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Dana Airlines In-Flight Magazine



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TAYO SHONEKAN
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Empowering Young People

Nayosoul
Nigeria's Lady of Soul

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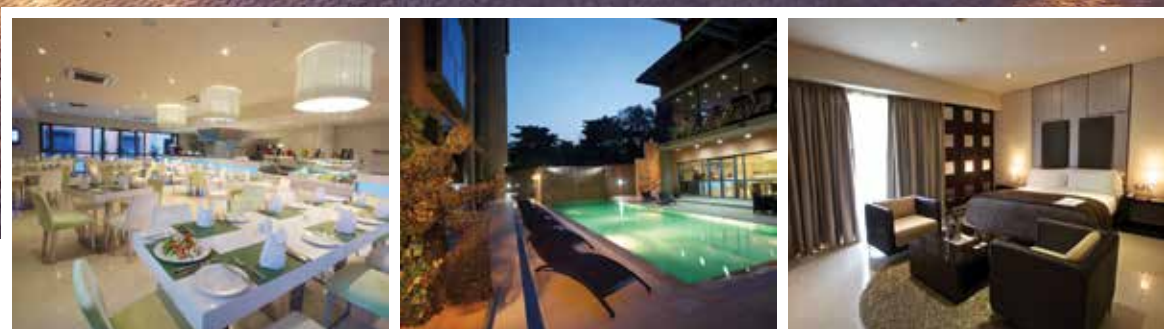


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MESSAGE FROM THE CEO, DANA AIR



Welcome Aboard!

Running one of the fastest growing airlines in Africa can be the most arduous and challenging of tasks. However, the smiles on the faces of millions of satisfied people, more than makes up for every frustrating moment.

As part of efforts to keep those customers satisfied and happy, we are re-launching our inflight magazine. After a brief hiatus of a few months during which we underwent a complete re-invention, Cloud 9 is back! Now produced by Revilo, a leading Lagos-based publication, the magazine is set to meet each traveler's informative and entertainment needs.

In serving our teeming flyers better, Dana Air is also back with innovations for our guests based in Nigeria and beyond. Booking can now be paid for in US dollars or naira. In addition, online payments can be done via Visa, Interswitch, as well as eTranzact platforms, with airfares starting from as low as N12, 600.00. Also on offer are new promotions with great discounts and a loyalty scheme to reward faithful customers. Furthermore, we have improved our service quality and built on operational performance. In keeping service standards, we are embarking on a customer service charter to make a difference to our service grades. Another area of focus is the careful handling of luggage. We are also holding management to performance standards in the areas of employee development and wellbeing to ensure that we maintain our excellent operations. There's been better than expected progress on key areas, notably the expansion of our routes. Our Owerri route is now operational as we look to expand our flight service to other parts of the country. Please do keep checking our website (www.flydanaair.com) for further details.

We are also using this medium to appreciate you for your support in choosing to fly with us and to assure you of our effective service, always. Here's wishing you a peaceful and enjoyable flight from everyone at Dana Air!

Yours sincerely,
Jacky Hathiramani



Away and Above.....





From the Publishing Editor

After a short break, *Cloud 9*, our quarterly, full colour-in-flight magazine comes back with a bang, and it's well worth the wait!

We are sure to get your head up in the clouds with more profiles and interviews with those that shape the Nigerian cultural industry. Also in each issue, there are guides on every cultural fun spot worth visiting in Nigeria. Written for the curious traveler, *Cloud 9* comes even better packaged, with its new cutting-edge design and stunning covers in line with contemporary dictates. It's simply a collector's delight.

On more than 10 daily flights servicing regional destinations and major hubs in Nigeria, you'll have more than you bargained for on our entertaining pages while traveling for business, family, pleasure or adventure. So come with us as we take a peek inside the exciting, picturesque destinations on our route map!

Dana Air is indeed a world-class airline that promotes the best of creativity and human endeavor. And through *Cloud 9*, we celebrate many areas of innovation and progress as we take you around the country in our various segments; Fashion and Trends, Hair and Beauty, Travel, Health, Fine Dining, Business, as well as Art and Culture.

On this issue's cover, we feature Nayosoul, an accomplished singer and songwriter rooted in soul music. The Nigerian-born beauty developed her interest in music while listening to her grandmother and sister sing in the church choir. With a nomination at the 2014 Nigerian Music Video Awards for the Best Soft Rock Alternative Nigerian Video and a growing legion of fans, Nayosoul is well on her way to international stardom.

Also featured in *Cloud 9* are Kinabuti and Tayo Shonekan of Aimas. Both celebrities take us on a trip to discover more about fashion in Nigeria. Kinabuti shares their story on giving

back to society through various empowerment initiatives, while Tayo implores the federal government to give more support to the industry.

In our women and business segment, a leading Lagos-based event planner, Funke Bucknor-Obrute tells us about her primary motivation for going into event planning and how she has achieved success by making each event distinct, unique and tasteful.

We also embrace the full meaning 'Health is wealth' while chatting with Eden Garden's Maje Ayida as he stresses on eating right and maintaining a healthy lifestyle to perform at optimum level.

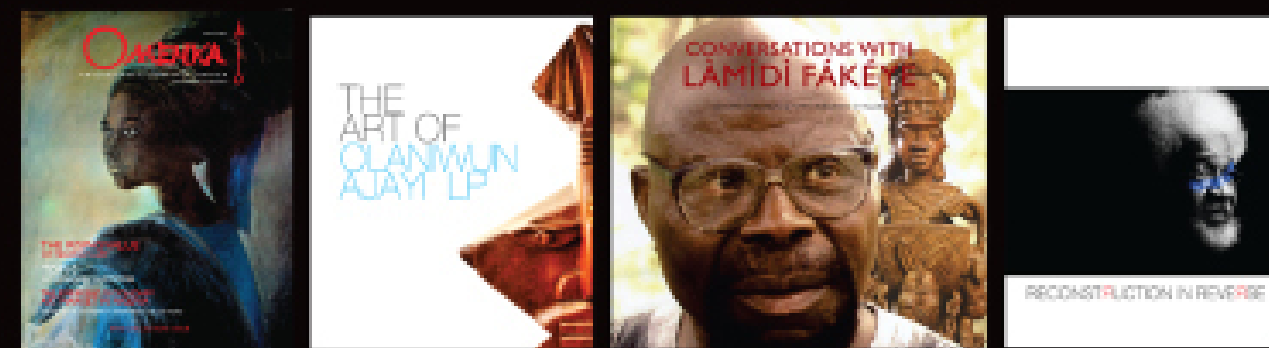
Indeed they say 'Looking good is good business!' Tamara Egbedi advises on how to look good with 7 things to know when investing in good hair. We also come face to face with make up queen Banke Meshida, and learn about her passion for make up and for making women look beautiful.

Art and culture is also not left out in this comeback issue. You are bound to be entertained as we engage funny man Basket Mouth, who has built a reputation as a top comedian by dishing out ribs cracking jokes that have left many in fits of laughter.

Finally, we take you down south on a tour of Calabar, where you'll get to know all about the famous carnival, as well as all the fun places to visit.

Enjoy the flight!

Oliver Enwonwu



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Luciano Uzuegbu holds a Bachelor of Art degree in English Language from Abia State University. He is the Senior Programme Officer of The Ben Enwonwu Foundation, a member of the curatorial team of the Omenka Gallery, as well as Contributing Editor to *Omenka* magazine. Since coming on board the Foundation, he has been involved in several projects including general organization of the annual lectures and various symposia.



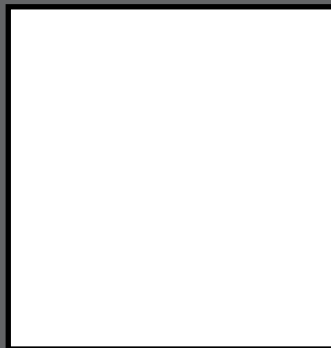
Tamara Egbedi is an experienced international Oil & Gas lawyer having worked in major oil companies and service oil companies around the world. She is a public speaker on the Oil & Gas Industry, mentor, empowerment coach and the CEO of Makeda Hair. She is passionate, blunt, loves to travel, a foodie, quirky, intense, witty with a sarcastic humour and a 2nd Dan Karate black belt holder.



Openifoluwa Tejuoso started cooking when she was 6. She attended Queens College, Yaba, Lagos and is an Intellectual Property lawyer. She trained at the prestigious culinary academy, Leiths School of Food and Wine, London, UK and thereafter worked as a chef at the L'Meridien Hotel, Victoria Island, Lagos. She is the Head Baker and Creative Director of Opindos Bakery. Openifolu is a big advocate for cooking with fresh local

ingredients to ensure each dish is full of flavour and nutritional value. She currently heads The Muse Academy, a vocational school with a strong emphasis on cooking. She also authored the cookery book *The MuseYum ... A Few of my Favourite Foods*.

Ariyo Adeyemi Oguntimehin graduated from Auchi Polytechnic Edo State, majoring in Painting (2000). He also holds a Post Graduate Diploma in Education (2006) and has completed further studies in Photography (Photojournalism) at the Nigeria Institute of Journalism (2010). Ariyo is a recipient of the Benue State Merit Award, Nigeria. He also won the maiden photography competition organized by the Omooba Yemisi Adedoyin Shyllon Art Foundation. Oguntimehin continues to document major festivals in Nigeria and abroad and presently works as a documentary photographer, artist, art instructor /facilitator and a freelance photojournalist.



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Nayosoul

Nigeria's Lady of Soul

By Tega Kumapayi

Revilo Music has recently signed Nayosoul, an accomplished singer and songwriter rooted in soul music. The Nigerian-born beauty developed her interest in music, listening to her grandmother and sister sing in the church choir. With a nomination at the 2014 Nigerian Music Video Awards for the Best Soft Rock Alternative Nigerian Video and a growing legion of fans, Nayosoul is already building a well-deserved reputation as Nigeria's 'Lady of Soul'.

W **With such a rich musical background, how was growing up for you?**
Growing up was fun. My parents were academicians and I grew up with three other sisters. The music came from my mother's side of the family, though my father has a good voice too. My grandmother, mother, and her sisters were in the church choir. My sisters and I later joined. We've always sang in the choir; it helped me because I'm not sure I would be here if I didn't have that background. I feel your first connection in life is to God. Music comes from God. I discovered jazz and soul music in church, and started to carve a niche for myself from then. The fellowship in my university was quite large; they organized many shows and events, where I would perform for fun. I didn't think I was ever going to perform professionally. After university, I knocked music and went to

law school. People who had heard me sing asked what was next. They advised me to release something, so I started to take it more seriously.

How different is Odunayo Omolara Ayorinde from Nayosoul?

They are two different personalities. Odunayo is a laid back person, who would rather sit in her house to watch a movie or TV series. She also likes to cook, read books and loves long, free dresses. She would rather not make a statement, as she wants to be in a quiet corner without being noticed. There's nothing big or bold about Odunayo, she's simple and down to earth. Nayosoul is a totally different side to Odunayo that I like. She brings out the bold side of me, it's the bigger, the better for her. She loves colors and prints, has big curly hair, and loves to socialize and attend events. The connection is their love for music, family and God. No matter how big Nayosoul gets, there are certain principles she will never forget.



“If you are not passing a message, then you are making noise.”

What is your musical philosophy?

If you are not passing a message, then you are making noise. Music is so powerful. I feel if you are depressed, music can lift you out of it. At the same time, listening to some kinds of music can make you angry. It can't really be understood how impactful music is to listeners. If you are not passing a message, your instrument should be taken away from you. Music shouldn't be toyed with. People will listen to Da Grin till tomorrow because his music had a message, which people understood. The Legends, Fela and Tupac had a message, which will always be relevant.

Do you write all your songs, when you do, how long does it take and what's the process?

So far, I have written all my songs, except Go Where You Are, which I co- wrote with my friend, Afro Jazz guitarist, Femi Leye. I am thinking about collaborating with a couple of writers, just because I want to get out of my own thoughts for a while. If I have a writer's block, it could take me a long time - about a month or two, to get my thoughts together and start to write again. However, if I write one song, then a second, it becomes easier and I can pen down another in one or two weeks.

I have a recorder. To begin the process, I sit and write outside on my balcony. I like to write when I'm connected to nature, or when I'm driving. I start with the tune, then the words and try to fuse both of them together.

What message do you hope to pass across with your music?

I hope to pass a message of hope and love. I never wrote love songs because I didn't feel connected enough. This was not because I don't have love in my life but I just found it difficult to express that side of me, which is another reason I need to get out of my thoughts. Because people need messages of love and hope, I wrote *Letter to Mr. President*, years ago. It is a song that will still be relevant tomorrow, and is about Nigeria and how the president wasn't listening to us. I hope when you listen to my music, it brings smile to your face and you feel uplifted. The production of a song is so important to me, because though there might be no words, it should stir up an emotion. My messages are always positive.

How has your evolution in the Nigerian entertainment industry been?

When I first started, I was doing foreign music like the Indie artists. Many people told me it didn't make sense because as a Nigerian, I should try to relate with my people. I soon evolved. However, the song people connected to most, was my first, *Rhythm of the Sound*, which they described as Indie and foreign. I have since grown as an artist while still trying to connect to that type of sound by fusing it with African elements. I would always do soul music but never try pop music in making what I do more African. My fashion style has evolved as well; I started with the scarfs and turbans, now I do big curls. I used to like black and grey, but now I'm bolder

with my curls. I have tried to adopt as much as I can, but not too much as I don't want to look back and not recognize myself.

How commercial is your music considering how the Nigerian entertainment industry is influenced by Western values?

I would describe my music as conscious, not commercial. When I write commercial music, I can't perform it because it's not true to who I am. On the conscious side, my music has always had Western influences from Indie Aries, Jill Scott to Eryka Badu. I've never been influenced by pop and commercial music. Though I have taken too much from the Western world, I'm now I am trying to reconnect to Africa.

The industry has its fair share of scourges. What are your challenges in the industry, as an entertainer?

In answering this question, women assume it's more difficult in this industry for females. However, doing my genre of music is the most difficult thing in Nigeria because people don't understand and appreciate it. Nigerians don't like to think, they want to dance. I have done it for a couple of years but it's getting easier now because there are OAPs who understand my music. When I started they would play my music only at night because at certain times of the day, commercial music has to be played. However, this has changed. OAPs now call to ask why I haven't sent any music in a while. I have discovered my market and I'm focusing on it.

Who do you admire and like to collaborate with?

In Nigeria, I would love to work with Asa; I think she is the ultimate Nigerian artist. I would also love to work with Jesse Jagz as he's back to doing music, maybe 2face too, but definitely Nneka. Abroad, I would love to work with John Legend, Eryka Badu and Solange Knowles. I am in love with her; she is unique and original. My taste with artists changes; I like one person, and then discover another I want to work with instead.

When should Nayosoul fans expect your next album?

