STORIES OF AFRICA'S MILLENNIAL ENTREPRENEURS

BUSINESS DAY

С

E

PARTNERSHIP, CONSISTENCY & BUSINESS GROWTH

&

K<sup>°</sup>E K





Creative Director: Tomi Wale (@tomiwale\_) Cover Photography: Kunmi Owopetu (@kunmi.owopetu) Production Assistant: Olabode Emmanuel (@olabodeeo) Cover Stylist: Diipo Ayo-Adeusi (@diipoayoadeusi) Make Up Artist: Edith Amawo (@belapro31) Location: Ilubirin Showroom, Ikoyi, Lagos.

Interns: Ogunbiyi Ayobami | Oluwabukunmi Akinshipe

Creative Strategy: GetUpInc (@getupinc\_)

Content: Businessday | GetUpInc IT: Korede Adedoye Marketing: Linda Ochugbua PR: Robert Taylor Media Ltd.

**Editor:** Lehlé Baldé (@lehlelalumiere) **Created by:** Tomi Wale









28



Culinary

 The data likely replaced and adjusted to the data for the state of the sector of the sector and the sector of the s

A.

Gold New Office Street (Street Street Street



100



74



Design/Illustration: www.getupinc.com Content: BusinessDay & GetupInc



Copyright, 2020



What a year 2019 was for millennial entrepreneurs, creatives and corporates. It seems fitting that the January 2020 edition of the CEO magazine is featuring Cecil and Keke Hammond, the pioneers of the largest and longest running music festival Africa has ever seen.

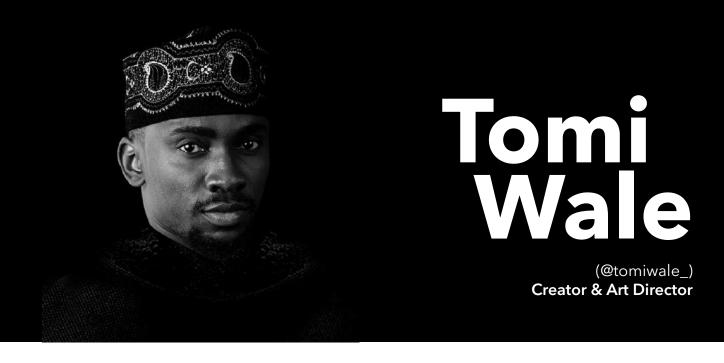
Detty December, as it was coined, was in full effect and the Flytime music festival was a pioneering force in the end of year activities. I attended the Boys 2 Men concert and it was the most amazing experience. It made me realise the universal power of music.

While December is all about festivities, concerts and time with loved ones, let us remember the business behind the music and entertainment. All the December activities are putting Nigeria on the map, in the world of entertainment while impacting the economy. Similar to the year of return in Ghana that generated 1.3 billion dollars for the Ghanaian economy, I am certain that Nigeria and other West African countries will be able to do this and more in coming years.

As we begin the new year, I would like to say a heartfelt thank you to everyone who continues to help us tell African stories through this magazine.

Remember that your story is unique and has the potential to influence an entire generation. There is value in your story: own your story and tell your story.

Warm wishes.



You can't use the pro-knowledge of horse riding to determine the sustainability of the invention of a car. One of the healthy ways to staying relevant and ensuring growth is to respect time; employ the creative energy of today and apply the ensuring values of the old.

A perfect combination of this with consistent results is seen in Cecil & Keke Hammond. They have found ways to balance the energies and orientation of both generations to build and creative an excellence-driven enterprise that Africa has enjoyed for close to two decades. I am happy we got to feature them on this edition to learn how possible greats can be achieved when generations focus on their strengths.

One of the peculiarities of this edition like a couple of past edition is its use of art pieces that reflect and articulates the inner feelings of African Millennials- from Ini's conversation to Tallulah's serial expression in media and business to Dare's talk on why he makes those master pieces to Temi's discipline in making art presented as shoes! This edition is a reflection of who we and could be as African Millennials backed by results against a seemingly unencouraging environment for growth.

We are doing it and we are indeed creating our future. It's who we are. Enjoy the edition! I believe it's a good one to start the decade.

Never settle.



The older generation has the wisdom and experience. The millennials are the risk takers whilst Gen Z is very creative. Putting all these qualities together, one can yield amazing results. *-Keke* 

Thinking about people's weaknesses doesn't help to move the ball forward. We need to sit down and understand what everyone's wants and needs are when it comes to entertainment and provide them with the best experience. -Cecil



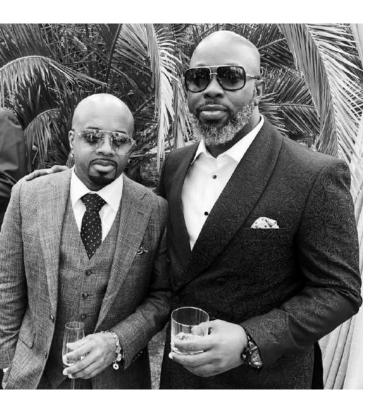




**Dare Adenuga** Time Series II (Acrylic on Canvas)

Andu Maikori, Andu Maikori, Tola Odunsi Jola Odunsi z Akins Akinkugbe z Akins Akinkugbe

