December 2023

Special Edition

ESCAPE MAG

NEXTBERRIES

Digitizing Africa's Next Gen Fashion

EXCLUSIVE FTEAUTRES | TOMI OWÓ | DECEMBER EVENTS IN LAGOS | KHLOESGRAM

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Editor's Letter

Dear Readers,

Welcome to the first edition of Escape Mag Africa, your gateway to the vibrant world of African creativity. We are thrilled to introduce you to the most talented and innovative minds across the continent.

Our mission is simple: to spotlight and celebrate African creatives, from fashionistas, musicians and artists to writers and digital media creators. This magazine is not just about showcasing their work but also sharing their stories, inspirations, and dreams.

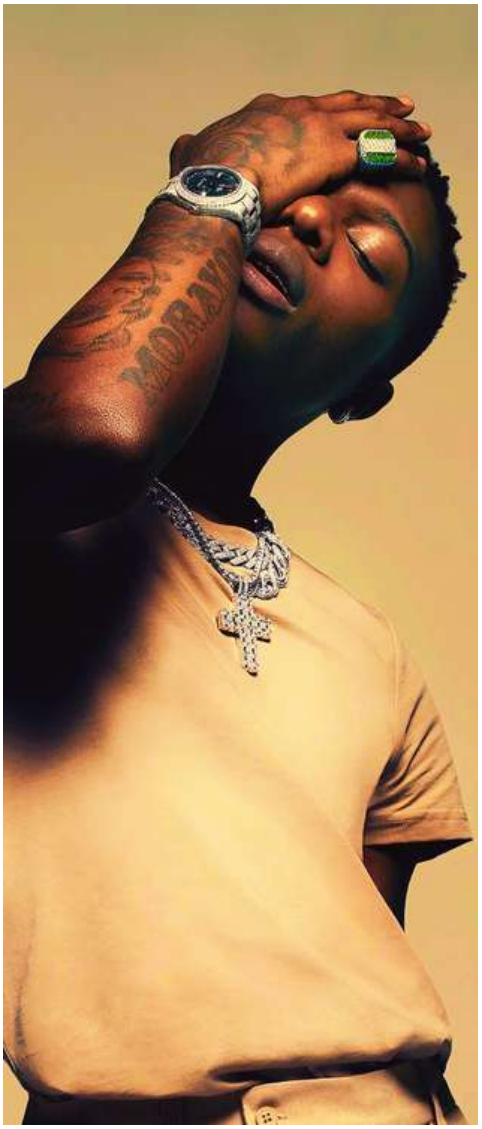
In this issue, we dive into the diverse and dynamic landscape of African creativity, exploring the beats of African music, the colors of African art, the future of African fashion, and so much more. We've got something for every creative enthusiast.

We invite you to explore, connect, and collaborate within this thriving community. Share your thoughts, share your ideas, and, most importantly, share this magazine with your friends and fellow creatives.

Stay inspired, stay connected, and stay creative!

With warmth and creativity,
OKIKI LAOYE
Editor in chief
ESCAPE MAG AFRICA

AFROBEATS



The Unstoppable Rise of Africa's Musical Revolution

Get ready to groove to the infectious rhythms and feel the vibrant energy of Afrobeats, the genre that's taking the world by storm. In this piece, we'll explore the incredible cultural impact of Afrobeats and the immense success of its leading lights. But that's not all - we'll also dive into how we can keep this musical revolution going strong!

The Cultural Impact of Afrobeats

Afrobeats isn't just music; it's a cultural movement that's sweeping across Africa and beyond. With its irresistible beats and uplifting lyrics, Afrobeats has become the soundtrack to joyous celebrations and unforgettable parties. It's a genre that brings people together, breaking down barriers and fostering a sense of unity. Afrobeats is a symbol of African pride and identity, showcasing the rich cultural heritage of the continent.

The Success of the Leading Lights

When it comes to the success of Afrobeats, we can't help but marvel at the incredible talent of artists like Wizkid, Burna Boy, and Davido. These superstars have brought Afrobeats to global prominence, earning recognition, awards, and collaborations with international icons. Their unique style, infectious energy, and ability to fuse African sounds with contemporary music have captivated audiences worldwide. They're not just making great music – they're inspiring a new generation of artists and putting Africa on the map.