Not next, I have never released an album. I recently signed to a management team called Revilo Music and we are in talk regarding this. I wanted to work on an EP but my manager advised on an album. However, I'm afraid because my music is like my baby so if I release an album it had better work. Fingers crossed, we may release one in 2016. Presently, we are looking to bring in a writer, so I can get out of my hair and write outside my thoughts.

What is your career aspiration?

My aspiration is to play on a bigger stage to a larger audience. Fame is not my career aspiration; I just want more people to listen, and more fans and followers to love and appreciate what I do. I'm growing and I'm not far from this.

“I wrote *Letter to Mr. President*, years ago. It is a song that will still be relevant tomorrow, and is about Nigeria and how the president wasn't listening to us.”

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KINABUTU

Empowering Young People Through Fashion

By Moni Agbedeh



Kinabuti is an ethical fashion house established in Nigeria in 2010 by Caterina Bortolussi with their mission, “To become a global design label associated with the creation of high fashion garments...” In 2006, a publishing company sent her on official duties to Nigeria for 3 months; it led to a life-changing experience and the birth of Kinabuti, which brought to reality the dreams of a little girl who grew up surrounded by farms.

Why did you choose to establish Kinabuti in Nigeria?

When I first moved to Nigeria in 2006, I felt Nigeria could be the place where I could realize my dream. Till today, I feel the same, that Nigeria is a place where dreams can become reality.

The fashion label was established in the year 2010 but when was the dream conceived and what inspired it?

It was the dream of a little girl who grew up in a small village surrounded by farms. This dream stayed subtly with her, all through her different experiences. The moment she conceived it, there was nothing else she wanted to do, despite not knowing how to sew or anything about tailoring.

What were you doing before then, anything relating to fashion?

I graduated in International Business and started work at an investment bank in London. I completed my postgraduate in Marketing while I was working and joined a shipping company as Marketing Coordinator. I was neither happy nor satisfied; I knew I wanted something different so I resigned and started looking for jobs in advertising agencies. I said to myself “if I can’t be a designer, at least let me work in a creative environment”. In 2006, I joined a publishing company operating worldwide and they sent me on a mission to Nigeria. What started as a 3-month project, ended up being a lifetime choice and I set up with 3 friends, a communications agency called OMCOMM. We produced IONIFF 2009 and participated in the production of the first AFRIFF in 2010.

Several other fashion labels were already thriving in Nigeria before you established Kinabuti, what did you like about their work and what did you want to do differently?

I think everybody and every brand must have their own personality as this is what differentiates every designer. I also think we are all trying to establish ourselves and that there are several paths and strategies which can be adopted. So I don’t think there are any mistakes, just a different way of doing things. What I liked though, was the fact that they were already doing it, while I was finding the courage to start.

What has made it possible for you to stay in business in the last five years?

God, our families, our friends and all the people who believe in us.

What do you love most about creating clothing and accessories for women?

It is FUN and creative.

Does it make good business sense to make and sell only handmade clothes?

Time will tell.

Where would you say the largest order for your clothing and accessories come from?

Nigeria. With a growing population and the establishment of retail networks, Nigeria is positioned to become one of the top 10 economies in the world.

What do you strive to achieve with each design you create?

Excellence.

What kind of accessories do you produce?

We produce hats, belts, customized espadrilles, and also our own 100% Italian leather pochettes (purses).

Are there any traditional dressmaking techniques, which you acquired culturally and which gives a unique flavor to your works?

We are about to start using tie-dye and Batik techniques, as well as train youngsters how to employ them too.

You created the Kinabuti Fashion Initiative, a non-profit arm of your fashion label to provide fashion related training programs and vocational education to youth and women, especially the less privileged. What inspired that move?

As Gandhi says “We can all make a difference if we want and we can all be the change we want to see in the world.” So it was a realization, inspired by the people God put in our path. We wanted to do something that could not only be beneficial for us but could inspire, create awareness, empower and develop people including the youth from under privileged communities.

How many countries have benefitted from the Kinabuti Fashion Initiative program?

So far, we have focused on making our impact in Lagos state and southern Nigeria especially in Rivers State. Recently, we expanded our reach to the other states like Akwa Ibom and looking to start a project in Delta State too.

Here in Nigeria, you have done extensive work in places like Lagos and Port Harcourt, what will it take to reach out to other areas?

Running a project such as ours requires a lot of funds and we must say that so far we have been very lucky to have found individuals and organizations that have believed in our dreams. So to reach out to more areas, we would require more assistance in terms of funding and even local support from the communities because without them, the projects would never be successful.

How do you create awareness for your training programs within target communities?

We use various social media platforms such as Facebook and Instagram. We also do hardcore awareness like going into the communities and using forums like the community leaders, town criers, and the youths in publishing our projects.

What criteria do you use to select participants, or are you able to absorb into the training exercise every youth and woman that indicates interest?

Much as we would love to take on everyone who expresses a desire to be part of our projects, we can only absorb

“.....With a growing population and the establishment of retail networks, Nigeria is positioned to become one of the top 10 economies in the world.”

a few people each time, so selection is mostly based on merit and a zeal to participate in the projects.

You do some of your charity works in partnership with other establishments, for example your efforts with Saipem Contracting Nigeria in 2013 to train young women in the art of garment making in Port Harcourt. How often do you get that kind of support?

We are grateful for the various partnerships we have forged thus far but are constantly open to forging new ones in expanding our operations and creating synergies that can be mutually beneficial.

You have touched many lives by equipping them with skills, as well as teaching how to make money with such skills. What is the best gift such people can give back to you?

It is not us doing it, but GOD and we are so grateful to be part of these projects. It fills us with so much joy and give us energy to pursue our vision. The best gift is seeing these people grow, develop and pass on the skills they have acquired to others within their reach.

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Nengi Omuku, *Corkscrew*, 2014, oil on canvas, 120x90cm



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Pulling “Off Duty” With Style

Every gone through your closet and realised you only seem to have work clothes; ever been invited to a friend’s outdoor party and you know for sure you have absolutely nothing to wear? Let fix that shall we?

Here are 10 items to stock in your closet for play or travel.

1

Jeans: Easiest way to slip into casual allure with style.

Tips for your body shape:
Pear shape - High-waist, skinny and boot-cut jeans
Triangle shape - Boyfriend, skinny and boot-cut jeans
Square/Athletic - Boyfriend, skinny, boot - cut and low-waist jeans

2

Block Heels:

Try nude colours- they are easy-breezy and work with any colour or casual outfit

3

Blouses:

This is the easiest way to fix the “I-dont-have-anything-to-wear-illness”. Pair with a high waist skirt, trousers, jeans, you name it!

4

Party Outfit: Go from jumpsuit to sequin wrap dress to mini LBD!

5

Sundress v. Shift v. Maxi:
 Nothing prettier and more elegant than a lady in a nice sun/shift/ maxi dress. Have fun with it!

6

Sunglasses:

Suns out, Guns (read glasses) out! Lol. With sunglasses, the bigger the better. Or you could do the “Abacha” cut for a more classic look

7

Accessories:
 Time to let your jewellery do the talking

8

Shoulder bag:

Rachel Zoe would call this a MILK. Big enough to fit in your Money, ID, Lipstick and Keys

9

Shoulder bag:

Rachel Zoe would call this a MILK. Big enough to fit in your Money, ID, Lipstick and Keys

10

Statement Piece:

You should always have something in your closet that you are 60-80% sure no one else has! Look out for vintage pieces (e.g your Mum’s closet lol) or make your own. Now is the time to be best friends with your tailor

Tayo Shonekan

Engineering High Fashion

By Abimbola Smith

Tayo Shonekan is a leading Lagos - based fashion designer and a stylist. She got her first taste of success in 2004, when her first attempt at designing for her Aimas label was a hit. The entire batch was sold out in the United Kingdom! Growing up, this engineer turned fashionista, had a wealth of cultural influences that could draw on for inspiration and ultimately, went on to explore her passion. She has styled several advertorials, celebrities and fashion lovers.

Tell us about your background and education. What were your experiences growing up?

I had my primary school education in Lagos at Corona School, Ikoyi. Afterwards, I went to Queen's College, then the University of Lagos. I was there for only a year, after which I went to Coventry University in the UK, where I studied Manufacturing Systems Engineering. I had a wonderful childhood; growing up was memorable. I come from a family of six and have three siblings. We are quite close in age, so went to the same schools and had similar friends. We grew up

in Ikoyi and had a free, fun lifestyle. We would stroll down to friends' and neighbors' houses and ride our bikes on the streets, not having a care in the world. Our environment was pretty safe; no one was worried about being robbed or kidnapped. My dad loved travelling and we travelled with him to a few countries, which was quite nice. I think he felt it was part of our education and would expose our minds to a broader view of the world.

How did you get involved in fashion design, considering





“....I feel I have received a lot more from the UK Government than I have from the Nigeria Government”

the fact that you are an engineer?

I have always had his creative streak in me since I was young. Back then, parents had a lot of influence. My dad wanted us to choose subjects for professional disciplines, so we could become accountants, doctors, lawyers or engineers. Because I was academically strong, I was not allowed to do what I wanted. To be honest, the only reason I opted for manufacturing, of all the engineering disciplines, was because I thought it was the most creative. After I completed my degree, I did a year placement in the UK. That was when I realized I was not cut out for it. I was not working when I got married and fell pregnant. I stayed at home because I thought no one would hire a pregnant woman. In the UK, childcare is quite expensive and so you don't have the luxury of nannies. I decided to start something I always liked as a child, instead of just staying at home. Then it grew, and the rest is history.

How did you first start working as a fashion stylist, what was your first styling job?

I have always loved getting dressed from a young age. When I wanted a piece, I did not have, I loved to make up by putting others together. Around 2007, I moved back home from the UK to start my fashion label. I thought it would be nice to first get into styling so I looked through some local magazines but was not impressed. I honestly thought they needed help. I happened to have mutual friends with Omoyemi Akerle, who at the time was Fashion Editor of True Love Magazine, then True Love West Africa. I think someone must have mentioned I was around and wanted to go into styling, so she contacted me to ask if I would like to style one of their fashion pages. At first, I styled their supplement pages, but I later got to do the main ones.

How did you come up with the name of your brand Aimas?

Aima is my name; the full name is Aimapoyo. It is my Edo name. I am half Edo, half Yoruba; my mum is Edo and my dad is Yoruba. Aima is a name from my mum's path; she is from Akoko- Edo in Edo State.

What is the state of the fashion industry in Nigeria today?

It has grown in leaps and bounds and is an industry to reckon with. Everyone wants to get into it, or be associated with it. People now appreciate designers and the industry because it is viable and can generate a lot of money. However, it is not only designers that make up the industry; there are also the retailers and merchants who sell fabrics and accessories used to make garments. They are not jokers; they are serious people who

want to build something.

How do you select materials you work with?

I usually start from the sketch, and then decide what fabric would work best with that design. Sometimes, I do it in reverse because I feel would be cool in a particular design. We also create our own prints. That way, you can decide on what you want. For example, you may want the design in chiffon, silk or cotton.

Who is your favorite designer and why?

I would say Ituen Bassey. She is like a mentor and big sister to me. I love her because she is a designer's designer. I don't know how to explain it; she is super creative and inspires me. She was also based in the UK. I remember when she came to Nigeria, her first collection was called Ankara and Beats, after the print fabric we call Ankara. Interestingly, she picked prints that wear well and were quite popular and recognizable, especially with the Igbos, who always wear them as wrappers. Then Ankara wasn't a fabric that any fashion designer would work with, but she produced an amazing collection with it. She deconstructed the fabric and gave it a bit of texture with all those tassels and layering. Sometimes, I ask her, "How does your mind work and how did you know it could all come together?" I also love Lanre Da Silva; she is my friend and a wonderful designer. She is super talented and hardworking too. So I will choose both of them if I am allowed to pick two.

If you could choose anyone to style or makeover, who would it be and why?

Joke Silva. Though I am her stylist, I would pick her because there's so much potential to show her in another light. She is an older actress and typically when people style older people, they tend to do so in loose fitting clothes. But Auntie Joke, as I call her, has an amazing body and I can accentuate her positive parts and hide the not so positive. She is beautiful and I want people to see, regardless of how old she is.

What advice do you have for aspiring fashion designers and stylists?

I would advise people who want to go into the fashion industry to change their mentality, as it is not all about glamour. They have to be hardworking and tenacious because it is not a place to experiment. They ought to have raw passion and know deep in their hearts it's what they want. They must also believe in themselves because the more they push, the door will eventually break down. They must not be in a hurry to start off their brands. They should first acquire as much knowledge as possible from an established designer to learn from their mistakes, then they can start off on their own.



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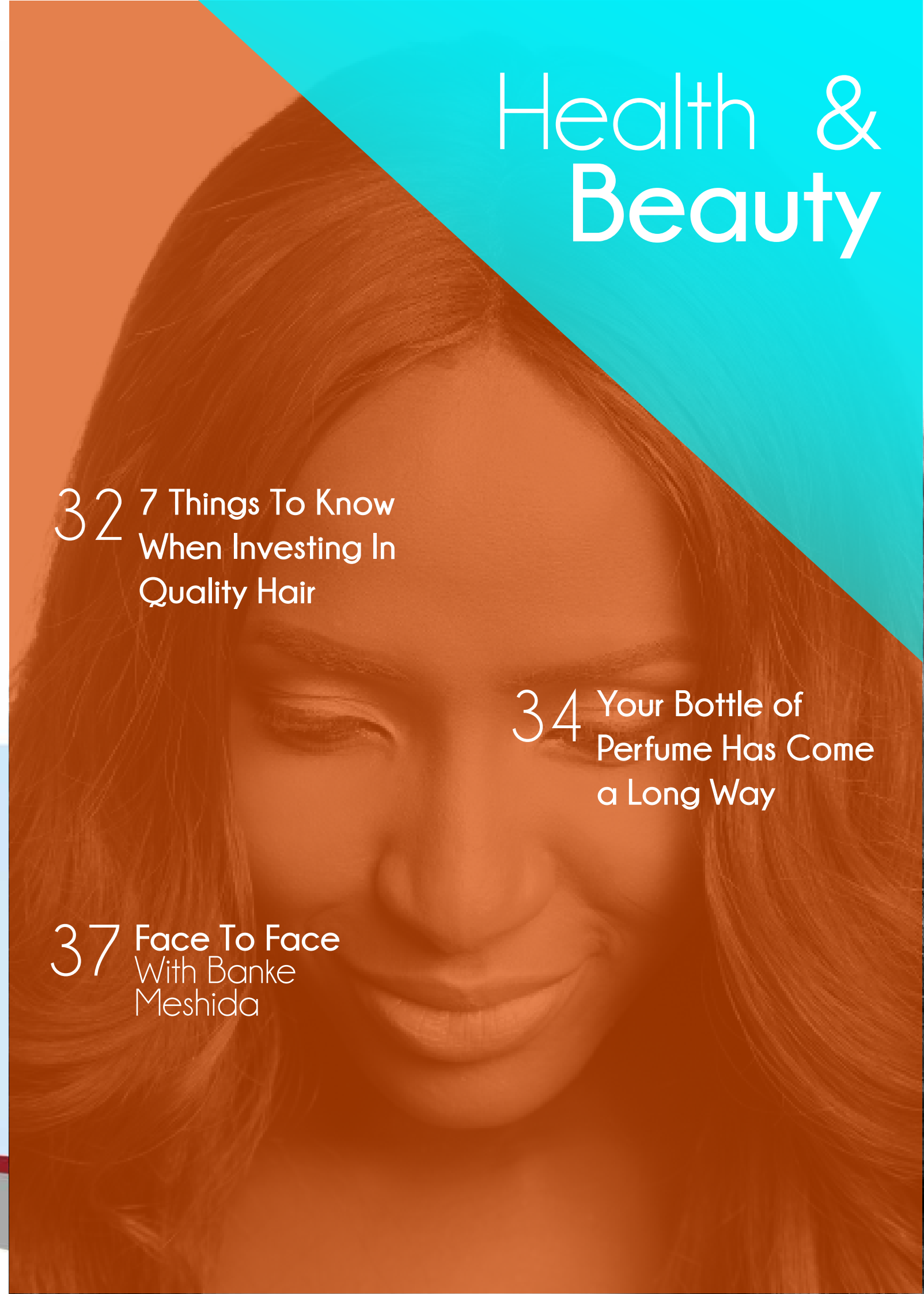


Health & Beauty

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Fitness expert Maje Ayida is the CEO of Eden Lifestyle; the company promotes healthy lifestyle and physical fitness. He has a weekly column in THISDAY, Saturday Newspaper, where he advises the public on how to live healthy.