at the Roc Nation Brunch. Jan 25th, 2020



Tola Odunsi z Jermaine Dupri

Andu Maikori. 3 Megan Thee Stallion





Andr Maikori. 3 La la Anthony

Tola Odunsi 3 TyTy Smith





Quavo Huncho. Tola Odunsi. Zakins Akinkugbe ZAkins Akinkugbe

Andu Maikori. 3 Dave Chappelle





Tola Odunsi. Andu Maikori 3 Dapper Dan Harlem 3 Dapper Dan

Andu Maikori z Neelam

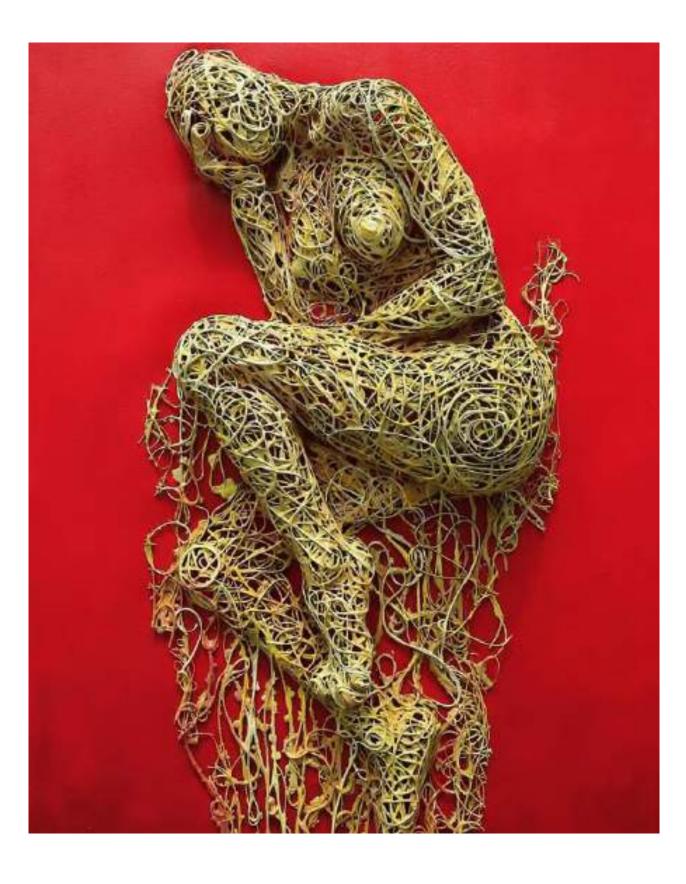




lt's definitely an awesome decade!

ne of the most important events ahead of the Grammy Awards each year is The Roc Nation Brunch hosted by Jay-Z along with his wife, Beyoncé.

Typical of the event is the gathering of the biggest stars, stake holders and entrepreneurs in the entertainment industry. Having iconic African entertainment entrepreneurs chop things up with select guests at this year's edition was a good sight for the African continent in reinforcing its presence on the global entertainment scene.



**Dare Adenuga** Her Love Story (Threads on Canvas)



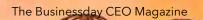
# You are an artist. What are some things about you we don't already know?

I'm a mummy! And I'm one proud, bad ass mama-jama! I'm mummy to Otunba, the most adorable being in the whole unviverse. I'm married to the most AMAZING man! Amazing is an understatement for the embodiment that is Femi Leye. I am a spiritual being. That's the only way I see life. I do not believe in coincidences. God orchestrates EVERYTHING. I am also a broadcaster when I have the time, and I write. More of this soon! I love cake, cookies and Milo.



#### What kind of artist are you?

I am a visual artist. I paint as I see. Physically and spiritually. Everything I see around me inspires my art, especially colour. Everything I see spiritually, I paint as well. I operate in the prophetic. Some people say I'm crazy. And I love it! Because that's truly the kind of artist I am.





# How has your art/work changed over time?

Man! Growth is something!

As I experienced life, I grew. My art grew with me. It became deeper. I love to paint abstract faces. I especially love the eyes. They are the window to the soul. And so if you look closely enough through a person's eyes, you can almost feel what they feel.

Over time, I stopped painting only from a place of pain. I paint now from an understanding of why things happen and as they happen. I hope that makes sense.



# So with art, what's the goal? / Why do you do what you do?

To make impact. I mean, what's the essence of art if not to make another feel? For every piece of art I make, and for everything I do through art, it has to change a life, a mindset, a heart. It just has to.

# What's the plan for the decade?

When I decided to take up my art professionally, I didn't get a lot of chances. It was either I wasn't well known, or I didn't have years of experience, or my favourite- I didn't have enough work in my portfolio. Well, just like everything I do, I created those chances for myself. While all these things were true, they did not help. How was I supposed to grow?

I didn't know anything about the world of art. I mean the real world. I had no clue about the business of art. Everything I know now, I learned on the go, which might be the story of most artists.

I want to change that. I know they say not everything should be



handed to you but, I want to help young artists. I want to help guide and show them the way. Connect them with opportunities in ways my grace has taught me. I am still finding my way and creating my own path but, when I get there, I don't want to look back to see that I am so far up, I have no idea which way down is. I will do it now. We will find this way up together.

I started an Orange Art Residency. Not just for artists, but for all creatives. It is based in Uyo and set up is still on going. The Residency kicks off in January 2020, with workshops of different topics with artists who have made something of themselves teaching and helping to guide.

I am also creating an Art Therapy Centre. A recreational environment that heals and aids medicine through art. This is as much as I can tell you about that for now. So, the next decade is going to be pretty busy!



For every piece of art I make, and for everything I do through art, it has to change a life, a mindset, a heart. It just has to.

The



**Dare Adenuga** Time Series II (Acrylic on Canvas)

### THE **AFRICAN MILLENNIAL** RADIO SHOW



#### WED & FRI | 2PM on



Brought to you by:











Il cosmopolitan cities around the world are known for their food and the Lagos culinary scene proves to be no different. With restaurants opening up by the dozen which means choice of food and culinary experiences are no longer limited, and Lagosians will most definitely never run out of options. As BusinessDay Culinary Delights' continues to showcase fine dining options around town, in no particular order here is a compilation of my top 5 restaurants in Lagos so far.



Circa Non-Pareil, as the name suggests, there is no restaurant quite like it. Derived from the french word 'pareil', Circa Non-Pareil has become the go-to place for people of all ages who enjoy fine dining yet still want to have a good time. If your budget and palette allow, I highly suggest you order any of their steak cuts. Chef Hadibazan, who is the head chef and his



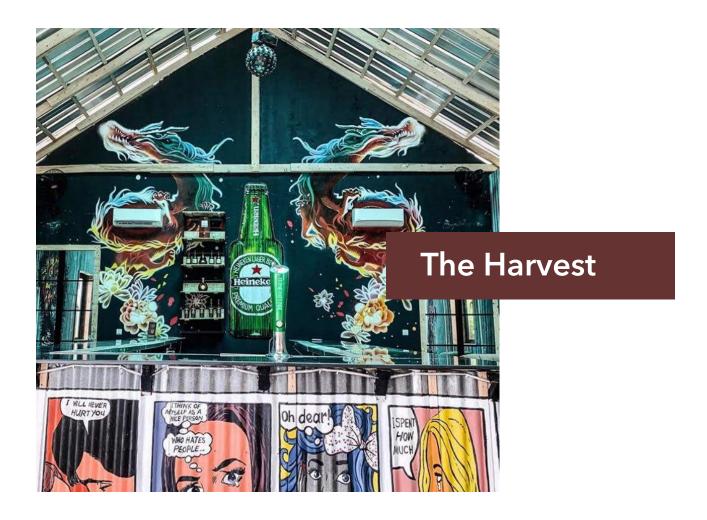
team, always cook up the most delicious food. It's fresh, it's beautiful to look at and carefully made. Circa Non-Pareil is a luxury space, you will notice that upon entry: from the valet, to the uniform of the staff and the array of luxury automobiles parked inside. They will soon be opening up a Polo Luxury store, so you can eat delicious food and shop for your favorite luxury items too. If 24k gold plated steak is your taste, make sure to order it but be ready to spend N90,000 on it. Circa is also great for business meetings, events and corporate gatherings.



