you stay hungry for more and do whatever helps improve your craft.

Know your why, always show up. Be teachable, be coachable. No matter what you do, though I'm not the best Christian but I'm big on knowing that God's grace is sufficient for everyone so always pray for God's grace & wisdom to discern when to say No, to when to spot an opportunity, and when to know that you're being used.

Also, work hard, work smart, know when to work for free as well because everything doesn't have to be paid for especially when you're a starter. Be hungry, be thirsty, use Youtube, use google, use every tool provided right now to make business easy like social media (Instagram, etc).

**Good Luck!**

**Ronald** (RonaldThe7th, Abuja)

## FASHION DESIGNING

Excerpts from HisAndHers FashionWeekend (#HHFW19) Masterclass on "Collaboration in the Fashion Industry"

'Collaboration should never be one-sided. collaboration is important for growth as you can't do everything. Hence, leverage on people's strengths and ensure it is mutual.

**Boma Ogidigben**  
(CEO, House of BO)

“My advice would be to keep your eye on the price, don't give up and throw in all your passion and fervor in your pursuit!”

**Amiye Georgewill**  
(CEO, kolorkraft)

## FASHION DESIGNING

“A young fashionpreneur should value networking, collaboration and exposure. Don't be in a hurry to change location if you have not spread your network and influence across boards! The world is in your palm use it”.

**Peaceful Owoghiri**  
(CEO, REVAMP by PeacefulO)

## FASHION STYLING

Invest in yourself will be my advice, pay the experts and learn, you can never know enough.

**"Lilian Oparaji**  
( Style Master, SimplyLil -  
@simplylilspeaksstyle)

## FASHION STYLING

In Port Harcourt, In Lagos, In Nigeria, wherever you are, attach yourself with a stylist; learn the business of it, learn the passion of it, learn the style of it and grow with it.

**Maureen Emuchay**  
(Creative Director & Founder, Castle De Panache -  
@cdp\_styling)



## FASHION DESIGNING

My advise to upcoming fashion designers is as follows;

1. Originality is key!
2. Get professional training
3. Create a Niche for yourself, don't be a jack of all trade.

**Sir Chike Mordi**  
(Creative Director, Zhalima Crazioni - @zhalimaofficial)

## COMPERE/MASTER OF CEREMONIES

My advice to a young and upcoming Master of Ceremonies, I'll say Be true to yourself, follow your heart. That's what has helped me.

**Joyce Daniels**  
(Nigerian MC, Speaker & Trainer - @iamjoycedaniels)

## MODELING

*Excerpts from HisAndHers FashionWeekend (#HHFW19) Masterclass on "Modeling, Beauty Pageants – The Sham"*

*Do a background check on any modeling agency or beauty pageant organizer before getting involved with them. Ensure they are registered as a legal entity. A legitimate modeling agency would not assure you of a job, neither will they request you to pay money to be assured of a job.*

**Oby Ivy**  
(Model, Compere, On-Air- Personality)

## BROADCAST/MEDIA

"The rule number one is to be yourself, the best version of yourself. This doesn't mean that you wouldn't change anything, but that improvements would be made and it is still just being the best version of yourself.

Quite frankly, no one can beat you at being yourself, so be yourself."

**Loknan Domblin**  
(A.K.A Eldee)

## BROADCAST/MEDIA

"You should read, read and read again. Read about everything".

Segun Owolabi ( Silverbird Communications Port harcourt)

# ENTREPRENEURSHIP

(HELLO FASHIONPRENEUR!)

To the young Entrepreneur:

Entrepreneurship is a journey, not a quick pathway or shortcut.

So brace up to make memories of moments that will challenge you; stretch you; or appear as dead ends.

With the right skill sets and eye for quality (and details), creativity and diligence to keep

improving and attitude, you will have a rewarding venture.

Determine your own memories: look out for trade shows to participate in; apply for grants, avail yourself opportunities for development etc.

Do not be afraid to seek help when you need it and do not hold back when it falls on you to help or provide leadership (Or set the trend).

Lastly, you'll be running a business so you'll be responsible for your livelihood and for those working with you. Do you best always to make sure you're always innovating so as to stay ahead in the game. Plan or get professional help (accountants) for your finances.