Before being a fitness guru, where was Maje Ayida?

Before I got into fitness, I was a banker for about 10 years. I worked with a French bank in the UK for six years before moving to Abuja, and then went on to a bank in Nigeria for four years. I grew up in the UK and when I left the university, banking seemed so glamorous. Being an investment banker in England looked like the highest goal. I thought it was the coolest thing in the world. I had to go through a few interviews and rejections but once I got there and did the time, I realized it just wasn't for me, as I didn't enjoy it or feel fulfilled. I would wake up in the morning, not inspired; when you are not, you don't do that well. I got more from just telling people I was a banker. As I've told people, I literally woke up on a Tuesday morning and decided to quit. I knew I wanted more and that I was marking time, going to work and coming back home.

How did the fitness journey start?

That started back in school. All through my education, sports were always a big part of my life because I love being active. It is something I was conditioned to growing up. Fortunately, thanks to my parents, I went to the kind of schools, a variety of sports were mandatory. I learnt all sorts- swimming, basketball, tennis, archery, badminton and horse riding. This gave me a chance to get into the ones I enjoyed and I played them to a decent level. I wouldn't say I was a professional, but my main sport was rugby. I had thought about starting a health and fitness company while I was in Abuja. The only place there to exercise, play basketball and use a decent gym at the time, was at the Hilton Hotel. It frustrated me, so I decided to start my own gym, which didn't have to be in a hotel. In 2008, I came up with the name Eden Lifestyle and I incorporated it but shelved it and carried on with banking. After leaving banking, I thought about what to do next but was lost. I started work with my brother at his factory but my sister could see what was wrong. She stepped in by connecting me with her amazing life coach. He was also her good friend. She sat me down and asked me to tell her about all the fantastic ideas I had. I told her everything including the health and fitness company. She replied, "I've heard everything and from what I can see, when you talked about fitness, you lit up like a Christmas tree. I think that's what you should do." So I went back, dusted off my Eden Lifestyle papers and fully started the company.

What is the vision of Eden Lifestyle?

My vision for Eden is to be the number one wellness company in Nigeria. We provide wellness solutions for corporates and individuals. We consult for individuals who want to achieve a target; maybe weight loss, trying to get fitter or changing their diet. It's lifestyle consultation and we help them, depending on where they live and what they do for a living. This also applies to companies. Our job is to talk to them, understand what they want to achieve, make suggestions, and through various corporate welfare techniques and lifestyle engagements, try to change their internal culture and ultimately help increase productivity amongst staff. I want to be the go-to-guy for this service. I want people to look to Eden for that.

Do you have special training in nutrition and physical fitness?

Yes. I qualified as a fitness trainer in the UK, not because I wanted to personally train people, but to increase my knowledge base, understand the industry standard and what it takes to engage and train people. Consequently, I would know what to look for when working with personal trainers and fitness consultants.

How seriously do Nigerians take physical fitness?

Not seriously, Nigerians are caught up in the survival game. It's just about getting by – "Bros, I'm just trying to eat", traffic, stress and the ridiculous expectations of work. The lifestyle business here is difficult. In the past, the ideal image of a man was someone with a potbelly because it was believed to equal affluence. I'm trying to reverse that orientation; it equals an early grave. It's not healthy to eat what you want and do little exercise, that's all I preach to people. My company is over three years old and the climate is beginning to change. People now understand the need for physical activity and to pay attention to their diet. The demand for fitness services has definitely increased. The new Ikoyi-Lekki Bridge has become a fitness Mecca for people, runners congregate there and you can see their determination to change their lifestyles. It's a growing sector; more lifestyle brands and consultants are popping up everywhere. It's great, the more the merrier.

Some Nigerians consider healthy eating expensive...

The better you eat, the more expensive it may become. I educate people on portion control and when to eat certain



Maje Ayida
... On Living Healthy
By Tega Kumapayi

types of food, so they can still enjoy them, but in the correct balance and at the right time of the day. Knowing what sort of breakfast, lunch and dinner you should have, and what snack to have in between are the little changes that can make such a difference if done consistently. I see people eating enormous portions of food, then wonder why they put on weight and can't function to their best capability during the day. I also see people skipping meals because they think that's the way to go. They won't eat anything until 1pm, and then have an incredibly large lunch and nothing else till 9pm when they get home. They've not eaten all day and think it's ok, but it isn't because their metabolism has increased substantially and as a result they put on more weight. I educate people on how to eat so it doesn't have to be that expensive. You could save money, especially when you manage your portions.

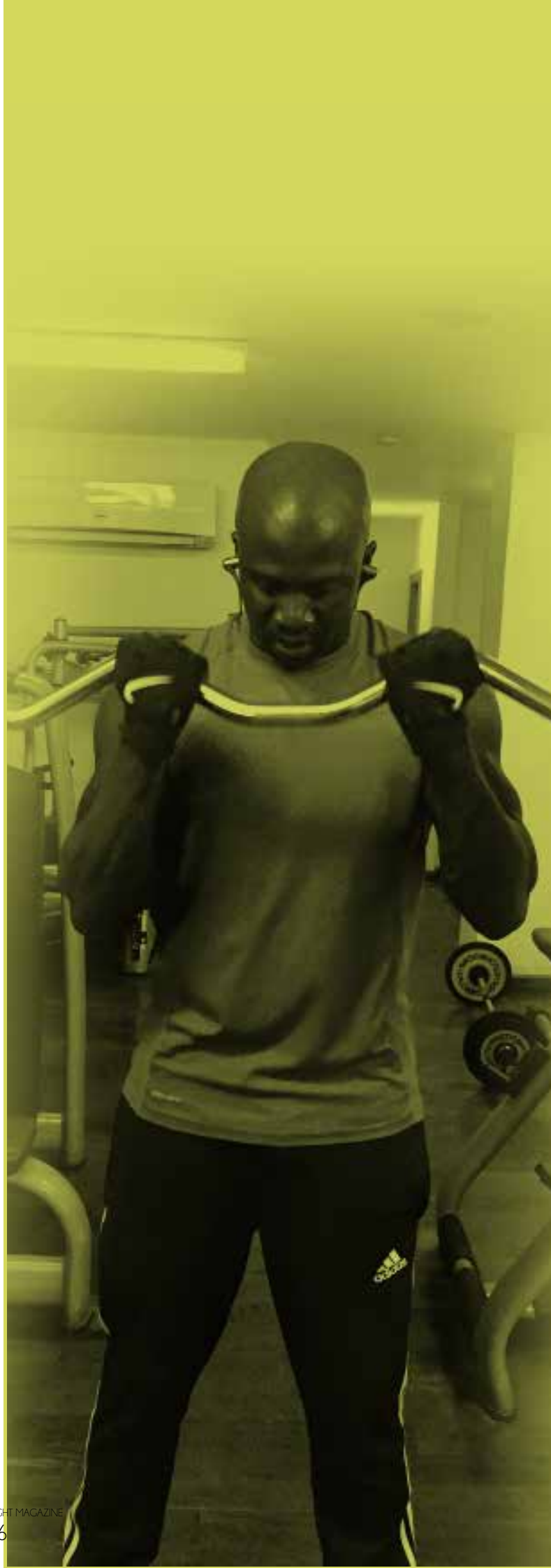
You are in your forties looking dapper, what does your exercise routine and diet entail?

Wow, thank you. I practice what I preach by watching my portions and eating frequently. I try to eat every two to three hours, snack healthy and deal with addictions like soft drinks by cutting them completely from my diet. I eat foods I enjoy but if I want bread or rice, I eat whole wheat bread or brown rice. I also exercise a lot. My exercise time is non – negotiable. Literally, only a meeting with the president will make me miss that work out.

Everyday?

Not everyday. I exercise four or five times a week and mix it up by doing a variety of different things. I hate jogging; I am not a runner so I don't jog because I'll sell myself short. I like to do high intensity interval training - shorter bursts of high intensity exercises. I also do several natural bodyweight exercises like chin-ups and press-ups, stuff I could do in my room and play sports. The idea is to maintain a variety so that my body doesn't get used to one particular thing. I would advice people that run only five times a week, to complement it with strength training or join a boot camp, an exercise group or spin class. But the key is regularity; don't go more than three days without some sort of activity. As a human being, you are designed to be active and not to sit owing to the lifestyle you might have right now. Most people are sedentary, either sitting in traffic, behind a desk or on a couch. It is called the sitting disease and it is ending as many lives as smoking is. I always advice people to get a pedometer, its a step counter and it gives you an idea of how active you are in a day. Many smart phones have pedometers on them. Its recommended you do about 1,000 steps a day. If we recommend you take 10,000 steps in a day and you take 1,500 steps, you are not doing enough. Another quick tip that depresses people is that an hour's exercise, three times daily doesn't make up for the lack of movement through the entire day. When you wake up in the morning, get into your car, drive to the office, then sit down for the whole day, the most movement you make is literally walking to your car. The key is to incorporate movement into your day. If you usually take the lift, start climbing the stairs. Every time I get a phone call, I take it standing and walking around, at least that way I'm incorporating some sort of movement. When you've been sitting down for two hours, just stand up and stretch.

This keeps you fit but does it help you lose weight?



“Most of the damage is done in the kitchen, as you can easily undo all that work with bad diet”

It could help you lose weight only if you watch what you eat. Most of the damage is done in the kitchen, as you can easily undo all that work with bad diet. That's why you don't make the progress you would expect.

What's your definition of a fit person?

There are various ways to measure fitness like through body mass index, and weighing yourself. I don't recommend weighing yourself, I think it gives a false impression because fat has weight and so does muscle. If you are training correctly, eating right and doing strength training, you will build muscle mass that will keep you at a certain weight, so it's not a true reflection of how fit you are. A better way is to measure your waistline. Show me your stomach and I'll tell you how fit you are, because that's the first place that shows on anybody. However, if you are young, you're likely to be naturally slim, though you may still be quite unhealthy. Therefore, best way is for me to give a fitness test through physical activity.

What does the fitness test entail?

It could be as basic as strength tests, and how many sit-ups you can do or a beep test. A beep test is basically running from side

to side to see how fast and how long you can keep it up for. I'll also put you on a treadmill to find out how long you can run while I measure your heart rate. These things will tell me how fit you are and help me tailor a workout to suit what you want to achieve.

Do you own a gym open to the public?

Not yet. I got into the game to first educate people how to achieve a healthier lifestyle, before giving them a place to do it. I am on the verge of launching my own facility; I am opening a boot camp in a couple of months. Of course, I will make a lot of noise about it as it's going to be one of a kind in Nigeria.

In 2014, you were a judge on Nigeria's first weight loss reality show on TV, The Fastest Shredder, how successful would you say the maiden season was?

The Fastest Shredder was interesting idea and concept. It was the brainchild of a great guy called Seyi Olusore. I heard about it through a friend who was already involved. I saw something on her about it being Nigeria's first weight loss reality show on her Facebook page and wanted to get involved, so I asked her to connect me to Seyi. I thought the show would inspire unhappy people at home, sitting on their couches, eating what they shouldn't and thinking, if that person on TV can do it so can we. Many people have given up; some feel they are too overweight or that they've got too much work to do and don't know where to start from. Shows like this motivate them. I thought it was an excellent show, though it was difficult at first because it was a new concept for TV. Funding and sponsorship were also difficult. Hopefully, there will be a season two and people who saw the response to the show can get involved. We had a lot more women come to audition for season one; I don't know whether the Nigerian men were shy. Hopefully, guys would be braver in season two.

Should we then expect

You have to ask Seyi that because I have been asking him too.

I did not envision I'd be writing. I wanted to hire a consultant to find out if people would be interested in my company. Knowing I could not afford what they asked for, I decided to start a health and fitness portal, which is now my website, Eden Lifestyle. I wanted to interact with people by putting out content and finding out what kind of response I would get. Fortunately, I got experts in various fields like dermatology, nutrition and lifestyle, to contribute to my site. I also started to write articles for my site and I found that I enjoyed it; I write much the same way I speak. I also began to write for TW Magazine and was one of their feature writers for a while. Then the THISDAY column started, which is important to me because the newspaper has such a wide reach. I'm happy I'm able to reach people and create value by helping them transform their lives. It's an honor and privilege to write for that paper and I hope to continue for a while.