Vanilla Moon has recently become one of the trendiest restaurants in Lagos. They opened their doors in July of 2019 and have had an influx of customers and great reviews. I can say I have been there about 5 times. Vanilla Moon is located in a leafy by-lane of Victoria Island, Lagos- number 2, Saka Jojo Street. The menu is curated with an array of European dishes ranging from a tapas menu that can take you to any outdoor Spanish market, fresh house-made pasta, steak, sharing boards with Charcuterie, Sliders & Fondue. There is also the ruffle Mac



& Cheese, Vanilla Moon Lobster Thermidor, and Twinkle Twinkle Tiramisu. Must try: Migas which is a surprisingly unlikely combination of eggs, chirosso, grapes, and bread. It's absolutely delicious. The service is always stellar and the drinks are very tasty. The restaurant is perfect for brunch lunch, dinner, drinks with friends. Your average meal for 2 here will cost you about N 30,000.



The Harvest is easily one of my favorite go-to places. It feels like home and I enjoy the ambience there. My favorite meal here is the chicken parmigiana which is pasta with breaded chicken with cheese and Pomodoro sauce. Located on Admiralty Way in Lekki, The Harvest is a becoming a multipurpose space, as they just opened another section called the Heineken Tiki Bar which is an artistic section which is also a lounge, bar, and club. This



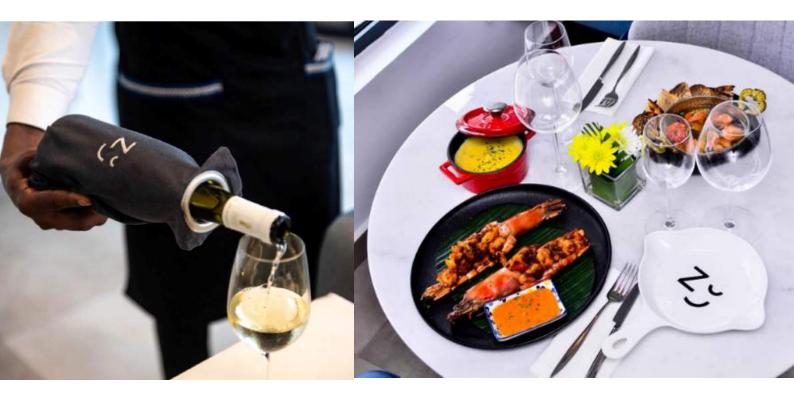
is a much-needed addition and an even bigger attraction for those looking to have a good time. The Harvest also is giving back to its customers in a big way. As a way of showing appreciation to their customers, the Harvest is giving away 1 million Naira worth of food or cash till the end of October. All you have to do is go in have a meal and fill in a customer form to be considered for the monthly draw!



La Taverna is a Mediterranean and South American restaurant located in Victoria Island. The food is reminiscent of homemade cooking yet plated to perfection. The menu is a creation of Chef Duhalde's love for food and making people happy. A lot of the recipes at La Taverna are from his country of origin, Chile. The restaurant has both indoor and outdoor seating area and is popular amongst both local and expatriate communities and often organizes weekly themed nights. The restaurant's popular pizza meal deal is on every Wednesday and Sunday. On Thursdays, it's ladies night at La Taverna. The ambience is calm yet exciting. The service is good, the servers are efficient and friendly and the food came out in no time.



The whole ambience of this restaurant is elegant, from the smell of the gently-lit scented candles, the warmth of the lights and gentle background music. Z Kitchen feels modern, welcoming and warm. The attention to details in Z Kitchen is impressive, more than the food, it's the Z experience. Simple, minimalist design yet very chic. It is the only restaurant in Lagos with a visible meat aging



chamber. Z Kitchen is a place where you can go for a special celebratory dinner party, it's also perfect for a romantic date, dinner, and drinks with friends and so much more. My favorite meals on the menu are the garlic prawns and steak frites.



Please check out BusinessDay Culinary Delights every Friday in your BusinessDay newspaper for more food and culinary content.

Follow us on Instagram @bdculinarydelights



**Dare Adenuga** The Present and the Future (Threads on Canvas)



FLYTIME

In 2004, a new kind of company was started- one that would redefine the role of entertainment and public relations. Fifteen years later, Flytime Promotions continues to push the boundaries of what entertainment, branding and PR can do. Grounded by its core values and strengthened by its independence, Flytime helps clients communicate, engage and build relationships with their stakeholders.

Flytime Promotions has developed and evolved to provide its clients with the most modern solutions for their events' needs.





# What has made the Flytime shows still relevant today?

I like to think of the Flytime brand as a coconut. Everyone loves coconuts but rarely do people think about how long it takes a coconut to grow or how water gets into a coconut. All most people know is that they enjoy eating coconuts and drinking coconut water.

The same analogy is applicable to the Flytime brand. The 15 years of success is powered by supernatural grace, hard work, resilience, loyalty, and favor. We work VERY HARD and we have a team of SOLDIERS who are extremely committed and dedicated to the brand. Our team isn't complacent; because we had a great show one year doesn't mean we relax, rather it pushes us to do more. Our focus is to constantly outdo our last event and create leading innovative solutions that will deliver a remarkable concert experience. This is why we (Flytime) are our biggest competition. It is also why we are still here after 15 years and proudly the longest running concert in West Africa.

Our focus is to constantly outdo our last event and create leading innovative solutions that will deliver a remarkable concert experience. This is why we (Flytime) are our biggest competition.