The Success of the Leading Lights

To keep Afrobeats on its upward trajectory, we need to keep nurturing talent, fostering collaboration, and investing in the infrastructure that supports the genre. Here's how we can make it happen:

1. Cultivating Talent: Let's establish music academies, workshops, and mentorship programs to help aspiring artists develop their skills and unleash their creativity. By nurturing young talent, we're ensuring that Afrobeats continues to thrive for years to come.

2. Embracing International Collaborations: Afrobeats has already caught the attention of the world, but we can take it even further by encouraging collaborations between Afrobeats artists and international superstars. By blending diverse sounds and cultures, we'll create musical magic that transcends borders.

3. Building a Strong Foundation: It's time to invest in modern recording studios, state-of-the-art concert venues, and digital music distribution platforms. By providing artists with the tools they need to thrive in an evolving industry, we'll continue to churn out music of the highest possible quality.

So, as we vibe to the infectious rhythm of Afrobeats and witness its unstoppable rise, it's clear that this musical revolution is here to stay. With its fusion of African rhythms, global influences, and incredible talent, Afrobeats has captured the hearts of millions around the world. From its roots in Nigeria to its impact on the international stage, Afrobeats is breaking barriers and bridging cultures. So, let's continue to embrace this incredible movement, celebrate the diversity of African music, and keep the Afrobeats vibes alive!

Photo Sources: CNN, Pitchfork, X.com, Peak PX.

THE RISE OF TOMI OWÓ

This exclusive interview delves into her emotive journey, artistic inspirations, and the groundbreaking plans set to reshape the sonic landscape of the continent.

By Joey Average

Escape Mag: Tomi, your rendition of "Through the Never" on the Metallica Blacklist album catapulted you into the international spotlight. Can you share the emotions and challenges you faced while working on such an iconic project?

Tomi Owo: It's one of the highlights of my career so far. The original album, the Black Album, also called "Metallica", won a Grammy 32 years ago. Being asked to be part of a tribute album to one of the world's greatest heavy metal albums, 32 years later, is always going to feel surreal.
I connect to the thought behind many of Metallica's songs, so selecting Through The Never as my cover was easy. Interestingly, Metallica's "Through The Never" is the most high-octane song on the album, but that high-energy was fuel for me to interpret and perform it my own way. I was so up for the challenge!

I hit the studio with Oma Mahmud, who is a talented producer, artist, and rock music lover, and together we stripped the song down and reinterpreted it in our own way. It's still so beautiful to see how much Metallica's fanbase enjoyed my cover. To top things off, profits from my song and other covers on the Metallica Blacklist album go to charity. This made the project more than a musical success - it's a contribution that will continue to change lives all over the world.

Escape Mag: "All My Life," your new single, has been highly anticipated. Can you give us a glimpse into the inspiration behind the song and what listeners can expect from this release?

Tomi Owo: I had put together a writing camp where I invited some of my favorite producers and songwriters to make music with me.
When we were done with the studio session, we all knew we had made a love song that would be so much fun to sing with friends and loved ones.
"All My Life" came out on December 1st, 2023. It's a holiday release and I hope it brings people together to appreciate the people in their lives.

Photographed by SOE.
Styled by Black Albino.
Hair by Ope-Smade.
Makeup by Smade, Tomi Owo & Enny.
Digital Escape Africa Studio

Escape Mag: Looking ahead to 2024, you've hinted at significant plans for a takeover of the African music scene. What groundbreaking projects or collaborations can your fans anticipate?

Tomi Owo: It's album season! I look forward to releasing my debut album in 2024. I'm so proud of the music my team and I have made. You can anticipate a project that shows a new side to the music that the world is yet to see from me.

Escape Mag: Lastly, if you could define your future in the music industry with three words, what would they be?

Tomi Owo: Audacious, Enterprising, Supernatural

EMBRACING THE CREATIVE REBELLION

By Joey Average
Photo Source: Tochukwu Onwuzilike

A Journey with Tochukwu Onwuzilike

As the sun sets over the sprawling canvas of Tochukwu Onwuzilike's life, a vibrant alter ego emerges—Deathshouldrest—a testament to the unbridled spirit of creative rebellion. In the realm of art, Deathshouldrest, a 6'5 alt-rock artist, finds solace and self-expression, crafting a narrative that transcends the boundaries of societal norms.