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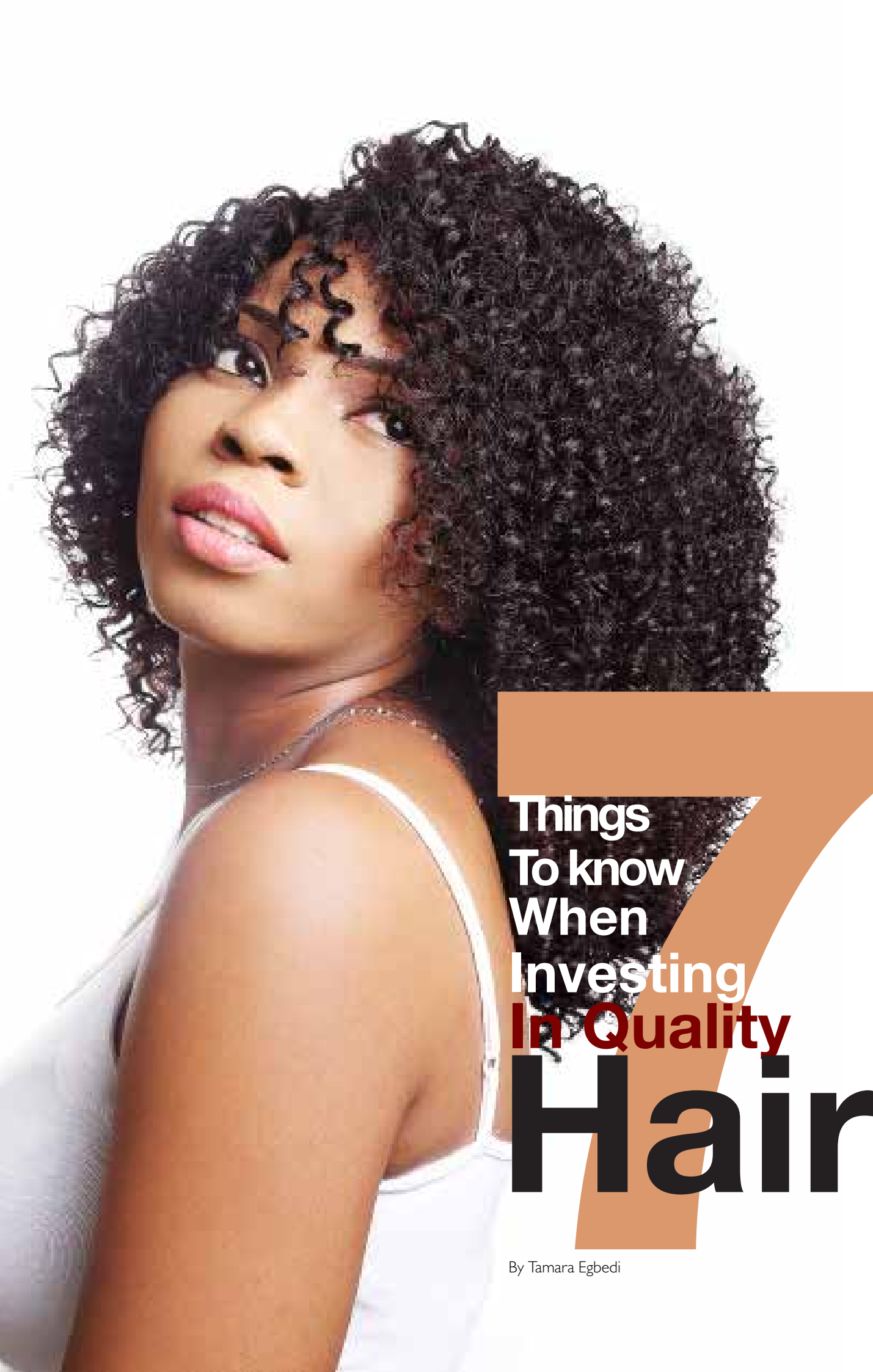


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Things To know When Investing In Quality Hair

By Tamara Egbedi

This year at the Paris Fashion Week, notice the impact of the human hair business, from weaves, wigs, clip-on extensions to various other hair accessories worn by celebrities and models alike. They have indeed driven this trend, allowing women to try out different glamorous looks.

With the pressure of being a woman added to society's expectation, many have fallen victims to buying bad human hair, which is paraded and sold as real hair. Many women (including myself) have spent ridiculous amounts of money for the real deal only to get fake and mixed hair (animal and human hair), which sheds worse than a cat, tangles like bird's nest sometimes after the first time it is worn, or just within days or immediately. The most painful part is, should you report the bad quality of the hair bought, you will get the response "Sorry! The next one you buy will be better I promise" WHAT??? I can raise both hands and feet that I have been a victim and that, practically every woman has undergone the journey of buying alleged 100% human hair.

Today, with human hair coming from countries like India, China, Brazil, Peru, it is prudent to invest in a good set. Whether you are rocking your natural or relaxed hair, investing in quality human hair (extensions, wigs, clip-on extensions or the numerous convenient hair accessories) it is WORTH it especially when you wish to have a protective hair style or change your looks.

When investing in a quality human hair, it is important to know some key pointers to look for when purchasing from anyone/company.

Know the Vocabulary of Human Hair

Know the Vocabulary of Human Hair The common vocabularies when describing human hair are; Remi Hair (all strands face the same way and often comes from one person's head); Virgin Hair (unprocessed) and Double drawn (all the same lengths).

Human Hair Products

There are so many products of human hair to suit every woman's needs, They come in weaves (machine sewn or hand sewn); clip-on extensions (pieces of human hair in clips mostly used by caucasians); closures (silk base, Swiss lace, lace frontal, mini closure, 3-part defined closure); wigs (full lace, front lace, u-part, glueless wigs) and accessories (ponytail, bangs) amongst others.

Know where the Hair comes from

A lot of people never ask where the hair comes from AS LONG AS THEY HAVE IT. Yet despite the beauty, there is a dark side of the industry as most hair comes from countries where there is a high level of poverty and these women are either manipulated or deceived to donate their hair without being paid for it or being paid less than its worth. The film by Chris Rock called "Good Hair" exposed some of these unethical practises mentioned; however this is not universal. In Europe for instance, most human hair are ethical gotten from women who voluntary donate it in exchange for money as long hair is not a popular fad like in Asia for instance.

Colouring of the Hair

I usually advise my clients not to buy already colored hair as it's difficult to verify the quality of the bleach, dye or conditioner. Human hair comes in its natural colors (black, natural brown, blond and auburn) and no 2 heads have the same color. So, if you notice when buying human hair that all the bundles are exactly the same color with no variance, it

is most likely dyed and if badly dyed, after a while, becomes brittle, will shed and tangle. My advice is to purchase the hair in its natural state and have it dyed by a professional colorist.

Purchase from Companies/Sellers with Guaranteed Exchange and Return Policy

To avoid spending money on human hair and be disappointed when an issue arises with no recourse, it is better to purchase from companies/sellers that have a guaranteed "Exchange and Return Policy". This shows their responsibility and most importantly their confidence in the quality of hair they sell.

Cost of Human Hair

With so many choices available, it is common to find hair as low as \$25 (N5, 000) or as expensive as \$90 (N18, 000), upwards depending on the style per bundle (100 grams). Overly expensive hair does not mean it is real. Conversely, cheap hair does not mean it is fake. However, real hair acquired directly and ethically from a donor does not come cheap. Also, don't be fooled by the burning hair test as hair paraded as real is mixed with animal hair, which smells human when burnt.

Reviews & Pictures

When buying human hair from anyone, it is advisable to seek the review of people who have bought from the company/seller. However, be careful of reviews as competitors make some bad reviews. Where you cannot find any reviews, look at the advertised pictures and be certain it is of real people even if professional done... BEWARE of pictures downloaded from the Internet or stolen from another company's/sellers website.

Finally, due to my share of disappointments when buying human hair, I began my search for human hair that is glamorous looking, tangle and shed free, unprocessed, natural, unmixed, and ethically acquired with a guaranteed exchange and return policy. To my joy, I found it, and this birthed Makeda Hair.

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Your Bottle of Perfume Has Come a Long Way

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By Moni Agbedeh



Indulgence in perfume is basically a matter of choice and lifestyle and the scent you wear could say a lot about who you are or the mood you're in. But how did it all begin?

History has it that no one knows exactly when the perfume culture began. However, it is believed to be an old culture, dating back to the Stone Age when man discovered fire. The word perfume comes from the Latin word 'per fumus', which means smoke. Why smoke? Smoke is the scent of burning wood. When it was discovered, the Stone Age man thought it so fascinating and awesome that he dedicated it to the gods.

The use of perfume for self gratification started with the Egyptians. They used fragrances such as myrrh and cassia to embalm and mummify their dead bodies. Highly placed persons had scented-water in their graves for the hereafter. Queens and emperors also had the privilege to use perfume but production was strictly reserved for the priests.

The Greeks embraced perfume with excess fervor. Not only did they improve on the Egyptian techniques, they had a different fragrance for each part of the body. But the Romans out did them by rubbing perfume on their dogs and horses.

The Arabs loved perfumes too, having preference for musk, roses and amber. It was such a serious affair that it became the practice to blend the substance with the cement of which mosques were

built. The Arabs discovered the process of distillation, which greatly heightened the success of perfume making.

As universities sprang up in large cities of the Western world in the 12th century knowledge of perfume production improved. By the second half of the 14th century, fluid perfumes made of alcohol and ethereal oils were introduced. It was called toilet water. Some were made with more ingredients such as flowers, herbs, musk and amber. They were appreciated for their medical effect and ability to blur body odor. Toilet vinegar came next, and it had an incomparable disinfecting effect. The most famous was the *Vinaigre des quatre voleur*, worked wonders during the terrible pestilence epidemic in 1720. *Eau de cologne* was introduced in the 18th century; it was used in bath, wine, mouth spray, injections and bandages.

Paris hosted a world exhibition of perfume in 1900, it was a huge success and the fragrance business blossomed into the 1930s, 40s and 50s, when French perfumery reached the climax of its full glory. Big names in the fashion industry at the time like *Poiret*, *Chanel*, *worth*, *Larvin* and *Patou* became involved in perfume business. France had the most famous perfume designers in the world including Edmond Roudnitska, who caused a small revolution by using hedione in his beautiful creation for men, *Eau Sauvage*.

Today, leading brands include Calvin Klein, Chanel, Bvlgari, Givenchy, Versace, Drakkar, and Echo.

Source: www.everythinkaboutperfume.com



Face To Face with Banke Meshida-Lawal

By Tega Kumapayi

“Looking good is feeling good”, this, Banke Meshida-lawal fully understands. She is the CEO and Creative Director of BM PRO, a makeup brand in Nigeria. Banke started as a freshman while at the University of Lagos (UNILAG), Akoka, making strangers up and who ever she could lay her hands on. Her peers, who provided her with referrals and bookings, recognized her skills. Today, Banke is a leading makeup artist in Nigeria, with her clientele ranging from politicians to celebrities.

Today, people have come to appreciate makeup artistry. How active was the makeup industry when you started?

When I started, I didn't even think there was a makeup industry, I just found myself always doing makeup for people who requested the service. I remember my first soft sell interview, shortly after that some other makeup artists were interviewed as well. That made me realize there were actually people who did the sort of thing I did. They must have been very quiet about it; it's not like it is today were everywhere you turn, there's a makeup artist around the corner. When I started we were just a handful of people who were recognized for the art. The industry has grown in leaps and bounds, and here we are.

Where did your passion for makeup artistry come from?

I used to apply a lot of makeup on my own face; that sounds very hard to believe (laughs). Back in UNILAG, I would probably have a class at 8am, but I would have started doing my makeup by 6am. I enjoyed doing my own makeup and of course, received compliments when I went to class. Growing up, I took art lessons. My parents encouraged and supported us with whatever we wanted to do. My dad got us an art lesson teacher. She was at Yabatech then, and she would come to the house to teach

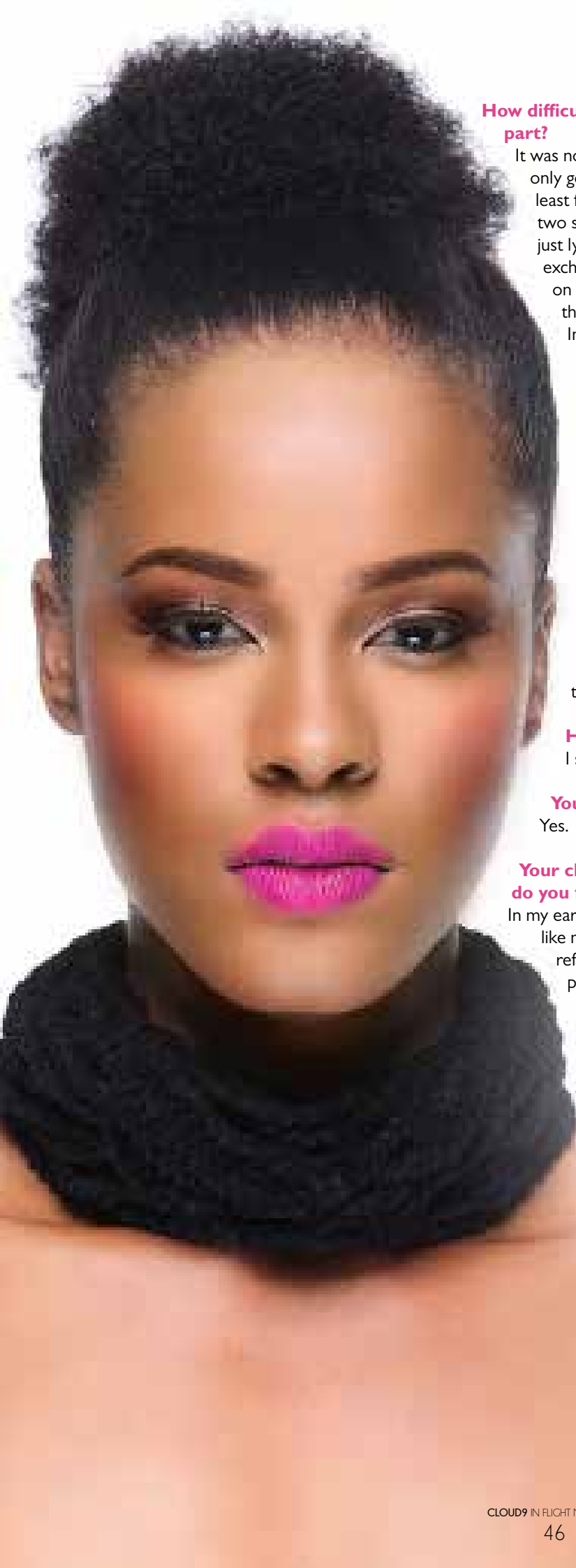
my sister and I to draw, and paint with watercolours. We were pretty much kids who were allowed to fly.

Did you receive formal training?

Not in makeup artistry. What I've learnt, I taught myself. Of course, starting a makeup line exposed me to other facets of makeup artistry; colour combining, textures and the total manufacturing process. You need to have a bit of education in the act of painting. I didn't have formal education in that, but in product manufacturing, yes, I've had a bit of formal training.

Referring to your story on your website, your dissatisfaction with foreign products...

Oh yes, you would purchase a powder and it could either not be as brown as you want it or it'll be shiny after a couple of hours because the humidity in these parts of the world wasn't factored into the manufacturing process. They use a lot of oil-based raw material. It didn't flatter the sort of makeup I was doing here. It reduced the aesthetic appeal of my makeup so I decided to contact international manufacturers. I started small, where I would buy twelve pieces of product. I was able to expand to where I am now because I have always ploughed back into my business. At the beginning, the difficulty in finding products hampered the makeup looks that I'd create because I was limited. The sort of makeup that you use also dictates the finish you'd get.