# What do you look out for before going into a partnership?

Well, I think it's important to understand that the Flytime brand is an asset. When you approach brands with that mindset, then they will reciprocate with an offer that is on par with the value that is brought to the table. Using the coconut analogy again, when you see a coconut palm tree, you see the tree and then the coconut at the top. The only way to obtain the fruit is by climbing the tree and finding where to place one's feet to get to the top.

This is the same approach for partnerships. The coconut (Flytime) is the asset and so it is about helping the partners climb towards their and our success. We look for partners that understand that there is merit in hard work, who are interested in building and aligning with an excellent brand, put safety first, take risks and most importantly are innovative and open-minded to new ideas. We believe that having these considerations in mind is the best approach to forming a mutually beneficial partnership.



## Many people don't know that you have been part of Flytime since the very beginning, however you play a very pivotal role. Why is that?

I think it is because I haven't needed to be in the limelight to be successful in my role, which started out thirteen years ago. When we were a very small team, we didn't have "titles" per se, it was about getting the work done and delivering a great experience. About eight years ago, my role became more official as Chief Operating Officer and then now as Chief Executive Officer of the Flytime Music Festival. I am also a private person but I'm guessing this interview means it's no longer a mystery what I do at Flytime! [laughs]



## Flytime has been able to secure a long list of reputable sponsors and partners, what advice would you give to those who are just starting out in the business or that are looking for funding?

My advice is that you have to be firm and know the worth of your business. This also means having a good understanding of your business, the ins and outs of the industry as well as any comparables (if applicable). You must be a student of your craft. When you're confident in the value you bring, then you'll find collaborators to match your dreams, goals and expectations.



You must be a student of your craft. When you're confident in the value you bring, then you'll find collaborators to match your dreams, goals and expectations.

# lamond Founder, Flytime Promotions

## What was the opportunity you saw when you started Flytime?

I started Flytime in 2004 after working at Silverbird for many years. While I was there, I noticed that, aside from radio, many Nigerian artists didn't have a platform to use to further showcase their music to their fans. For upcoming artists, it was even worse.

Getting discovered and being signed by a label was even harder. When you then add comedians, dancers and other entertainers into the mix, I realised how far and few opportunities existed. I saw this gap in the music and concert industry and thought I could improve and expand on it. This is how Rhythm Unplugged started in 2004.



# You started Rhythm Unplugged when you were in your late 20s, early 30s, why did you think there was a need for the platform?

There was a huge need for the platform because it was important and still is important for new artists to be discovered and for everyone to see their amazing talent. Everyone has to start from somewhere. We have so many great talents across this country but the challenge then was they didn't have big platforms to help their careers. That was the one thing I wanted to change.

Looking back, 15 years on, I am proud that Flytime has become the platform that many of Nigeria's successful artists today used to launch their careers, attendees were exposed to new upcoming artists, comedians, new collaborations and even music from their favourite stars. Most importantly, the Flytime stage has helped prepare many of Nigeria's artists for even more worldwide success.





There was a huge need for the platform because it was important and still is important for new artists to be discovered and for everyone to see their amazing talent.



#### What were some of the initial challenges?

The initial challenge was getting corporate organizations to believe in the project. They all wanted us to do our first two shows and then see what they could do from there. So they basically didn't get the vision back in 2004. However, we believed in what we wanted to do and went for it. We took the risk and didn't let anyone or any organization's disbelief sway us from the vision of what we believed we had to do.

So, funding for the first few shows was extremely challenging. However, there were a few people that believed in us. Notably, the big artists who were reigning during those years were great! They believed so much in the platform that they didn't charge us their normal fees but gave us unbelievable rates. We won't be here today without the artists and comedians who supported us. Despite the funding challenges, we always somehow miraculously broke even.



The initial challenge was getting corporate organizations to believe in the project... However, we believed in what we wanted to do and went for it. We took the risk and didn't let anyone or any organization's disbelief sway us from the vision of what we believed we had to do.

## What would you describe as your worst day on the job- that day when you were just ready to quit- what kept you going?

Like in any business, you have some bad days. I've had some bad days in Lagos, Port Harcourt, Benin, Abuja and Jos (when we used to tour). But I never said I wanted to quit. Things happen and it's how you manage it that matters. I'm not a quitter so quitting has never even been a thought in my head.



Things happen and it's how you manage it that matters. I'm not a quitter so quitting has never even been a thought in my head.

# What trends do you predict for the African entertainment industry in the coming years?

I predict we will only grow bigger, stronger and get more popular worldwide. The same way reggae started from Jamaica, the world will know AfroBeats and Nigeria. Give it a year or 2. It's moving very fast.



### The show has brought a lot of reputable artists, how do you pick who will feature on the coveted Flytime stage each year?

We collectively look at industry trends, delibarate over who should perform at the concerts, what day each show should be and dream big. Initially, I used to pick who would perform at each show based on networking and our relationships. Now, we have a team that handles that because with our experience in the game, the goal now is to pass on knowledge to the next generation of Flytime leaders.



# FLYTIME MUSIC FESTIVAL 2019



FLYTIME





The Businessday CEO Magazine















Hammond

As a married couple, does it make working together in the business easier?

**Cecil Hammond:** Yes it does. Because we understand each other and can read each other very well. Keke also worked in the media industry before we got married. So we both have a great grasp on how the industry works and how to make it better.

Keke Hammond: As partners in this business and life, we've had to learn how to work well together, overcome challenges and obstacles and celebrate our wins - always together. He also knows I have his back and vice versa. This approach has been at the core of our relationship over the years and has made us stronger in many ways.



# How do you cope with the stress that the business can sometimes place on your relationship?

**Keke Hammond:** Flytime is a business I am passionate about and believe in, so we always find ways to reset and jump back in. Live production is not for the faint of heart and that's where passion comes to play. Our perseverance has been a testament to staying committed to his vision. It also helps that Cecil and I understand each other extremely well and support each other in every endeavor we undertake.

**Cecil Hammond:** It doesn't cause us stress. If anything, we get to be around each other more than we thought. She knows what I like and don't like. I know what she likes and doesn't like. We both have our strong points so we don't micromanage each other's work. Everyone handles what they are supposed to handle because each person is very capable of handling it.