All the best.

**Tosin Yusuff**  
(FOUNDER VANTAGE CONCOURSE)  
Business & Life Mentor.





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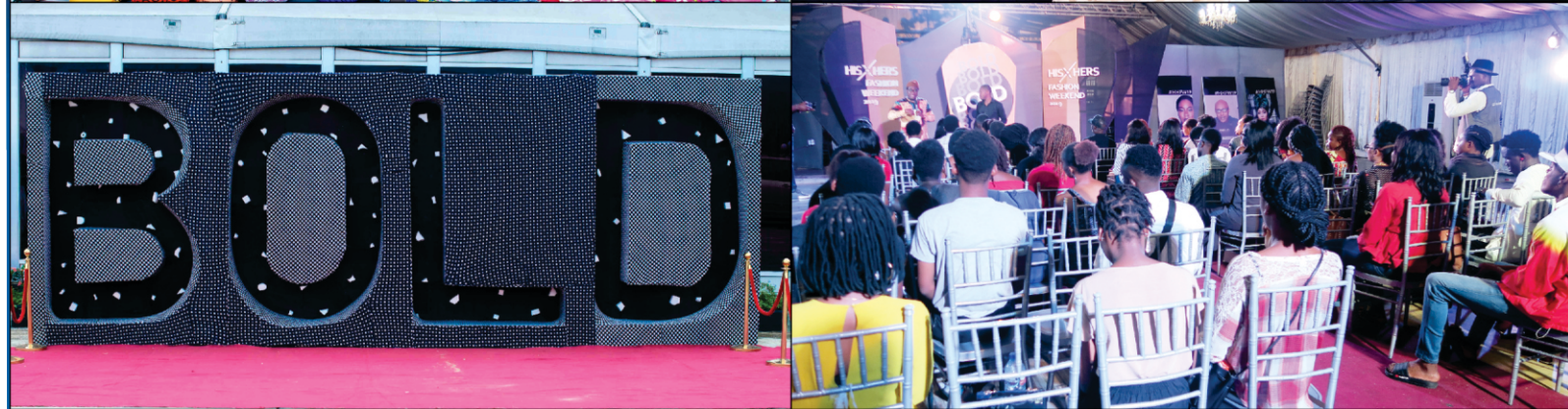
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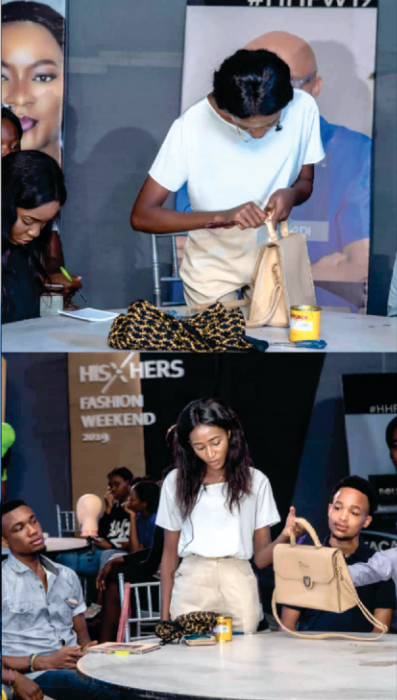


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A woman is lying down, receiving a massage. The background is a warm, golden-brown color. The text 'serene spa' is in the top right corner. A large orange circle contains the text 'Massage is not Just Luxury'. Below this, the address '23 King Perekule Str., New GRA Phase II, PHC', phone number '08169279749', and email 'serenespa12@yahoo.com' are listed. At the bottom, 'our services' is written in a stylized font, followed by a list of services: 'Body Massage & Stress management', 'Facial treatment', 'Pedicure & manicure', and 'Home services'.

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# GROOM YOU!

**G**rooming is an overall approach to how you prepare your body and your clothes to look the way you do; it addresses the little and seemingly irrelevant details that make up one's appearance. It is all so true that little things mean a lot.

Personal Grooming involves the details of personal hygiene: how and what you use to wash and treat your body; how you take care of your clothes, and how you put them all together for your overall personal appearance.