How difficult was it starting the brand itself, the manufacturing part?

It was not difficult, just expensive. For instance, you can't say you are only going to bring in one powder shade. No, you have to bring in at least five powder shades. Not all of them will do well. You could have two shades that would be selling out and have the remaining three just lying there. However, you've already spent the money and cannot exchange them. Sometimes you have to throw them away and focus on those two. You can even focus on them and then all of a sudden, the weather changes and people don't use the shades anymore. In as much as there's a lot of profit in the business, there are a lot of liabilities involved. I've found my way around, but still have to contend with them.

Which of your products is your favourite?

Hmm...I like my lipstick because for me it's easy to just put it on and go...Oh, and my eyebrow pencils, I can't even say which is my favorite. Initially, it used to be my eye shadows. Well, we have created the ultimate eye shadows; it shows, it's very vibrant, silky and doesn't irritate the eye. I have sensitive eyes, so I test a lot of my products on myself. If I put in a liner and it irritates me, my eyes start to water. I don't care how much quantity has been made; it's all going out, though I'm especially careful with the eye makeup. I spend a lot of money on research. I don't mess around with my quality control, which is why I would only manufacture in reputable countries that are known for the best quality.

How long have you been a professional makeup artist?

I started in 1998, that's makes it 17 years.

You started professionally while you were in school?

Yes.

Your clientele includes society women and celebrities. How do you find and keep such high profile clientele?

In my early days, I never advertised. In fact, advertising companies didn't like me, because I didn't need to. My work was solely based on referrals. The sort of people I serviced was a clique. I was just passed on from one family to the other. For me, that worked because I quickly became friends with a lot of them, our friendship even went beyond the makeup that brought us together. We've expanded now but it's still the same. A lot of our clients are our friends, so you'd even do free makeup. The business is growing but you also know where your loyalties lie. I guess the quality of our work speaks for us. At BM PRO, I have a team of makeup artists dedicated to projecting my vision and dream. I'm very proud of my staff (laughs), that's the bottom line. As staff, they come with their baggage, but are willing to improve. They see my vision, and in projecting it, become better people.

Makeup is fashion. Fashion has trends, although we know trends are not necessarily fashion. How have you been able to flow with fashion's ever evolving trends, considering how long you've been in the industry?

I have a mantra your makeup shouldn't wear you, and your makeup shouldn't be the first thing people see when you wear

it. A couple of months ago, the makeup industry was going down. To me, it was like a downward spiral, because people were being schooled that if you pay X amount of money for your makeup, you have to see it. No, you don't have to pile it on because you paid N1, 000 or N5, 000 for it. Initially, I wasn't going to do anything about it, because anyone can wear whatever kind of makeup he or she wants. But the truth is, as a key player in the industry, my senior colleagues and I owe it to the industry to keep the sanity and try to direct the industry to where it should be. We shouldn't go back; we didn't start off wearing tons of makeup. And the funny thing is, people started to come in to request the garish makeup; we just had to put our foot down. Initially, I thought perhaps we should tow the line and give people what they want, but I would have been doing the industry a disservice if I had allowed that to continue. Now the boat is being steered in the right direction and everyone is happy and looking sane (laughs). The thing about trends is that not everything suits every face. Leave your nose alone, it doesn't have to be pointed and you don't have to put a line on it. Leave your cheeks alone, you don't have to put on black foundation. Though it may look nice on others don't forget the fact that photography has gone to where the makeup brush can't reach. These days, you see a photo that's nicely edited, but when you see the original, you would be shocked. I'm one that believes your made-up face should look like you or even better in real life than what a photograph can present.

Do you think makeup artists are born or trained?

It can be both. Makeup artistry can be learnt and artists are **born**.

What are the most common makeup mistakes most women make?

It used to be wearing all the colours of the rainbow on your face, and of course, the wrong foundation shade is still rife, as well as using the wrong eyebrow pencil. All of these things have been corrected. Everyone now has her makeup game on. People actually look nice these days without employing the services of a makeup artist.

I remember how mothers used to have one-line brows.

Yes, one line, then they put a dot in the middle (laughs).

As a wife, mother and entrepreneur, how do you shuffle home duties with the needs of your robust clientele?

Hmm...because I have a good support system. I have people who take charge at home when I'm not there and so it works out fine. Sometimes I have to put aside my administrative work but it has to be done, and I'm the only one that can do it, so I often take my work home or sleep late to complete it.

How do you handle agitated brides (the bridezillas)?

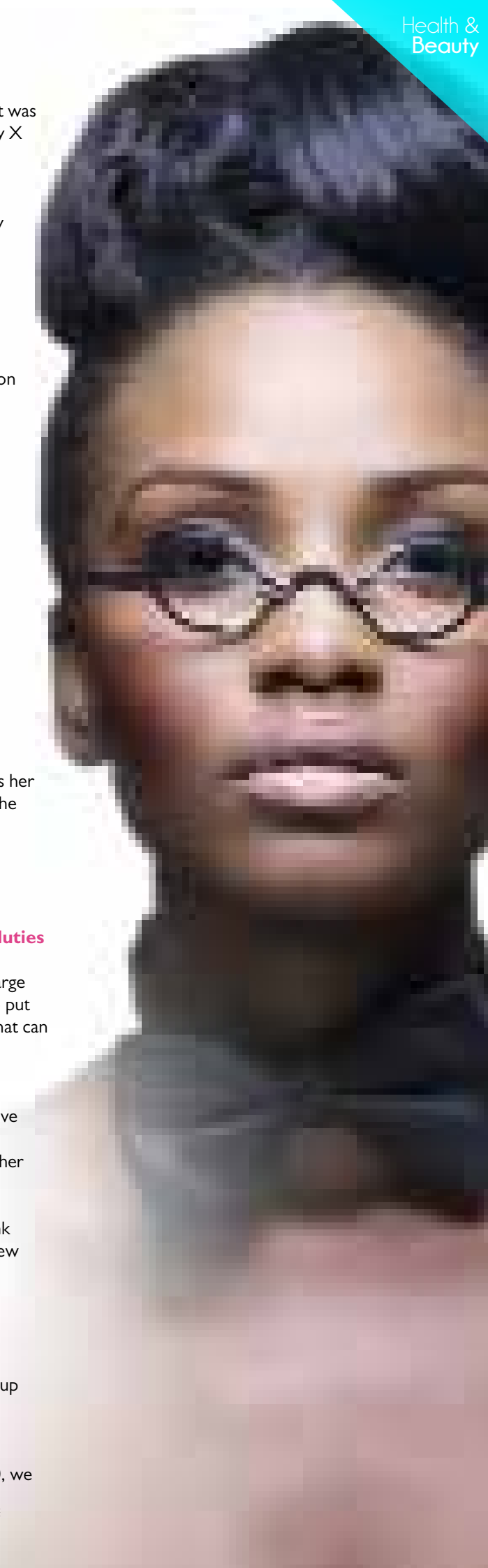
Before Baileys came into my life (laughs). I think my demeanor also helps. I've been termed arrogant in some cases where there's a lot of chaos but I'm always calm. I think I'm too calm sometimes. When a bride is agitated, I either leave her or the situation. I know that time douses anger and after a while you speak to the bride and the parties involved. Before we even finish the makeup, which takes about an hour, everything has been resolved. So I think my calmness and character both help and, of course, Baileys. Just down a few glasses of Baileys on ice, and everybody is happy (laughs).

How did the deal with Baileys happen?

I don't even know, I think Baileys just felt that BM PRO represents the class of women they want to liaise with. The brand is seen as a female drink; it's not liquor like whiskey or vodka. Women are drawn to Baileys, they mix it up or have it with ice cream.

How expensive is a bridal makeover?

We are able to match different budgets. If you come to BM PRO with N10, we



will be able to service you.

Would it be N10 worth or...

The thing is with makeup, you get what you pay for, but it's better to stay with a brand that has a reputation. In paying N10 for the makeup, you would get its worth but if someone pays N1 million naira, the person would get N1 million naira service. However, in both cases there would still be an appealing finish to the makeup. BM PRO is very affordable. I've said before that people associate quality with pricy, but it doesn't have to be like that. There's a classic finish to our makeup, which is what draws people to the brand. We also have to always protect our work. We do have standards I must say, so you can't possibly get below a certain standard.

Do you have bridal packages?

Yes, we do.

Why did you start a magazine?

I work with all these amazing women. Just look at the images on my computer. I like to share them, that was what gave me the idea. When I'm doing makeup, I talk with my clients. Some of them are doing amazing things; one is wowed by everything they have their hands in. I started the magazine because I wanted to share a bit of that information.

Lola Omotayo and Toke Makinwa were on the cover of the first and second editions of BM|PRO magazine respectively. What traits do you envision for your cover girls?

I like to associate with forward, positive thinking people, who think beyond their years and want to make a positive change in society; those who put in their very best in whatever they decide to do while channeling change.

My first cover girl Lola Omotayo, works with cancer victims and people who have been affected by the disease; not only the sufferer, but the family. Cancer is a financially tasking disease, but you can't watch your loved one die. You must look for funds from wherever, but when the person passes on, you are left with huge debts. In finding ways around the disease, you have to change your diet. Lola educates on changing the diet. Cancer attacks your cells, so what you eat would either increase your immunity or depress it. The sort of foods to eat and how to cook them, are some of the things that cancer families need to know. It's not only about being in the hospital with your family members when they are doing chemo, or home care, or even the emotions involved. Eventually, when a sick person dies, you may need a lifeline to be able to continue and even help with managing your finances and making those tough decisions that need to be made. It's also good to have a support group. Hearing Lola's story and all she's doing made me love her even more.

Toke came on to the scene from nowhere. There were a lot of criticisms and many asked, 'Who is she?' She was hated and also loved, but look at her today it's one endorsement after the other. Sometimes criticisms can get to you; you would go around sad the whole day. But you are here to do your thing, so you pick up the pieces. It's only a strong person that can do that. I have all these amazing clients I work with all the time, which is why I wanted to tell a little about their stories through my online magazine. It's not a full-blown magazine. You are not going to read any article anywhere, because I don't have the time right now. However, things evolve. Who knows, it may become print but I take my time with whatever I'm doing. I have a busy

schedule, sometimes it's unreal but I know that these things have to be done.

Who should we expect on the cover of the third edition?

Don't worry, she'll be someone that you'll all be like, 'ok! I didn't know she did that'.

You are presently the brand ambassador for Inglot AMC Cream Foundation. How did that deal happen?

Inglot is a brand I've used over the years as a makeup artist, but it wasn't so popular in this part of the world. I would only get it when I'm abroad, but in Nigeria we channel new things. We have people in the society who want to make a change. Whether we like it or not, when you bring in brands like this, it also opens up businesses for the youth, especially now that a lot of people are makeup artists and getting visas to go abroad. This is why the indigenous makeup brands are thriving. Inglot as a brand is new in Nigeria. As the brand ambassador, I do product advisory; I let them know the things to bring into Nigeria and sort of direct the product development. I also show people how to use the product; a lot of people who like to wear makeup don't even have a clue. Being a brand ambassador has been eye opening as well. Like I said it's an international brand, so you work with international people.

Beside yourself, whom else do you admire in the makeup industry?

I admire Tara, she's also been in it for as long as I can remember. I also admire some younger ones. A lot of makeup artists who were trained at my BM PRO School are all doing well today. Even outside Nigeria, I have the beauty boudoir Imelda; she's one very dear to me. She has owned her act over the years and, of course, she asks for my advice, "How did you do this?" I'd show her and she'll pick it up, recreate it and even be better at it. I like people like her, who I would only show or say something to, about how I did something, and they just run with it. I see a lot of makeup artists and their work, some I think can be better. I used to be a very vocal critic, but I just learnt that when you critique someone with the hopes of making them better, it's sometimes received in a bad way. So I have curbed my criticisms and only offer them when I'm asked. In fact, sometimes I decline when someone asks for my opinion on especially makeup work. I understand it's a very touchy subject, so sometimes I wouldn't offer my opinion. I would just be very blasé. I'm never one to say it's lovely or beautiful when I know it's not; I would rather maintain an indifferent silence.

What's next for Banke Meshida-Lawal?

Wow...what's next? I have my hand in so many pies right now. I just want to focus on bringing quality products and services to Nigerian women and the society at large while positioning BM PRO as the makeup artists' brand. Giving good quality makeup services and bringing in excellent makeup products are uppermost on my mind.

WHEN OPPORTUNITY KNOCKS...



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Women in Business



Funke Bucknor-Obruthe

Queen of Events

By Abimbola Smith

Funke Bucknor-Obruthe is the visionary Creative Director of Zapphire Events, which she started in 2003. With an emphasis on making each event distinct, unique and tasteful, Zapphire has since become the industry benchmark for planning all types of events. Zapphire has a staff strength of over 10 events co-ordinators and 200 liaison staff, and also focuses on event consulting, marketing and management.

For someone who studied Law, why did you not pursue a career as a barrister, why events? I have always been the up and about kind of person, 'the life of the party', I would say. When I was in school, I realized I couldn't and wouldn't practice because I can't stay still in a place for too long. You can guess how still you must be when court is in session, I told myself there and then, I won't be practicing. Then why events? I discovered that when I go to parties with my friends and family, I always found myself trying to make sure everyone was okay, and I enjoyed myself doing it.

In what ways has your Law degree proved applicable in your duties as an event planner? Intermediatory skills (if I can put it that way), meeting a resolution, ensuring the interest of the client is preserved and guaranteed, as well as crisis management.

What was your primary motivation for going into events planning and what do you love about it? (laughing)... Basically having fun while making a living. But on the serious part, my motivation was that it came easy to me, it's my favorite pastime. I always wanted to help friends and family when they plan things... It also gives me the opportunity to boss people around...loool. What do I love about it, everything!!! The joys on the client's face, the feeling of contentment and fulfillment, and a good kind of tiredness.

What is the essence of event planning? The essence of event planning in my own opinion is to give the client freedom and liberty to enjoy their event by not being burdened with the chores of ensuring no detail falls through the cracks and that everything goes well, because they are overwhelmed.

What were the challenges you faced when setting up the business?

I can't really call it a challenge any more, but then I would say, is being among the pioneers of making event planning a business, because people did not take us seriously. As a result, it was difficult getting clients, we practically begged friends to allow us handle their events almost for free... loool). It was rough, but we can look back today and be grateful because the story is different now.

You are the CEO of a large company, a wife and a mother, yet you still stand out in creating events. How have you been able to maintain success?

Ah... I will not lie. It's been challenging, but we are making it work. I don't just speak for myself, but for other businesswomen, also I have also been blessed with the most wonderful and supportive family ever. They allow me the 'luxury' of attending meetings, meeting deadlines, staying till the wee hours of the morning. I also, can't deny the God factor (man proposes, but God disposes) He is the source of my strength and inspiration, as well as my amazing team members, who help actualize the vision for each event and make it what it is and much more.