Our perseverance has been a testament to staying committed to his vision. It also helps that Cecil and I understand each other extremely well and support each other in every endeavor we undertake.

## Standing at the 15 year mark, what are the plans for the next 15 years?

**Keke Hammond:** We have BIG plans... suspense is my forte [grins]

**Cecil Hammond:** I believe that's for the world to wait and see. [also smiles]



Millennials think the older generation is laid back and the older generation thinks Millennials wants instant gratification for everything. Using yourselves as examples, how do you think the strengths of both sides can be utilized to achieve results?

**Keke Hammond:** [laughs at question] We are both millennials but understand that we need all generations to work together. The older generation has the wisdom and experience, the millennials are the risk takers whilst Gen Z is very creative. Putting all these qualities together one can yield amazing results.

**Cecil Hammond:** As far as I'm concerned, we need to all work together and understand each other because our customers are literally everyone (the older generation, Millennials and Generation Z). Thinking about people's weaknesses doesn't help to move the ball forward. We need to sit down and understand what everyone's wants and needs are when it comes to entertainment and provide them with the best experience.



## We both have our strong points so we don't micromanage each other's work. **Everyone handles** what they are supposed to handle because each person is very

capable of handling it.



## What principles do you think Africa Millennial entrepreneurs should adopt today to help them achieve growth and scale?

Keke Hammond: I think it is important to pay your dues, start small and grow without trying to cut corners. Listen, listen and listen. Build and sustain relationships -- relationship building is the bedrock of every successful business. Most importantly I believe it is important to be authentic and unapologetically dedicated to your vision. Take risks, be innovative, hire the right people and please don't give up. Surround yourself with honest, loyal, hard working people and educate yourself. Don't be afraid to ask for help!

**Cecil Hammond:** Go ahead and follow your dream. Don't wait for anyone's approval. Do what you have to do. Take S.M.A.R.T risks. Have the right friends in the right places and don't waste your time with people who don't have a vision. Make sure you have the right team working with you, who are ready to build the brand and make your vision and dream a reality. Work hard and play hard.





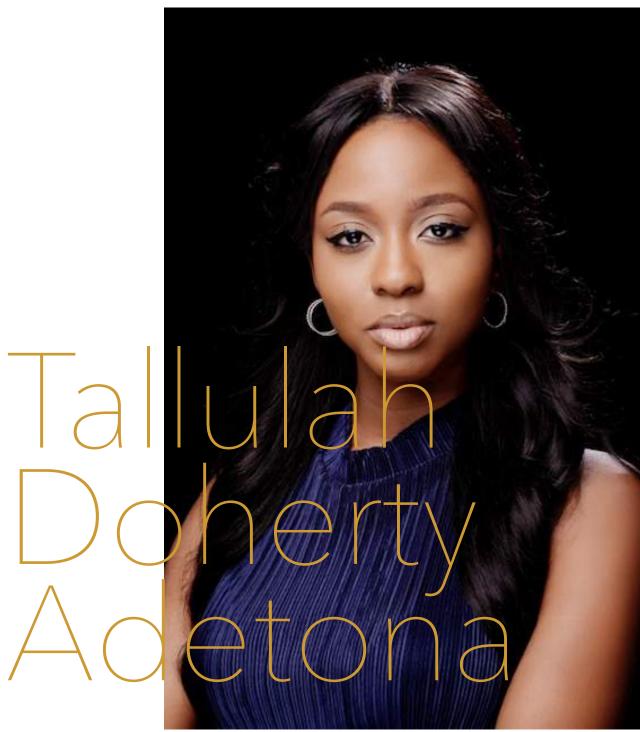




**Dare Adenuga** Run Run Run II (Threads on Canvas)

# take the millenni survey

on getupinc.com



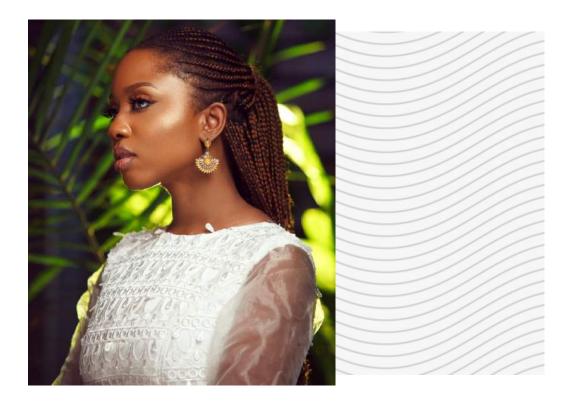
# @tallulahglossy

Co-Host "Moments", Co-Host "VVIP Events", CEO Wownailslagos, Confetti Beauty, Lulahluxe, Youtuber, Fashionista



# What got you into media?

I've always been interested in being in the media. When I was younger, I wanted to be a kids tv presenter. After I graduated from UCL in London with a degree in Literature and I did a Masters in Journalism, I was lucky to be headhunted by ITV news during the programme and my career started there. Then I moved to Lagos, I got my first entertainment journalism job at Spice TV and my career has grown from there.



# What ways are you taking to explore the entrepreneurship side of you?

I always say entrepreneurship is in my lineage. I have many entrepreneurs in my family so for me, owning businesses was something I was always interested in. I own my nail salon "Wow Nails" at the Palms Mall alongside my beauty line "Confetti Beauty" and my clothing line "Lulah Luxe". These businesses allow me to explore different sides of my creativity while also creating jobs and providing an income so I can truly say it's been a journey of growth and I'm still growing and learning every day. I'm blessed to be surrounded by amazing entrepreneurs who also motivate and inspire me to push for more.



# How have you been able to balance your work in media with your work as an entrepreneur?

The simple answer is God. And after that, making lists. I plan my days out meticulously so I know what's on the agenda for each and every day and I try not to carry things over. Also I believe in outsourcing as much as possible which leaves me free to focus on my core strengths.



# Tallulah Doherty Adetona

My businesses allow me to explore different sides of my creativity while also creating jobs and providing an income... it has been a journey of growth and I'm still growing and learning every day.

### Tell us about your show "Smartpreneur"

Smartpreneur is very dear to my heart because it's a show that tells the truth about the ups and downs entrepreneurs face. All our guests give a no holds barred insight into how they've grown their businesses, challenges they've faced and the bit I love the most is that they give practical tips! It's ok to say follow your dreams and goals but the question I like to ask is "how?", I want a step by step approach: what's the best accounting software for SME's, where can SMEs access funding? legal advice, we answer all these questions on the show. And we have a phenomenal team!