Impeccable grooming, which translates to being polished and presentable, requires you to do the following:

- Have regular baths
- Dry the body well, e.g. between the toes
- Use good soap, cream, deodorant, etc.
- Use cologne or perfume (more on perfumes and fragrances on page...)
- Brush teeth properly, regularly
- Use dental floss after meals; use mints to freshen breath
- Use mouth wash or sprays to prevent stale breath
- Launder (wash and iron) clothes crisply before wearing them
- Sew or mend any loose seams
- Wash hands frequently and Keep nails well-manicured
- For ladies, avoid chipped nails
- If applicable, use a suitable moisturizer to prevent scaly skin
- Use foot sprays to prevent foot odour
- Clean your nose and ears regularly
- Treat hair problems like dandruff
- Always wear clean and fresh undergarment

- Ensure all the buttons on your outfit are well done
- Make sure your accessories (jewelry, belt, bag, etc.) are in good condition and well-placed.

A great deal of personal grooming revolves around personal hygiene. It certainly requires that you pay a lot of attention to yourself and the little details that make up your appearance.

Take nothing for granted, especially your breath, and body smell. Do regular checks on yourself because as the day goes by, some aspects of your grooming may fall out of place. So being alert and knowing when your breath may be getting stale or when you need to re-apply your perfume, is very important.

This is emphasized because you don't want to make a colleague or client uncomfortable and therefore put off, when around you. No one should meet you and be disappointed; rather, they should be impressed, excited, and confident to introduce you to people in their network.

In summary, when you take time out to take care of yourself, people assume that you take yourself seriously (because you do), and you would be taken seriously also.

*...Excerpt from the Zinny Stlye guide*



# FOUNDATION TO FINISH

## What really makes up an outfit?

### -Undergarments

The undergarment forms the foundation of every outfit. The wrong undergarment can totally alter the look of your outfit. When you choose your undergarments, ensure they enhance the outfit rather than distort the shape, cut, or style of the outfit. The wrong undergarment can make your body part appear non-existent or enormous in size (depending on what you want).

For the ladies, know when to wear a full bra, a wonder bra, a girdle, a camisole, etc., to achieve a **seamless look**. For gents, please avoid wearing boxer shorts under formal trousers because most times, the lines are visible. Modern briefs are always best for practically anything you want to wear.

### Fabrics

Before choosing a fabric, look out for the following;

- Texture
- Weight
- Pattern
- Print

Always pay attention to your choice of fabric because it can add bulk to your frame.

**For full figures**, please take into consideration the following:

- Choose fabrics with vertical patterns
- Large flowery designs **will not** work for your figure
- Opt for lightweight fabrics over thick ones
- Large Polka dots will give you a more rounded appearance

Conversely, for a **slim frame** please take into consideration the following:

- Horizontal patterns will bring balance to your figure
- Opt for thicker fabrics to visually add volume to your figure.

For fabrics you want to make an outfit with, your choice of fabric should **complement the style** appropriately and **encourage your comfort**. Fabrics made from natural fibres like cotton, silk, linen, etc., are always recommended over synthetic fabrics like polyester, chiffon, organza, velvet, etc. Knowing your fabric can help with **laundering** them when the need arises. Finally, paying attention to labels on fabrics also help you know how to treat each fabric because when it comes to fabric, **it's not one-rule-fits-all**.



### Cuts

**Do you know that the cut makes the outfit?**

The wrong cut can completely damage the fabric. The cut of a fabric makes a huge difference in the outcome of the outfit.

The cut of an outfit should accentuate the body shape of the wearer. A slim body frame can pull off an outfit with arced curves, unlike on a full figure where it might look offensive.

A cut can be used to make a slim figure appear **shapelier**, and a full figure to appear slimmer. So before you choose an outfit, try it on to be sure the cut is right for you.

### Colours

Ever wondered about this: you see two people wearing the same colour, but one looks better in it? Why does that happen?

This happens because our human colour codes differ. Therefore the colours that flatter us differ as well.

A simple **Colour Analysis** consultation will determine the undertone of your skin, so you can know the colours that make you look great.