What inspires you?

I would say a couple of things, but primarily, my environment.

Do you think events planning can be learned or does one need to have innate abilities?

It is a mix of both, it can be learnt but also you also need to have an innate ability to socialize, care, help and cater to people. Having those basic things can help you in the industry.

You create events, both at home and abroad, can you tell us briefly about them?

Planning events is just as every other feeling. It is an avenue



to add value and to keep clients satisfied. Above all, it is an avenue to learn and develop myself.

You made a special guest appearance in some episodes on Tinsel, what was the acting experience like?

I was really nervous...but I loved it...

You wrote and published the first ever wedding directory in Nigeria, what did you set out to achieve and what impact has it made on the industry?

My aim in writing the handbook, just as the title says "The Essential Bridal Handbook" is to give brides a resource or essential directory things to provide them with things they would need for their event. It has all the contacts handy, from hair, venues, to food and everything else they need. An all in one journal, it's easy to handle on the go. It's also useful to brides or couples, who don't want to hire a planner, but can be as thorough as one. It's my little way of giving back to the society, that has given me the little I have, for which I am grateful.

Is there a professional body in Nigeria for event planners, are you a member?

Yes, there are and they are presently growing. There are indigenous ones and there are the international ones creating branches in Nigeria because they have seen that the industry is a budding one and has potentials. Among them, I am APPOEMN (Association of Professional Party

Organizers' and Event Managers in Nigeria) and ISES (International Special Event Society). I am a member of both bodies.

What projects are you presently working on?

I am presently working on say my You Tube series titled Funke Says, which gives advice to people on planning events and a TV series and the making of the bridal handbook into a mobile App.

What would you say is the highlight of your career?

(Laughing) Without trying to be modest, I think all the events I successfully planned, all the clients who have been satisfied, smiles that have been put on faces...and of course, referrals for more jobs because of past ones that were well handled, have been the highlights for me. I am also happy for the blessings they have brought my way.

What advice do you have for young people who want to go into event planning?

Believe in God and trust him. Follow your dream, stay true to yourself, be focused, be determined, be ready to work hard, don't envy anyone, but let them motivate and inspire you. Discover what makes you happy and make a business out of it (because the good book says a man's gift would make way for him). Above all, be ready to learn and also develop your soft skills, because that is one of those things that will keep you in business. Thank you!!!



Travel

From Calabar With Love

By Ariyo Oguntimehin

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Destination Guide

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LAGOS, NIGERIA



Lagos State is arguably the most economically important state in the country, being the nation's largest urban area. It is situated in the South West corner of the country, and the elongated state spans the Guinea Coast of the Atlantic Ocean, over 180km from the Republic of Benin on the west to its boundary with Ogun State in the east. Below are some amazing places to visit in Lagos.

GO SHOPPING

The Ikeja Shopping Mall is a lovely place to shop. There are varieties of shops to visit for men, women and children's wear, accessories, cosmetics, fabrics and other items. Some of these shops include Nike, Adiddas, Woolworths, Wrangler, Hawes& Curtis, Mango, Swatch, and Mac. (Obafemi Awolowo Way, Ikeja) Telephone (01-7450713)

FINE DINING

La Spiga Restaurant located in the Maison Fahrenheit Hotel offers an Afro-Continental culinary experience, featuring a mix of well-styled local and international dishes from the known to the unexpected, all meeting various desired dining experiences. (80, Adetokunbo Ademola Street Victoria Island) Telephone (+234(0) 19044500, +234 (0) 9098762063)

AFTER DARK

Lagos comes alive with music. Start your evening at Freedom Park Lagos with live music across various genres, cool breeze and palm wine. (Hospital Road, Old Prison Ground) Telephone (08095006567)

TIME TO UNWIND

Nightclubbing is intense in Lagos as the crowd hops all night to the latest Nigerian and foreign music. Pop to Bottles Restaurant for cocktails (www.bottlesrestuarant.com). Address (8, Imam Augusto Close, Lagos) Telephone (0700268537). Dance to world class DJs at Rhapsody's (www.rhapsody.co.za). Address (19A Agoro Odiyan Street Lagos) Telephone (08170707075). Head to the rooftop at Cova Lounge to perform your favorite songs at karaoke (www.kudeta.com), Address (4th floor, Mega Plaza 14, Idowu Martins Street, Victoria Island) Telephone (+2348060040401) then sneak into late-night sweatbox, Escape Address (7, Sapara Williams Close, Victoria Island) Telephone (+234 70462516291)

BEDTIME

African Sun Amber Residence situated in the highbrow area of GRA, Ikeja offers access to a wide range of attractions and facilities, which include a restaurant & bar, conference room, boardroom, a gymnasium, swimming pool and business center. (16, Esugbayi Street, GRA, Ikeja, Lagos)

UYO, NIGERIA



The heart of Nigeria's tropical Igboland and formerly the capital of the Republic of Biafra, the lush landscape of Owerri has a lot of natural and cultural attractions to lure visitors including outdoor activities around the Oguta Lake, hot springs, craft markets and ancient shrines. Reliable listings and updates can be found at www.imostate.gov.ng

BUY

Igbo arts and crafts are aplenty at Owerri's Mbari Cultural

Centre, Eke Ngure in Aboh Mbaize and Igwekala Shrine in Umuuaha.

BON APPETIT

You can rely on hotel restaurants and chain fast food like Crunchies on ITC Junction and Mr. Biggs on Okigwe Road. There is also a good choice of Nigerian eateries on Ekwen a Crescent off Wetheral Road including Best Lady, Renny's place and DE Simeons.

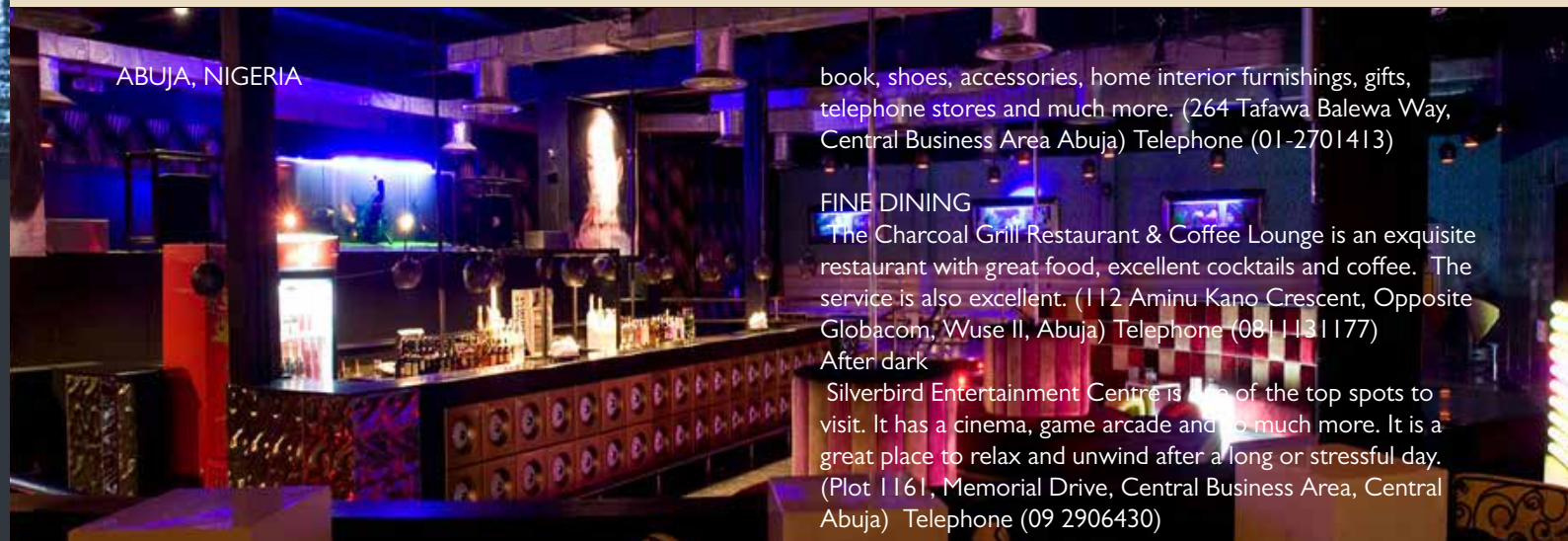
BED TIME

The city centre is home to an extensive range of accommodation, most located on or off Port Harcourt Road. Two of the better mid-range options are the East Gate Hotel (eastgatehotellowerri.com, Plot C, Ugwu-Orju Layout, +234 083233560, 305387) and the recently opened Rock view Hotel which also has branches in Abuja and Lagos (RockviewHotels.com) if you're into 80s maximalist décor and Russian roulette, the sprawling Imo Concorde Hotel and Casino, 30minutes from the airport off Port Harcourt Road has 203 rooms, each with a balcony, a business centrte, bustling nightclub, conference rooms, sports facilities and of course, a casino.

HIP TIP

Imo State plays host to vibrate festivals, dance performances and masquerades. To find one that coincides with your visit, to see the following website: imostate.gov.ng/festivals.

ABUJA, NIGERIA



book, shoes, accessories, home interior furnishings, gifts, telephone stores and much more. (264 Tafawa Balewa Way, Central Business Area Abuja) Telephone (01-2701413)

FINE DINING

The Charcoal Grill Restaurant & Coffee Lounge is an exquisite restaurant with great food, excellent cocktails and coffee. The service is also excellent. (112 Aminu Kano Crescent, Opposite Globacom, Wuse II, Abuja) Telephone (0811131177) After dark

Silverbird Entertainment Centre is one of the top spots to visit. It has a cinema, game arcade and so much more. It is a great place to relax and unwind after a long or stressful day. (Plot 1161, Memorial Drive, Central Business Area, Central Abuja) Telephone (09 2906430)

ABUJA

Abuja is the capital city of Nigeria and is located in the center. Aso Rock is a forty metre tall monolith left by water-erosion, which defines Abuja's identity. Some other interesting side attractions in the city are the National Ecumenical Centre, the National Mosque, Zuma Rock, the IBB Golf Course, and wonderful shopping centers, restaurants and clubs. Other areas of the city extend to the south of the rock. Abuja is also known for being the best purpose-built city in Africa, as well as being one of the wealthiest and most expensive.

GO SHOPPING

Shop at Ceddi Plaza. There are various fashion boutiques,

TIME TO UNWIND

Cubana Lounge is an Abuja entertainment service center for bar and night clubbing services. Groove to different genres of music from Nigerian and foreign musicians. (Plot 130, Adetokunbo Ademola Crescent, Wuse II, Abuja, FCT) Telephone (08033000321)

BEDTIME

Protea Hotels is conveniently close to Abuja's city center. It is 10 minutes from the main city, 5km from the British Embassy and within a walking distance of the Irish Embassy. This four star hotel is home away from home and as a large lounge area, king-sized beds, swimming pools and restaurants.

PORT HARCOURT, NIGERIA



Port Harcourt is the capital city of River state; Port Harcourt has long been an important merchant port and is today the centre for Nigeria's oil industry. Located in the Niger Delta in the South of Nigeria, the city is a serene and secure environment. Port Harcourt is also known in Nigeria as the 'The Garden City'.

Go shopping

SPAR is a lovely place to shop. It is a departmental store chain park n shop, supermarket chain SPAR, home and Office Décor' Millennium, table water brand Cascade, premium lighting searchlight, Quick serve Restaurant Cakes n Bakes. SPAR is located at Garrison junction, guru plaza.

Fine dining

Eastern Garden Chinese Restaurant is located in Ogunanbali West layout, Aba Road for exquisite Chinese meals and delicacies. Ororo is one of the finest restaurants in Port Harcourt. It is located on the ground floor of Le Meridien Ogeyi's place. It is a perfect place to enjoy authentic Nigerian and international cuisines.

After dark

Lion's Den is located in the emerging heart of the Garden City of Port Harcourt, Nigeria with easy connections from

attractions and lovely shops like cinema, Nokia shop, Philip centre and lot more. Telephone (080 366 266 78)

TOURISM

Owerri is arguably one of the towns in Nigeria that has highest tourist attractions. Its tourist attractions are many and varied including Imo Wonderlake Resolt Oguta, the second largest fresh water in Nigeria, no brine, no smarting in the eyes and no harmful creature with all surrounded with ever-green environs of poetic beauty. Urashi River, a spring with a mysterious source from ropelike feather stretching from a mountainous substance; the Amadioha shrine, a mysterious shrine and many more mysterious destinations.

FINE DINING

For you special delicacies, you can trust restaurant like channel O, located Umez-Eronini street, Ikenegbu; Best lady Restaurant at off Ekweni Crescent Ikenegbu; and Stainless Restaurant, Mbani street, Ikenegbu. There are also good eateries like Mr Biggs on Okigweb Road and Mr. Fan on Ikenegbu Street.

TIME TO UNWIND

Once you hit the ground, you will feel the vibes of Owerri, the state capital of imo. The Roxxy is the ultimate nightlife experience, the parties are massive and exiting like nothing the tri-state area has seen before. No more weekends of standing elbow to elbow in some tiny lounge in Old city

BED TIME

OWERI NIGERIA



Owerri is set in the heart of the igbo, popularly refers to as the entertainment capital of Nigeria and is also home to an annual beauty pageant called 'Miss Heartland'.

Owerri has a lot of natural and cultural attractions to lure visitors, which include Craft markets, Hot Spring and Oguta Lake.

For more update, visit www.imostate.gov.ng

GO SHOPPING

Aladima mall is the first and regional shopping mall in the south eastern region located in heart beat of Owerri. it has a lot of



Omenka is Africa's premium art, business and luxury- lifestyle brand, published as a quarterly print magazine, an online digital platform and an iPad application. Through its well-tailored content, Omenka aims to position Africa as the hub of an increasingly globalized world by stimulating interest in art from the continent as an asset class, while cultivating taste and defining emerging trends in contemporary visual culture and living, among a new generation of urban thinkers, collectors and enthusiasts.

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Fine Dining

Make your wish come true at

BC Café

The BC Café shares the same lush gardens overlooking a serene waterfront with Omenka Gallery. Guests are treated to the finest cuisine, live music and art from well-known and emerging Nigerian and international artists.

The café also offers catering services for any event, such as business meetings, weddings or birthdays for up to 70 guests with flexible seating arrangements. Our in-house events team can help you plan your events to the very finest detail.

24, Ikoyi (Modupe Alakija) Crescent, Ikoyi, Lagos
T. +234 81 7164 6710, 809 871 7710



Efo Riro (serves 6)

By Openifoluwa Tejuoso

A very rich vegetable dish popular in the western part of Nigeria. A thick meat stew sprinkled with blanched vegetables and typically eaten with pounded yam, foo-foo or eba.