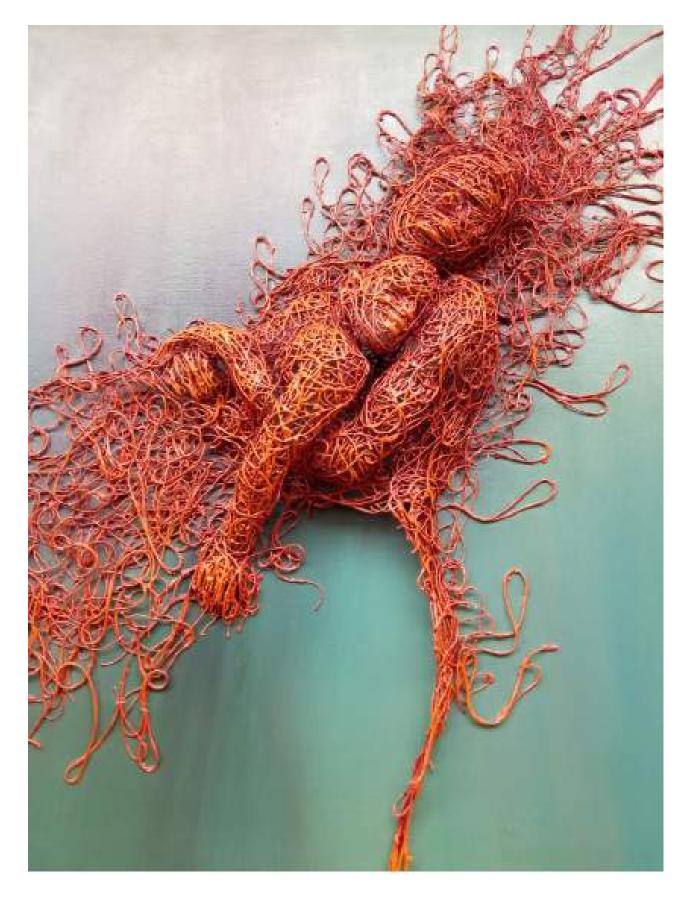


It's ok to say follow your dreams and goals but the question I like to ask is "how?", I want a step by step approach: what is the best accounting software for SMEs, where can SMEs access funding? legal advice...



What should we look out for with Tallulah Doherty in the coming decade?

I believe in organic growth so I would say general expansion in all areas by God's grace.



# **Temi** Olanrewaju

Temi Olanrewaju started her career as an Executive Trainee in Corporate Banking. With an ardent passion but no prior experience, she was convinced that she could achieve her dreams of creating Nigeria's First Female Footwear Luxury Brand. Her goal is simple "to create a lifestyle footwear brand with unique designs that match the international standard of luxury yet are extremely comfortable". With a clear vision but no finance, Temi spent the last months of 2016 studying footwear locally, creating a business plan and pitching her business idea from one potential investor to another (while still working her day job at the bank). Her request was rather herculean - not only was she asking for funds to start the business, she was asking for funds to attend one of Italy's finest footwear luxury academies.

Notwithstanding the several rejections, she persistently pitched her idea again for the ninth time and received a nod of approval that same year at age 24. She made her first step into the luxury footwear world by earning two professional degrees as a certified footwear designer and footwear pattern engineer at Arsutoria Srl, the Milan based luxury footwear academy.





Between 2018/'19, she achieved the complex task of convincing Azzedine Alaia's foremost footwear manufacturers in Italy to produce for her new brand, without a third party agent. The factory is currently home to luxury brands at the top of Haute Couture and Prêt-à-Porter such as: Gianvito Rossi, Gucci, Azzedine Alaia, Versace, Cesare Paccioti, Midnight Zero - Zero, Tommy Hilfiger and Giambattista Valli etc.

Reva Stryder is the first African brand to produce her shoes with the 45 year old Luxury Factory in Italy.

For her debut capsule collection, her goal is simple. She says "I want to make everyday lifestyle shoes as elegant and breathtaking as red carpet shoes but still extremely comfortable because you practically live your whole day in them".

After three years of strategic planning and an impeccable execution, Reva Stryder released selected designs from her first collection in September 2019 called "Forever Reva".

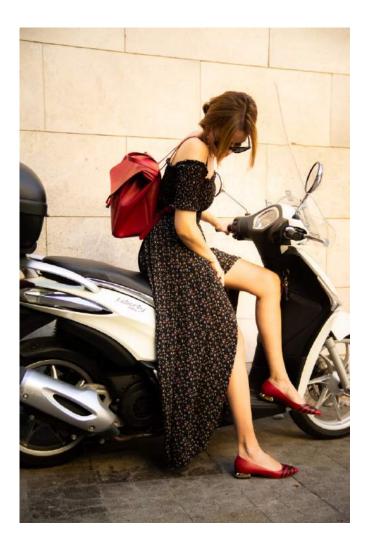
# What should we look out for from Reva Stryder in 2020?

Reva Stryder will be releasing another collection, expect retail partnerships and an official launching.



Between 2018/19', she achieved the complex task of convincing **Azzedine Alaia's foremost** footwear manufacturers in Italy to produce for her new brand, without a third party agent. The factory is currently home to luxury brands at the top of Haute Couture and Prêt-à-Porter such as: Gianvito Rossi, Gucci, Azzedine Alaia, Versace, **Cesare Paccioti, Midnight** Zero - Zero, Tommy **Hilfiger and Giambattista** Valli etc.





# What is ONE most important lesson you've learnt in business?

Passion is VITAL. With Passion comes persistence, courage to take risks, willingness to sacrifice and the strength to keep going even when no one is cheering you on.

# Tell us about the biggest challenges you have faced running the type of fashion brand you run. How have you handled them?

At the beginning, selling the vision (just an idea of what could be) to potential stakeholders was really tough. Despite the rejections and discouragements, I was persistent and believed in the vision even though it was all in my head then.

Sacrificing the momentary stability of a 9-5 for uncertainties. I knew the next few years were going to be really bumpy, so I had to cut back on all avoidable expenses and put all I had to make this a reality.





I knew the next few years were going to be really bumpy, so I had to cut back on all avoidable expenses and put all I had to make this a reality.