## SLIPPERS AND SANDALS

Open toed footwear usually worn for its high degree of comfort offered and the feet's ability to be aired and free. Comes in a variety of styles such as Crisscross slides, flip-flops, covered toe (mules) etc. Ideal for beach visits, travel especially airport passages but nowadays a staple for the male who prefers his comfort. Could be worn with shorts, trousers, causal trousers, jeans and also with our native attires which are popular with a lot of home grown Outfits such as the woko (the senator), buba jumper styled up and downs, etc. An assortment of colours is okay especially with our native African outfits. Generally worn for comfort and convenience off course on well pedicured feet for the complete winning look.



Maintenance of the shoes we have splashed out on is also a very important aspect of owning a decent pair having spent a fortune or not. If leather use a decent polish in matching colour to apply on your footwear for utmost return on the investment.

Could be a good way to waste time and relax. Apply a dry wipe with a dry rag to clean off any dust or dirt and then apply a thin layer of the polish wax then buff with a brush till you attain a shine or use an aboki for a little fee. If shoes are wet let them dry naturally and treat as directed above but never force dry them. If it's not a leather pair use a dry rag to mop up excess water and then let dry naturally. When dry clean with a dry rag to attain the perfect look.

## PLUS SIZE STYLING

Being plus size can be a plus if used right when it comes to fashion. Knowing exactly what to wear and not wear will make all the difference in making you look great and confident in your size, or look like you are trying too hard to compete with the "skin nines".

The African woman is typically a plus size, so in order to portray that inner beauty outwardly, knowing how to put together pieces is important. Listed below are some suggestions;

-Too tight doesn't make you look smaller, instead it makes you look like you're wearing a younger sibling's outfit. For more information on "fit", see (Foundation to finishing).

-For big arms, always wear tops and dresses with sleeves because it disguises the size of your arms.

-Mini-skirts don't work for very full legs, knee-length or longer work better.

-Opt for A-cuts over pencil cuts for your skirts, dresses or pants.

-Consideration should put into wearing pleats as they could add bulk.

-Light weight fabrics should be chosen over thick/heavy fabrics as they can add bulk too. Colours also play an important role. See more in (Foundation to finish).

There will always be outfits that look better on plus size than on any other size. So instead of believing you need to be a size 2 to look good, why not learn how to work your plus size so well that everybody else would want to add weight.

You can look fab' and confident no matter your size.

...Excerpt from the Zinny Style guide



# 5 Shoe Swatch: BASIC SHOES EVERY MAN SHOULD HAVE AND HOW TO STYLE/WEAR AND CARE FOR THEM.

(An article by *Piccolo Grande*) @piccologrande1



Shoes an essential tool used to judge a man. For the Nigerian male looking good is good for business and for charming the ladies (creating the right impression). In order to look good physically and physiologically we need to keep fit and an ideal pair to have for this purpose is;

## THE SNEAKER/ TRAINER SHOE.

This could double as a sport shoe for running or gym usage as well as a fashion casual shoe for dress down days. Ideal in neutral colours such as black, white or grey for versatility but the more adventurous could do wackier colours.



## LACE UP (DRESS UP) SHOES

The Oxford & Derby styles. These are dressier and must be worn with socks and matched with a colour to go with a suit or blazer with tailored trousers. These complement the total gentleman's look.

Available in most colours and detailing such as the brogue wingtips but best to stay safe in black or brown.



## THE LOAFERS / DRIVERS

The Loafers could easily be dressed up or down and could come with a leather sole or rubber sole. A bit formal in style than the Drivers. The Drivers are more suited for the man who doesn't have to dress too formally and wants a bit of comfort. Easy to slip on and off could be worn with socks if dressed in English clothes but must not be worn with socks if putting on a native outfit. This is a popular choice due to its versatility and comfort offered. Usually comes in black and brown but could be available in an array of colours depending on one's fashion preference in colours and dress sense. A popular choice for travelling especially slipping through airport security checks.



## BOOTS

Nice for the utilitarian look and give a boost of marchioness. Could be worn in different weather types both formally or causally. Ideal with rubber soles especially in the rainy season and leather soles in the dry season. They could be the Chelsea boot styles which are slip-ons, the zipper type or lace up type.





Planning your wardrobe is basically about **organizing your wardrobe**. You start by clearing any clutter, evaluating your lifestyle, before stocking your wardrobe with only the necessary pieces.