Ingredients:

450g red bell pepper
250g ata rodo
700g tomatoes
450g onions
300ml palm oil
250g stockfish, cooked
250g dried fish
4 TBsp whole crayfish
4 TBsp iru
6 snails, cooked
800g assorted meat, cooked and lightly fried
900g tete/soko, thinly sliced (green vegetables)
3 stock cubes
2½ tsp salt
2 litres of water



Method:

- Boil water 1.8 litres of water, add sliced tete/soko, stir for 4 minutes, drain and rinse with cold water.
- Squeeze out all the water in the vegetable, place in a bowl and set aside.
- Using a blender, roughly chop tomatoes, peppers and onions with 200ml of water.
- Heat palm oil and then add pepper mixture with 2 stock cubes and salt.
- Cook for 30 minutes, stirring constantly.
- Add stockfish, snails and assorted meat and cook on low heat for 7 minutes
- Add dried fish, crayfish and iru and combine thoroughly.
- Add blanched vegetable, sprinkle remaining stock cubes, check for salt and immediately turn off heat.

MAKE SURE *IRU* IS THOROUGHLY RINSED BEFORE ADDING TO THE SAUCE.

*Serve with Pounded yam or eba.

Eba (serves 6)

Eba flakes commonly known as garri, are made from ground fried cassava, a staple in western and eastern Nigeria. It is a heavy meal traditionally eaten with vegetable soups.

Ingredients:

600g garri powder
1.5 litre water

Method:

- Bring water to boil in a pot.
- Turn off the heat and sprinkle garri powder evenly over the hot water.
- Allow to absorb water for 1 minute.
- Use a wooden spoon to mix until a medium-soft dough is formed.

Serve with efo riro.



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Basket Mouth

By Tega Kumapayi

Nigerian-born comedian Bright Okpocha has graced TV screens and stages all over the world, leaving his audiences always hungry for more. This funny man from Abia State is popularly known as Basket Mouth, underscoring the ease with which he reels out his funny jokes.

How deeply does your background influence your jokes?

My background is the base of everything; it is the reason why I am hungry for success. It influences my material, and so I can relate to all sorts of people. My background is the core of my talent and strength.

There are few female comedians in the industry, unlike in the United States with the likes of late Joan Rivers, Monique and Kathy Griffin. What do you feel can be done to encourage Nigerian women to take up comedy as a profession?

It's the same thing with male comedians. Comedy is not about sex or religion. As long as you are gifted, all you need to do is write your material, be confident in what you have, test it, make sure its strong enough, study, watch other comedians and perfect your art. I don't believe the advice given to women should be different, it is an equal game. It is just like training a female pilot differently from a male one, comedy is unisex. It is just a case of the artist owning up to that responsibility to make people laugh. A woman should go for it and give it her best shot.

Do you have a most embarrassing moment on stage?

I have never had an embarrassing moment, but I have been booed. It was not embarrassing, it was more of a 'correctional facility' (laughs) it lasted for 3 minutes. I took corrections and moved on. Comedy is an art, so it comes with moments like that, but I thank God I have never had an embarrassing moment.

Walk us through 10 seconds just before you grace the stage?

It is longer than 10 seconds, it is between 1 and 30 minutes. First, I mentally run through my materials, I say a short prayer, sometimes I pray till when I am called to perform. The prayer announces my entry, I am saying amen by the time I am called in. This has been my sequence since I started comedy.

How do you resist the advances of beautiful female fans?

You had to specify 'beautiful' (laughs). It's all about discipline and respect for what you have, while you try to be diplomatic, professional and nice. People can't stand rejection, in order for them to conceal their pain, they tend to misinterpret your

“....I wasn’t speaking Pidgin English, I was dropping materials they could relate with, things that affect everyone and it worked.”

resistance as being rude and arrogant. I have learnt over the years to play with the game and escape when i can.

How often do you have such encounters?

Every time, day (laughs), I must say it is a good feeling to be admired. I know the reason they admire me, is not because of my features, but my work and legacy. I appreciate the fact that I have something worth admiring. I savour those moments but a barrier needs to be put between fans and stalkers (laughs).

You have successfully organized shows in Europe and the United States, how complex is this and what does it entail?

It is easier to do gigs out there. It is cheaper and less stressful, because there is a structure in place and everything just unfolds. The venues are cheaper, the amount of money we spend putting the show together at bigger venues in Europe or America is half the price to put up a show here. You can even sell out months before the show, because of the structure in place. In Nigeria, you’d be in a panic till the end of the show, because you don’t know how well you have done with the gate fees. When you put in so much, you have to make your money back regardless. Most people don’t understand, when I do gigs in Nigeria, even with sponsors, it’s impossible to make money. However, I focus on content and quality. I put a lot of money into it; it’s what I owe my country and fans, if I make money, I rejoice, if I don’t, it’s still fine. I have been in this game for 17 years; it took me 5 years to break into West Africa and took me 6 years to break into South Africa, then the UK, Australia and other countries. It is a process, now I am known in all those places. I just have to keep pushing it, till I get noticed by one of the biggest comedians in the world. The people I work with now are average promoters, so I won’t say success is the key word, we are still growing, but it is an easy drive when

compared to Nigeria.

How different is the audience response to your shows in Nigeria, from those you have abroad?

As long as the material delivered is universal and not culturally bound, you can break into any crowd, because they understand what you’re saying, it was the same with my case, they understood me, I wasn’t speaking Pidgin English, I was dropping materials they could relate to, things that affect them and it worked. My style is different, I tell people, don’t be like anyone that has been seen. My style and delivery is different, it’s quite refreshing to them, that’s why the acceptance has been unique. I thank God; He has been good to me.

Most international comedians in other continents have solo performances, where they crack jokes for hours. In Nigeria, it’s more common to have shows with an array of comedians. Could it be that African comedians don’t have enough material, and how can we get to that stage?

Some don’t, while others do. I did it 10 years ago and was scared, but I knew I could do it. It takes confidence, belief and faith. Most comedians don’t believe in their strength. They sit down with friends, entertain them and make them laugh for 3 hours, but when it comes to doing it on stage, they pull back. I understand why, it is easier to have a conversation and thrill people you know, than being out on stage. Comedy is not like music, a musician can walk into the studio, get people to listen to his music, and if they don’t like it, he can always pull the song down and replace it. With comedy

the system in Nigeria doesn’t help upcoming comedians. In Europe and America, they have different comedy clubs where you could test your material, edit and practice, before your gig comes up, so that you are fully prepared.

In Nigeria there is no platform like a proper comedy club just makeshifts, where they give comedians a day to perform for two to three hours, it doesn’t help.

If not comedy...?

It certainly is still going to be entertainment. I have done everything in entertainment, but most people don’t know that I was a drummer, a keyboardist, a base guitarist, and a DJ. I promoted parties, evolved into rap, then went on to produce beats (laughs). Comedy has always been there, though I didn’t take it seriously. I just did it with my friends at school while I was promoting shows, and bringing in the likes of Plantation Boiz and Paul IK Dairo to UNIBEN. If not comedy, I would have been a show promoter, maybe I would have been bigger than this by now, who knows? (Laughs).

Concerning your UK tour, how was the experience and what memories have stuck with you?

The UK tour is done, it was a great experience. Tickets for the next one are online, and promotions are going to be made public shortly. We covered 5 cities during the last tour, it was just London at first, and then Manchester, and Birmingham. This time around it was London, Manchester, Birmingham, Nottingham and Aberdeen. It only means people are beginning to embrace the brand and art. It is fulfilling when you create something out of nothing then watch it grow. The experience was humbling. All of them were sold out weeks before and I owe that to God and all the love from the people who came to support the brand. It was so good that I was shocked by the turnout. It means I am doing something right. I took many new comedians out there, they were well accepted. Eighty percent of the people who came out to watch the show had not seen them before. It made me understand upcoming comedians in Nigeria need more exposure, which is why I am going to take more of them out. However, I won’t repeat or rotate them. I’ll take one set and leave them to capitalize on that exposure, then go for the next. I am just playing my part and I will continue to till I drop the microphone. It was one of the best tours we have ever done.

Any advice for upcoming comedians?

They should try to be original and not bite from other comedians, because that kills the industry, people complain about piracy in music, we have that in comedy, but we call it biting. If a comedian comes out with a material and another starts to use the same material, it makes the industry watery when viewed by the common man, they’d say, ‘they are all the same, they crack the same jokes’, upcoming and some known comedians are the ones that drag comedy backwards, because they are not being fair to the art, which is based on originality. Paintings are not the same, everyone has got their approach, so you can never see the same painting. The same thing applies to comedy and music. For example, Robin Thicke was ordered to pay over \$7million dollars for biting a beat, but here things like that don’t happen. If upcoming comedians want this industry to grow, they should try as much as possible not to be like somebody else. There can never be two D’banjs or Michael Jacksons. If you hear someone who sounds like Jay Z, all you’ll say is, he is a wannabe, he can’t grow. Put a lot of hard work into it, except you have any other thing you are doing. If comedy is what you want to live by, it has to be about hardwork, class and style. Make it glamorous and good looking, that’s the only way the industry can grow.



Smart
Flyer

PHOTO IDENTIFICATION

All passengers must present valid photo identification when required by Dana Air staff before you will be allowed to check-in for your flight.

CHECK-IN: Passengers must arrive for check-in a minimum of 2 hours before departure . Check-in closes 25 minutes before departure. Failure to turn up for the flight attracts a “no show” penalty.

Checked Baggage Allowance: Maximum 30kg for Business class, 23kg for Economy class and Infants are allowed 10kg.

Any baggage in excess of Checked Baggage allowance is chargeable at an excess fee per kilo.

Only one piece of hand luggage, not more than 6 kg and 45cm x 33cm x 20cm, is allowed in the cabin.

Dana Air assumes no liability for fragile, valuable or perishable articles, including camera equipment, telecommunications

equipment(mobile phones, PDA's),laptop computers, cash and jewelry; or for damage such as scratches, scuffs, dents, cuts, wheels; or damage due to over packing and manufacturer's defect.

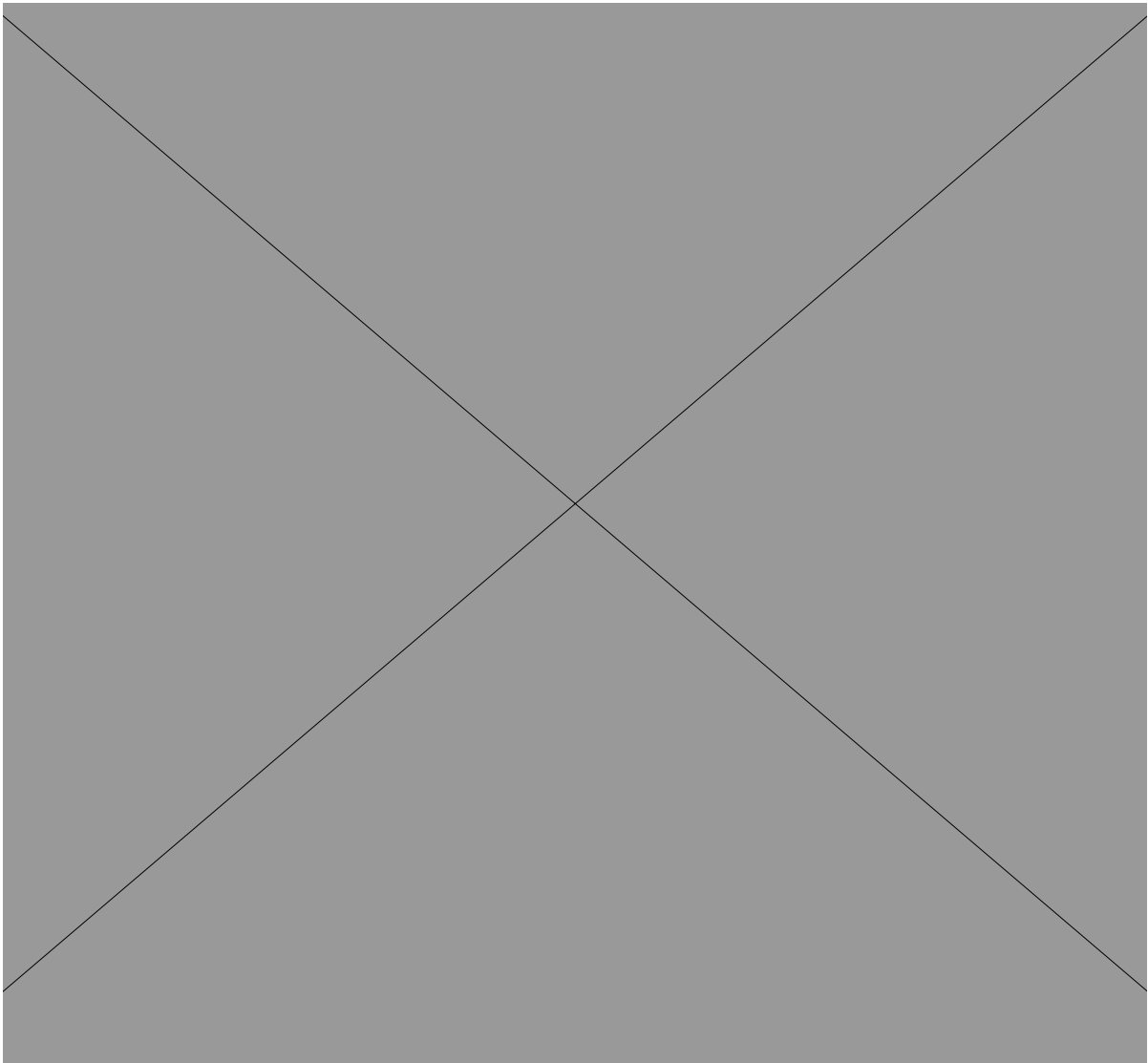
Lock your baggage and place your name and address on the outside and inside of your baggage. Carry valuable items including cash, medicine and prescriptions with you as hand baggage on board the aircraft.

It is the responsibility of each passenger to ensure that he/she is in possession of valid travel documents for the Journey.Your ticket is not transferable.

All pregnant women are to present a medical report at check in certifying that they are fit to fly. Pregnant women over 32 weeks are NOT fit to fly.

Please reschedule your booking if you change your travel plans. Failure to do so may result in cancellation of your onward or return reservation.

Flight Schedule



Where are DAL’s POS to pay for “Book and Hold” ticket
Lagos:

- 1. Dana Air Corporate Office - 51, Allen Avenue, Ikeja
- 2. 1st Floor, G.A.T. Murtala Muhammed Airport (Old Domestic WIng
- 3. Murtala Muhammed Airport 2 (MMA2).
- 4. Sheraton Hotels and Towers, Ikeja.
- 5. Park ‘N’ Shop, Guru Plaza, 47B Adeola Odeku Street, Victoria Island.