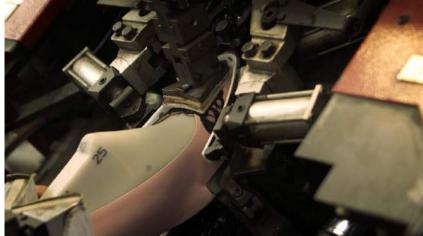


### What measures do you have on quality control?

For premium luxury shoes, we begin quality checks right after the 2D graphic design is made into a real 3D model called Prototype. A fitting test is then carried out to identify defects.

A second 3D model called Sample is created (second attempt) as a means of correcting construction errors noted in the prototype. The process is repeated continuously until all fitting errors are corrected, then production follows.

A final inspection is carried out by a quality control team to check for defects on each pair after production is complete. Shoes with defects are removed and re-produced.



# What inspires your designs?

Foreva Reva, the brand's debut capsule collection, is inspired by two major factors:

- A lifelong appreciation of Geometry, Repeat patterns and Colour play.
- The lifestyle of the Reva Stryder Woman I call her the global woman and a traveller because she wakes up with an agenda and is always on the move. Her active routine inspired me to create lifestyle shoes that are comfortable yet elegantly made to transition easily from the boardroom to evening hangouts.



### What differentiates your shoes from others?

Pleasure without the Pain. Some luxury brands believe that women have to sacrifice comfort for style and primarily focus on aesthetics during construction phase.

Aside from the fact that Reva Stryder shoes are luxuriously made in Italy, uniquely designed, crafted using the best of construction techniques and made with premium materials, RVS shoes are highly functional.

Our shoes provide the pleasure of comfort and beauty, without the pain of fashion.





Describe your brand in one sentence.

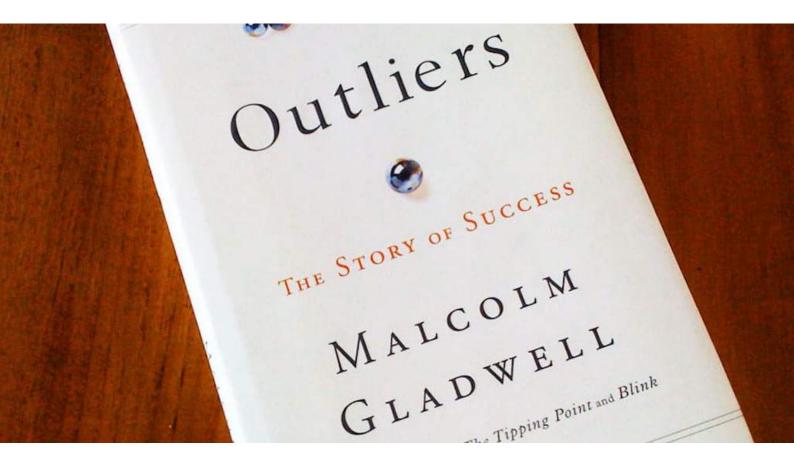
Female Footwear Luxury Brand - Designed in Lagos, Handcrafted in Italy.





# **Recommend a book**

Outliers - Malcolm Gladwell.



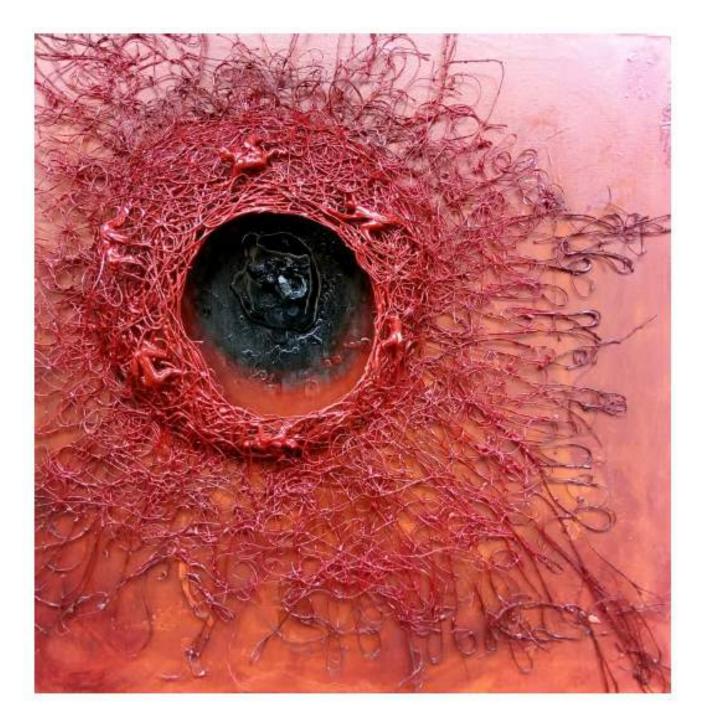
Notwithstanding the several rejections, Temi persistently pitched her idea again for the ninth time and received a nod of approval that same year at age 24!

REVA STRYDER





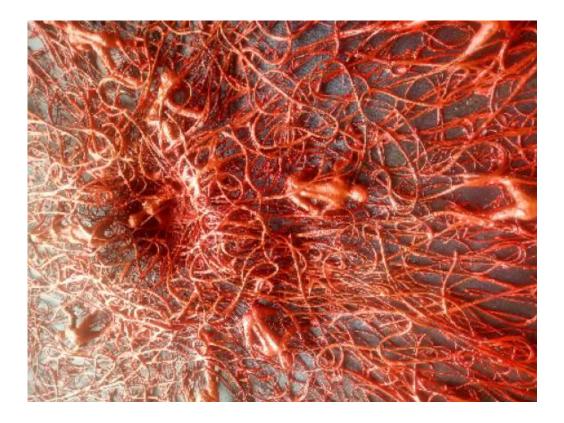
# Founder, Reva Stryder



**Dare Adenuga** Rat Race (Threads on Canvas)



I am a mixed media Artist, a graduate of Yaba College of Technology with a major in Painting in 2011. I am presently based and working in Lagos. I work with varieties of materials, most especially flexible things like fabrics, wool, threads and ropes that can be stiffened or frozen into shapes and forms.



My arts are tales or documentaries of my past and present experiences. They are a combination of joy, disappointments and some trauma I get in life, relationships, families, society, politics and so on.