Most of us have clothes we've not worn in years. We are sentimental about some of these clothes and hope we will still wear them again someday; the others, we have outgrown, but still reminisce on going back to that size. What is more likely though, is that the

ever-changing trends may not give such opportunities.

The very first step in organizing your wardrobe is **clearing the clutter**. Make space for **ONLY** the clothing items you **need and use**.

Next is evaluating your lifestyle, and designing your new wardrobe to fit that lifestyle. Do you need more casuals than corporate? Do you need more dinner dresses than casuals?

These are the kinds of

questions you would need to answer before you can **effectively evaluate your lifestyle and shop accordingly**.

Finally, **neatly arrange** your clothes in your wardrobe in such a way that it is very easy to locate items. Not the case of having clothes littered everywhere that you don't know what you have or don't have, so you keep duplicating the same item(s) when you go shopping.

**Zinny Styles** can help you to professionally plan your wardrobe.

# Skin Care and Makeup

## **PAMPER YOU**

Caring for the skin is especially essential because it is the foundation of any makeup you may apply, and the condition of your skin speaks volumes about your hygiene and health (your grooming). So, you should treat yourself like the queen you are by paying more attention to your skin.

You should try **exfoliating** once a week. **Exfoliation** is the removal of the dead skin cells that cling to the skin's outermost surface or epidermis. Use Scrubs to

exfoliate but make sure you use a gentle scrub with tiny grains.

You should try the **CTM** Technique which is Cleansing, Toning and Moisturizing.

**CLEANSING**: a good cleansing routine is essential for removing makeup and dirt which can block your pores and lead to an outbreak of spots. This is a treatment that fights wrinkles and aging and makes the skin more receptive to moisturizers.

**TONING**: helps to remove any dirt, makeup, or cleanser that may remain after cleansing.

Toning will help keep your skin clear and firm and leave you with a layer of new healthy skin cells. Toning helps to remove traces of cleansers; it refines and tightens pores.

**MOISTURIZING**: helps to refresh the skin, and restores moisture loss caused by sun, cold etc.

## **MAKEUP FOR THE WORKAHOLIC**

Is it possible to do makeup in 5 to 7 minutes?

The answer is YES.

It's important you look good before facing the business of the day because that client may just give what you are saying an extra thought if you can just sacrifice 5 minutes to do this.

1. Use an oil mattifier on the **t-zone** (forehead, nose and chin). It helps control excess shine especially if you are going to have a long day at work.
2. Use a foundation and blend properly. However if you have a spot-free face, you can skip the foundation.
3. Finish with a translucent powder using a powder brush to aid in proper blending.
4. Define your brows with brown pencil or a brow definer. The brows give your face a lift.
5. Skip the eyeliner
6. Apply clear mascara because if you are in a hurry, you may mess up your makeup with black mascara.
7. Use a blush that is close to the skin colour
8. Skip the use of a lip liner. Just use a tinted lip balm.

You can work hard and still look good using these steps. Makeup is flat and valueless without a smile. **WEAR A SMILE.**

## **Steam Towel**

### **Treatment:**

Steaming helps to open up your pores, loosen blackheads, draw out pimples, remove dirt, and it leaves your skin clean. This gives your skin a chance to breathe. You can do this by filling a bowl above half with hot water, add some thyme or rosemary and position your face 12-18 inches away from the water and cover the bowl with your head over it with a towel. Ensure you cover properly so the steam doesn't escape. You can do this once a week. For me, it is a relaxing experience.





# MOM FASHION STYLISH



As a mom, we are constantly on the move as a nurse, chef, teacher, driver, planner, entertainer, handy woman, rule enforcer, referee, Mrs Fix-it, meal planner and a million other job titles we hold aside the title MOM.

Its only just normal that after being all these and even more, to our family we barely have time for our own personal well being. Sometimes even burning out totally leaving barely enough enthusiasm or time to dress or look stylish.

Depending on the dress ethics of her company , a working mom must take time to look , smell and act her best at all times especially if she is to interact with prospects, clients and buisness partners.

Another reason why a mom has to look stylish at all times is she never knows when she will be required to meet someone from outside her company. Her image to this outsider will be the image remembered for a very long time... Remember... First impression lasts longest.