Abuja:

- 1. Abuja International Airport.
- 2. Sheraton Hotels and Towers, Abuja.
- 3. Transcorp Hilton, Abuja.
- 4. Rockview Hotels Royale, Plot 194/ 196 Cad Zone A8, Adetokunboh Ademola Crescent, Wuse II, Garki, Abuja.

PHC:

- 1. Port Harcourt International Airport.
- 2. Dana Air Sales Desk, Park ‘N’ Shop, 97, Aba Road, Garrison Bus stop, PHC.

In which banks do I pay for “Book and

Hold”ticket reservation .

The following are the designated banks Dana’s “Book and Hold - Pay at Banks & ATM” reservations can be paid:

- 1. Access Bank
- 2. Diamond Bank
- 3. Eco Bank
- 4. Enterprise Bank
- 5. Fidelity Bank
- 6. First Bank Nigeria Plc
- 7. Keystone Bank
- 8. Sterling Bank
- 9. UBA
- 10. Union Bank
- 11. WEMA Bank Plc

How much do you charge for excess luggage?
500 per kg

Which of the airports do you take off?
We do not carry animals onboard

Which of the airports do you take off
Lagos: MMA 2
Abuja: Abuja International Airport
PHC: Port Harcourt International Airport.

OUR CABIN GUIDE

Cloud 9! and thank you for flying Dana air. We promise to do everything we can to ensure that you have an enjoyable flight. In order to make your journey a pleasant one, please take note of the information on the following pages. If you have any queries or need any assistance, please feel free to ask one of our cabin crewmembers.

Seats

- Time to relax! The backrest of your seat can be adjusted. For extra comfort during flight you may wish to lean back. Press the button in the armrest of your seat for the backrest to tilt slightly.
- When seated in economy class, for the comfort of the person behind you, kindly ensure that your seat is in the upright position whenever meals or refreshments are served.

Drinking water

- Water fountains can be found near all toilets.
- In-flight service
- The cabin crewmembers are always at your service. Should you require attendance, please ring the service bell which is situated either in your armrest or in the passenger service unit in the ceiling above your seat.

Reading lights

- Each seat has an individual reading light that enables you to read at night without disturbing your fellow passenger. You will find the light switch in the armrest of your seat or in the service unit above you.

Air vent

- Some aircraft in our fleet have individual air vents which can be adjusted to provide you with a stream of fresh air.

Spray

- Health regulations at certain airports require that the aircraft cabin be

sprayed. The spray is harmless but if you think it might affect you, please cover your nose and mouth with a handkerchief.

Mother and child

- For the convenience of mothers with babies, diaper boards are available in certain toilets on all our wide-bodied aircraft.
- Baby food is available, as well as toys and games to keep the little ones occupied during an international flight.

Aches and pains

- Medical supplies for minor ailments are available on board.

For your comfort

- Blankets and pillows are available.
- A variety of magazines and newspapers are at the disposal of premium class passenger on our international flights.
- Please lower your window shutter at night to ensure that you, or your fellow passengers, will not wake up a few hours later with the sun shining in your eyes.

Healthy flying tips

To further ensure that you have a pleasant and enjoyable experience on our flight we would like to draw certain in-flight health tips to your attention, which are recommended for all airline travellers but are of particular importance to long distance travellers:

- Do not place baggage in the space under the seats in front because that reduces the ability to move your legs.
- Exercise your legs at regular intervals while seated to improve arterial circulation. The exercises should primarily activate the leg muscles, eg alternating stretching and flexing of the feet.
- Deep-breathing exercises will increase arterial circulation.
- Short walks, at least once an hour,

are also recommended during the flight.

- Do not sleep in a cramp position and do not use hypnotic drugs because veins can be damaged by inadvertent compression.
- Consume enough non- alcoholic fluids before and throughout the flight. Alcoholic beverages should preferably be avoided on long trips.

FLIGHT INFORMATION

Limits in respect of certain goods

The following goods may be included in passengers' baggage either by residents or non-residents, but not exceeding the following limits:

- Wine: 2 liters per person;
- Spirits and other alcoholic beverages: 1 liter per person;
- Cigarettes: 20 cigarettes per person;
- Cigars: 20 cigars per person;
- Cigarettes or pipe tobacco: 250g per person;
- Perfumes: 50ml per person;
- Eau de Toilette: 250ml per person;
- Other new or used goods of a total value not exceeding N 3,000 per person;
- Allowances may not be pooled or transferred to other persons.

Note: Visitors may be required to pay cash deposit to cover duties and tax on expensive articles such as video cameras. The deposit on the goods is refunded on departure from Nigeria.

- Children under 18 years of age
- Children under 18 years of age may not claim duty-free allowances on goods used by them;
- Children under 18 may not claim allowances for tobacco and alcohol;
- Parents may make customs declarations on behalf of their children.

OUR SAFETY GUIDE

Safety pamphlet

- Please read the safety pamphlet in the seat pocket in front of you and note your nearest emergency exit. On flights exceeding three hours as well as multi-sector flights, we recommended that you review the content of the safety pamphlet again before each landing.

Carry-on baggage

- Lightweight hand luggage should be placed in the provided overhead stowage bins or at your feet underneath the seat in front of you. This is not only a safety precaution but it also provides you with more legroom.
- When placing items in the overhead stowage bins, please ensure that they are securely positioned so that they do not fall out when the bins are opened.
- Please take care when opening the overhead stowage bins as articles that may have shifted before or during flight may fall out and cause injuries.

Smoking

- In accordance with international trends, smoking is not permitted on board any of Dana airline.

Seat belt

- Please fasten your seat belt whenever the seat belt sign is illuminated. For your safety we suggest that you keep it fastened throughout the flight.
- When sleeping under a blanket, please keep your seatbelt loosely fastened over the blanket so that the cabin crew does not need to wake you in the event of turbulence.
- However, seat belts should always be unfastened during transit stops and refueling.
- Sleeping on the floor is prohibited. In the interest of safety, sleeping on the floor cannot be permitted under any

circumstances. Should an emergency occur, passengers who sleep on the floor will not have access to seat belts and oxygen masks.

Bassinets

- Should you travel with a baby, book early and be sure to request a bassinet. The baby should not be older than six months of age, should not weigh more than 10kg, and should not be more than 75cm in length. It is weight and length of a baby that are essential factors that need to be assessed.
- In the interest of safety, babies cannot occupy the bassinets during takeoffs or landings.

Footrests

- Passengers seated on seats with footrests must kindly ensure that the footrests are stowed for takeoffs and landings.

Seats upright and tables stowed

- As a safety precaution, and in compliance with safety legislation, seats should be returned to their upright position and tables should be stowed or folded away during takeoffs and landings

Remain seated

- As a safety precaution, passengers are requested to remain seated after the aircraft has landed, until the captain has switched off the seat belt sign.

Portable electronic equipment

- Passengers are requested not to use any electronic equipment on board the aircraft as it may interfere with the aircraft's avionics system.
- Heart pacemakers, hearing aids, clocks, watches, timers and medical equipment approved for use in aircraft, however, may be used without restrictions.

Laptop computers

- Laptop computer (including CD-ROM and DVD but excluding any international transmissions such as wireless LAN), hand-held calculators, electric shavers and portable personal listening devices (including compact disc and mini disc players) may be used with the permission of the pilot in command. The seat belt signs being switched off during climb and on during descent normally indicate the commander's permission. Should circumstances dictate otherwise, the commander will inform the senior cabin crewmember.
- The use of any 3G data cards is strictly prohibited.

Cellular telephone

- Cellular telephones may be used on the ground while passenger doors are open
- Cellular telephones must be switched off as soon as the cabin doors are closed and when the senior cabin crew member makes an announcement on the public address system

Dana air has your safety at heart. Please read this page carefully

- The use of any cellular telephone functions including 'Blackberry' and 'flight mode' is strictly prohibited.

Prohibited equipment

- Portable printers, laser printers, video equipment, CB/AM/FM/VHF/Satellite radio, two-way radios, scanners, remote controlled toys and power converters are prohibited for use at any time.

Liquid, Aerosols and gels (LAG)

When travelling on an Aircraft, passengers are restricted from carrying certain liquids, aerosols and gels (LAG) in the Aircraft in the aircraft cabin. These rules are aligned to international civil

aviation organization (ICAO) standard. Passengers are required to place essential liquids that they wish to carry with them on board the Aircraft, in a re-sealable clear plastic bag with a capacity of not more than one liter and a total diameter of 80cm. Each item containing liquid cannot exceed 100ml in quantity and must fit comfortably inside the sealed bag.

If these limitations are not adhered to, items will be confiscated by airport security and Dana air will unfortunately not be in a position to recover these from customers.

When proceeding through airport security checkpoints, the bag holding these items must be separated from any other cabin baggage.

Items that are exempt from the LAG restrictions and that may be carried on board, without placing it in the clear plastic bag, are:

- Baby formula/milk and baby food in small containers, if a baby or small child is travelling with the person carrying such items.
- Essential and other non-prescription medicines not exceeding 100ml per container, including saline solution and eye care products such as eye drops and eye care products such as eye drop and contact lens solution.
- Liquids, gels and juice for diabetic passengers who indicate a need for such items to address their medical condition.
- Solid cosmetics and personal hygiene items such as lipstick in a tube, solid deodorant, lip balm and similar solids.

Any duty-free LAG products purchased after security checkpoints should be placed in special security bags at the store and passengers connecting to further destinations are advised to keep these sealed throughout their journey.

When in doubt, please consult the cabin crew

IN-FLIGHT FITNESS

To further ensure that you have a pleasant and enjoyable experience on our flight, we would like to draw your attention to certain in-flight health tips that are recommended for all passengers and to be followed throughout the duration of the flight. The health tips listed below are at all times subjected to any intervening in-flight safety instructions being issued and are designed to improve blood circulation.

1. Exercise your legs at regular intervals while seated to improve blood circulation; one example of a recommended exercise would be to alternate the stretching and flexing of the feet.
2. Deep-breathing exercises are recommended
3. Short walks, preferably once every two hours, are excellent for circulation.
4. Increase your normal intake of water and/or soft drinks before and through out the flight; only drink alcoholic beverages in moderation.

Any passenger who is aware of and/or affected by a medical condition of any nature whatsoever has the duty to seek medical advice from his/her own medical practitioner before embarking on an intended flight, in order to determine whether the medical condition could be worsened by air travel.

No more excuses about bad circulation, sluggishness and cramped muscles. Sure, the passenger seated next to you might think you've lost it –but when he or she gets off the plane with protesting limbs and puffy feet the next morning, you may well be the object of grudging envy.

The ten cardinal rules that ensures comfortable flying are

- Pack your medicine, homeopathic and prescribed, in your onboard hold-all so you are prepared for an emergency. Also refer to liquids, aerosols and gels on the previous page.
- Eat and drink alcohol in moderation, but have as much water as you like to prevent dehydration.
- Wear loose-fitting, comfortable clothes made of natural fibers.
- Make sure your shoes can handle expanding ankles and swollen feet
- Get up every two hours while on board, stretch and go to the bathroom to freshen up.
- Do on-board exercises.
- Always set your watch to the time of your destination so your body has the length of the flight to adjust to this new reality.
- Walk as much as you can once you've arrived at your destination-it helps to get the circulation going.
- Scrub your body vigorously in the shower or bath to dislodge any unwanted building in the body.
- Take a short nap on arrival that revives you without interfering with your nighttime snooze.

UNRULY/DISRUPTIVE BEHAVIOR ONBOARD DANA AIR OWN/ OPERATED AIRCRAFT

In terms of international civil aviation legislation and regulations, it is Offence for any person to:

- Constitute any action that jeopardize or may jeopardize the safety of an aircraft, passenger and/or crew.
- Disobey valid instruction from a crew member (safety officer)*
- Interfere with the normal operation of the aircraft
- Assault or willfully interfere with any member of the crew of the aircraft in the performance of his/her duties
- Ignore warning signs and/or safety signs within the cabin of the aircraft
- Willfully cause damage to an aircraft which renders its incapable of flight or which is likely to endanger its safety in flight
- Communicate any information which he/ she knows to be false, thereby endangering the safety of an aircraft in service
- Commit any nuisance or any disorderly or indecent act or to be in a state of intoxication or behave in a violent or offensive manner to the annoyance of any other person on the aircraft, or use abusive, indecent or offensive language.

In terms of Nigerian legislation it is an offensive to smoke on any Nigerian registered aircraft. Smoking in the toilet compartments of an aircraft is deemed a safety risk and is lawfully punishable.

Any person committing any of these offences while on board a Dana air may be arrested at his/her point of arrival and prosecuted in accordance with the applicable civil aviation legislation such prosecution may result in the imposition of a fine and/or imprisonment.

It is the policy of Dana air, in the interest of the safety of the travelling public and our employees, to lay the necessary criminal charges against unruly passengers and to aggressively pursue the successful prosecution of such persons.

Please note

In terms of international civil aviation legislation, the commander (captain) of the aircraft is authorized/ empowered to take any action deemed necessary, including restraint, of any person who jeopardize the safety of the aircraft or of persons or property on board. In terms of this authority the commander may request and or authorize any member of the crew to render assistance in terms of restraint or action against such offenders.

In terms of Dana air right of refusal of carriage, Dana reserves the right to refuse boarding to any person who is intoxicated or who, under reasonable grounds, is believed to pose a potential danger to safety and/or good order and discipline on board its aircraft.

The primary function of a crewmember is to act as a safety officer on board an aircraft. All Dana crewmembers are trained and licensed as safety officers in terms of international civil aviation regulations.

Dana News

Running one of the fastest growing airlines in Africa can be the most arduous and challenging of tasks. However, the smiles on the faces of millions of satisfied people, more than makes up for every frustrating moment.

As part of efforts to keep those customers satisfied and happy, we are re-launching our inflight magazine. After a brief hiatus of a few months during which we underwent a complete re-invention, Cloud 9 is back! Now produced by Revilo, a leading Lagos-based publication, the magazine is set to meet each traveler's informative and entertainment needs.

In serving our teeming flyers better, Dana Air is also back with innovations for our guests based in Nigeria and beyond. Booking can now be paid for in US dollars or naira. In addition, online payments can be done via Visa, Interswitch, as well as eTranzact platforms, with airfares starting from as low as N12, 600.00. Also on offer are new promotions with great discounts and a loyalty scheme to reward faithful customers. Furthermore, we have improved our service quality and built on operational performance. In keeping service standards, we are embarking on a customer service charter to make a difference to our service grades. Another area of focus is the careful handling of luggage. We are also holding management to performance standards in the areas of employee development and wellbeing to ensure that we maintain our excellent operations. There's been better than expected progress on key areas, notably the expansion of our routes. Our Owerri route is now operational as we look to expand our flight service to other parts of the country. Please do keep checking our website (www.flydanaair.com) for further details.

We are also using this medium to appreciate you for your support in choosing to fly with us and to assure you of our effective service, always. Here's wishing you a peaceful and enjoyable flight from everyone at Dana Air!

BACCARAT design Gianni Pareschi



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