Ropes, cords, strings and threads became part of my palettes for creation. They serve purposes that go beyond binding, tying and stitching, they have both aesthetic and thematic significance.

In my mixed media works, entangled ropes, twines, shrubs are accoutrements and metaphor for lockup, confinement, slowing down, bondages, liberation, essence and serendipity. The entanglements are also a reminder that we have the responsibility to liberate ourselves from any controlling influence, especially anything which exerts undue or evil influences.



IVING

# **Movie Review**

-Linda Ochugbua

At first I was really worried and extremely skeptical at what they were going to put in the new "Living in Bondage" sequel, I kept thinking and doubting that they would be able to put out a good show, but I was very wrong this time. I am still thrilled and excited about this new movie, the movie was amazing and outstanding and I mean every word of it. They obviously surpassed my imagination and expectation, exceeding the usual Nollywood benchmark. When I talk about a movie, this is definitely going to be one of them, they sure will make it to my top 10 Nigerian movies of 2019, they really did a good job with this movie, it's clear that our producers aren't joking any

more, they are putting in more work and paying better attention to details. Come to mention, this is Ramsey Noah's first produced movie, and he totally killed it. We are sure to expect much more from him in the future. Sincerely this is a movie I can put at par with my famous benchmark movie of 2018 "King of Boys", and I have being thinking, I still think "King of Boys" is my favorite in terms of story, connectivity,





originality, suspense, and intrigue, but "Living in Bondage" was certainly exciting.

So to the elements that made this movie extremely exciting for me- firstly the storyline and the link back to the first "Living in Bondage" which was released about 26 years ago was just so epic. I really couldn't figure out how they were going to link and connect this new story, wondering if they were going to shoot something

different but with a few familiar faces. To my greatest surprise, they were able to resurrect a convincing story and we were thrilled. The production of this movie was so crisp and clear, no poor scenes at all, that you would almost think or assume that it was a foreign movie. I feel that the producer of this movie deserves some accolades and might bag some awards, because it was a job well done. The cinematography and sound track also killed it,

making it one you could connect with. The chosen cast for each role absolutely killed it, I really couldn't find a fault with any of the cast, even the not so popular ones played their roles perfectly like they were born for their respective roles. Ramsey the Don himself, was just so on point: the costumes and makeup were very good, the timing was just right, not so long and the scenes didn't really drag, it was just a bit over 2 hours, and when it was over, we all didn't want to leave.

The movie started quite slowly and then quickly moved on to the main scenes which were around the lead actor, Nnamdi Okeke. I must advise that you listen attentively and read the English translation pretty fast as they had some of the scenes in Igbo language which I found quite cool. For those of you who have also forgotten the first edition, it would be nice for you to quickly see it one more time to understand this better. So Andy Okeke who used his lovely wife in the first part had become a pastor here and he had no clue that he





had a grown up son called Nnamdi till one blogger who had being carrying out a research on the blood money group found him and informed him after he had seen his long time lost son with the popular notorious bad gang, Richard Williams and Chief Omego. Nnamdi was desperate for wealth and affluence and he was willing to go to any length to make it big in Lagos, even if it would cost him a life. Nnamdi wanted power and wealth, but wasn't sure what it entailed to have it. The entire movie showed us how Nnamdi went from grass to grace in a span of 3 months and he was everywhere. The whole problem started for him, when it was time to pay back. One thing I learnt from this movie is that the Devil never gives you a free gift, when you accept affluence, wealth and power, will you be willing to sacrifice what comes with it? Nnamdi learnt the hard way just like his father and understood that hard work and time is key to success not quick money scams.



**Cast:** Ramsey Noah, Bob Manuel Dogwu, Chuks Chike, Eyinna Nwigwe, Kanayo O Kanayo, kenneth Okonkwo, Munachi Abi, Nancy Isime, Swanky Jka

Genre: Drama, Action and History

Director: Ramsey Noah

Ratings: R15

Runtime: 2hrs 20 minutes

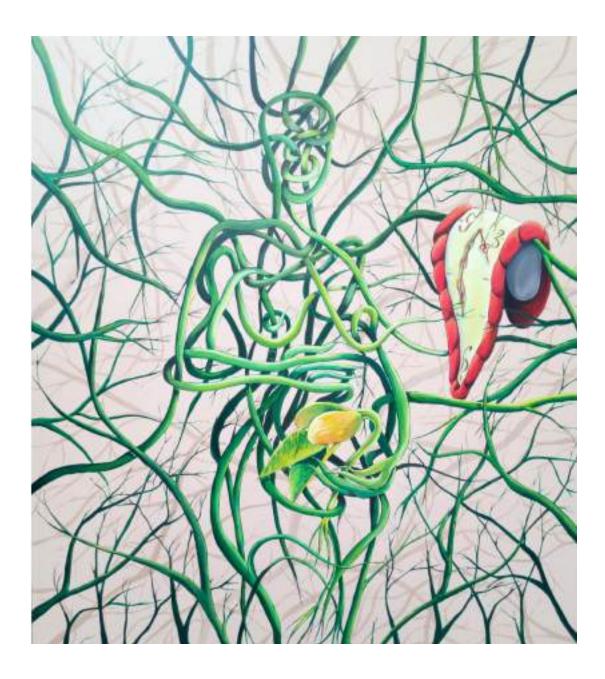
Studio: Filmone

Release Date: November 8th 2019

# VERDICT

In my verdict I would rate this movie 9/10, sincerely I did like the cast and I felt they did put up a good show. I can go on and on about this movie, because they really put in a lot of efforts and you can see it. I kind of like the end even though I felt it was cliché, but anyway I guess they needed to end the movie on a good note and prove some points. Well to all the drama and history movie lovers, I would recommend that you check this movie out, I totally enjoyed it and I am sure you will.

Feel free to review any movie of your choice in not more than 200 words, please send a mail to linda@businessdayonline.com. Also, please do answer the question of the week on social media and stand a chance to win a free movie ticket. @lindaochugbua



**Dare Adenuga** Time Series II (Acrylic on Canvas)



**Dare Adenuga** Obstacles (Fabric and Acrylic on Canvas)

FOR ADVERT PLACEMENTS & OTHER ENQUIRIES



Linda@businessdayonline.com lynda4real@yahoo.com 08026011296