How a mom dresses for work can be a powerful extension of her personal brand . Clothes, accessories, and even footwear a mom chooses to wear helps to reinforce or diminish her skills and qualities in the eyes of her employees , coworkers and clients... Remember... Dress the way you want to be addressed.

In view of the above, lets discuss on some top tips that can help a Mom "up" her style game.

**1, Invest in a good black jacket.**  
Of course, you can have many more in

different colours , as many as you can afford.

The Black jackets can be paired with all colours of skirts and trousers and can be paired with all colours of camisols (so get enough of these)

**2, Little black dress:**  
Always an essential wardrobe piece. This can always be paired with jackets, blazers , sweaters . they can either be pencil fitted or the shift gown sillohouette. The key note here is to accessorize differently. Play around with pearls, strings or single layers, brooches etc.

**3)Shirts,Shirts,Shirts:**  
Shirts are very versatile and can be worn either tucked in or not, This depends on the shape, style or design of the shirt. There are so many types of shirts and are all worn differently, Bishop collared , straight collars, vintage collared, kimono sleeved, exaggerated sleeves, long tops, etc. These are just but to metion a few.

**4)Ankara Attires:**  
Ankara attires are the "in"thing now. Depending on your office dress policy, ankara pieces to look stylish should not be a full attire, except wearing a dress. Seperates like a shirt, a top, a jacket, cullottes, fitted or pallazzo pants are all perfect examples of stylish seperates that should be paired accordingly to bring out the style in a working Mom.

**5)Bags:**  
Depending on your pocket, a functional/stylish bag doesnt necessarily have to be expensive , just sensible.

Keep in mind that your bag must be able to contain your phone, keys and a handkerchief.

Black , nude and navy blue are safe colours to start your hand bag collection.

Article by  
**@bdazzled\_designs**

**B**e honest with yourself; your strengths, weakness, opportunities and possible threats based on your location & industry. Ignoring this is ignoring the advantage that knowledge gives you. Find strategic partners who can compensate for the things you are lacking to leverage on whilst ensuring it's a win-win.

***Set Goals, Measure Progress, Compete with Yourself & No one else, but allow people's achievements inspire you to greatness, reinvent yourself with the times, flow with the tides but stay true to yourself, your originality would be your strongest differentiator from the competition.***

To the multi-talented, I know you can do ALL things, but please don't do ALL things, do the few you want to be remembered for because ultimately, that is your legacy and that is your brand.

Honour those that have gone ahead of you, they hold the keys to the ultimate passage way you must go through for that beautiful future you want. Hence, submit to mentorship as led by the spirit. Finally, there's nothing significant that can be done without the aid of spiritual forces; bank on God's spirit, grace, wisdom, direction, discernment and foresight to lead you to what the future holds for your industry so you can truly be a pacesetter. Enjoy the journey whilst at it.

Best of Luck

**Esther Nweje**  
(Convener, HisAndHersFashion Weekend/ CEO, ZinnyStyles)



“It's all about knowing your Why! When you know WHY you want to go into fashion or start a business as a fashionpreneur, then the HOW is easy.”

**Mercy Abu**  
#knowyourwhycoach

**T**here are great potentials in the fashion business and across the value chain. Most people are looking for home based alternatives that can also deliver creative designs with excellent service especially because of the rising cost of importation due to the foreign exchange and other economic factors. Fashionpreneuers must move beyond just showcasing their talents to learn how to build business brands with the right staff, systems and structures that will stand the test of time. #Dare to be Different!

**Victor Briggs**  
(CEO, VTB Business Consulting)

“To be an entrepreneur is to work thrice as much as your employed friend! A good dose of patience and perseverance and an unusual ability to delay gratification!”

**Soji Adeniyi**  
(Chief Responsibility Officer, WEALTHWAYS AFRICA )

“If you set your heart to it, you can accomplish anything! Now this includes that BIG dream of chasing your preferred landmark desire to rule the World of Fashion. A unique sense of originality will do, pouring out that special touch of 'you' that was designed to wow the globe. Now, that's smart! Welcome to the future!”

**SIR IKECHI AHAMEFULE NWOGU**  
(Author, Educator, Entrepreneur, Coach)



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