Growing up in the regimented environment of a military household and later navigating the control-intensive corridors of Covenant University in Ota, Ogun state (where expulsion eventually became a rite of passage), Tochukwu grappled with a reality dominated by rules and conformity. However, it wasn't until the fateful expulsion from university that he decided to cease the performance of a role dictated by others. "I had already played the role everyone around me wanted, and it failed. So I might as well just live my truth whether my parents were comfortable with it or not," reflects Tochukwu, giving birth to the creative force that is Deathshouldrest.

In the cosmic dance of life, Tochukwu draws a parallel to the biblical prophecy in Acts, where God promises to pour out His Spirit on all people. Tochukwu interprets 'Deathshouldrest' as a spiritual phenomenon, a direct translation of his family name, 'Onwuzulike.' This artistic manifestation is a response to deep-seated pain and resentment, cultivated over years of navigating a unique path.

"In the last days, God says, I will pour out my Spirit on all people. Your sons and daughters will prophesy, your young men will see visions, your old men will dream dreams."

The year 2022 became a canvas for planning and direction-mapping for Tochukwu and his alter ego. 2023, on the other hand, served as a launchpad—a point of release and a new beginning. Four months into the year, Deathshouldrest makes a resounding entry into the world with a punk rock single titled 'Ginny; Weasley?' This anthem serves as a rebellious outcry against inhibition and censorship—the very forces that birthed Deathshouldrest.

Tochukwu elucidates that the song encapsulates the essence of feeling like an outcast, the sting of being misunderstood, and the significance of embracing one's quirks while standing firm in one's beliefs. Drawing inspiration from his own experiences and heightened sense of synesthesia, Tochukwu acknowledges the resonance of his struggles with those of countless others facing similar situations.

In tandem with Deathshouldrest, Tochukwu aspires to ignite a spark in the repressed dreamers of the world. Those who, like him, have been urged to play it safe and conform to societal norms. Through his art, he aims to illustrate that there is another way—a path to living authentically and embracing one's individuality.

As Deathshouldrest boldly claims their space in the creative realm, Tochukwu Onwuzilike invites us all to join the rebellion, to embrace our unique stories, and to find strength in the vibrant tapestry of our individuality. In doing so, we not only discover our truth but become beacons of inspiration for others seeking to break free from the chains of societal expectations.

Stories From the Heart

A Series of Poor Choices

by Kofoworola Agbeniga

Kiki sighed and dropped the clothes she had been folding onto the bed.

It was 10:34pm and Tayo, her husband, had not yet returned home. This was the third time this week he had been out late, and it was already Friday.

When he finally stumbled in at 2 or 3am, he reeked of beer, sweat, and cheap perfume, and would snore loudly until morning, offering lame excuses about being with his womanizing friend, Segun.

Kiki didn't need anyone to do the math for her; she knew exactly what was going on.

At 35 years old and 11 years into her unhappy and miserable marriage with Tayo, Kiki sometimes wondered if he had used Juju on her.

She thought about what might have happened if she hadn't listened to her friend.

Wunmi, persuaded her to go out that fateful night, where she met Tayo at a bar, knowing fully well that Lanre, her boyfriend of four years had just traveled to London.

She remembered how Wunmi and her other friends had convinced her that Lanre was probably enjoying the fine Oyinbo girls in London, and she was sitting at home, sulking and waiting on a man that may never come back.

She had given Tayo a chance, ignoring the red flags blatantly glaring at her, how his best friend, Segun kept calling him 'Idan' and 'Agba awo'.

Her older sister sat her down telling her Tayo is unserious, and she should focus on Lanre and her future.

The moment she let Tayo convince her that they didn't need protection and he would be careful and few weeks later, she discovered she was pregnant.

After revealing her pregnancy, she received a shabby proposal at Tayo's dingy apartment in Ketu, followed by a quick court wedding at Ikoyi registry, and then moved into his family home in Agege.

Two years later, Lanre returned to Nigeria distraught and in tears, only to discover she was married and pregnant with another man's child, despite his intention to marry her and take her back to London.

She frequently caught her husband talking to his lovers on the phone and noticed the 'work trips' he took, fully aware of his deception.

When she confronted him, he dismissed her concerns as dramatic and told her to let it go.

Once, when she caught him red-handed in their matrimonial home, he sent his family members to beg her, assuming she wouldn't return until the next day.

The betrayal she felt upon learning that Wunmi had introduced Lanre to one of her other friends in London, a woman whom Lanre later married and now lived happily with, along with their twins.

Kiki realized she had no one to blame but herself for her decisions. Wunmi or Tayo didn't force her to do anything; she had made those choices and was now living with the consequences.

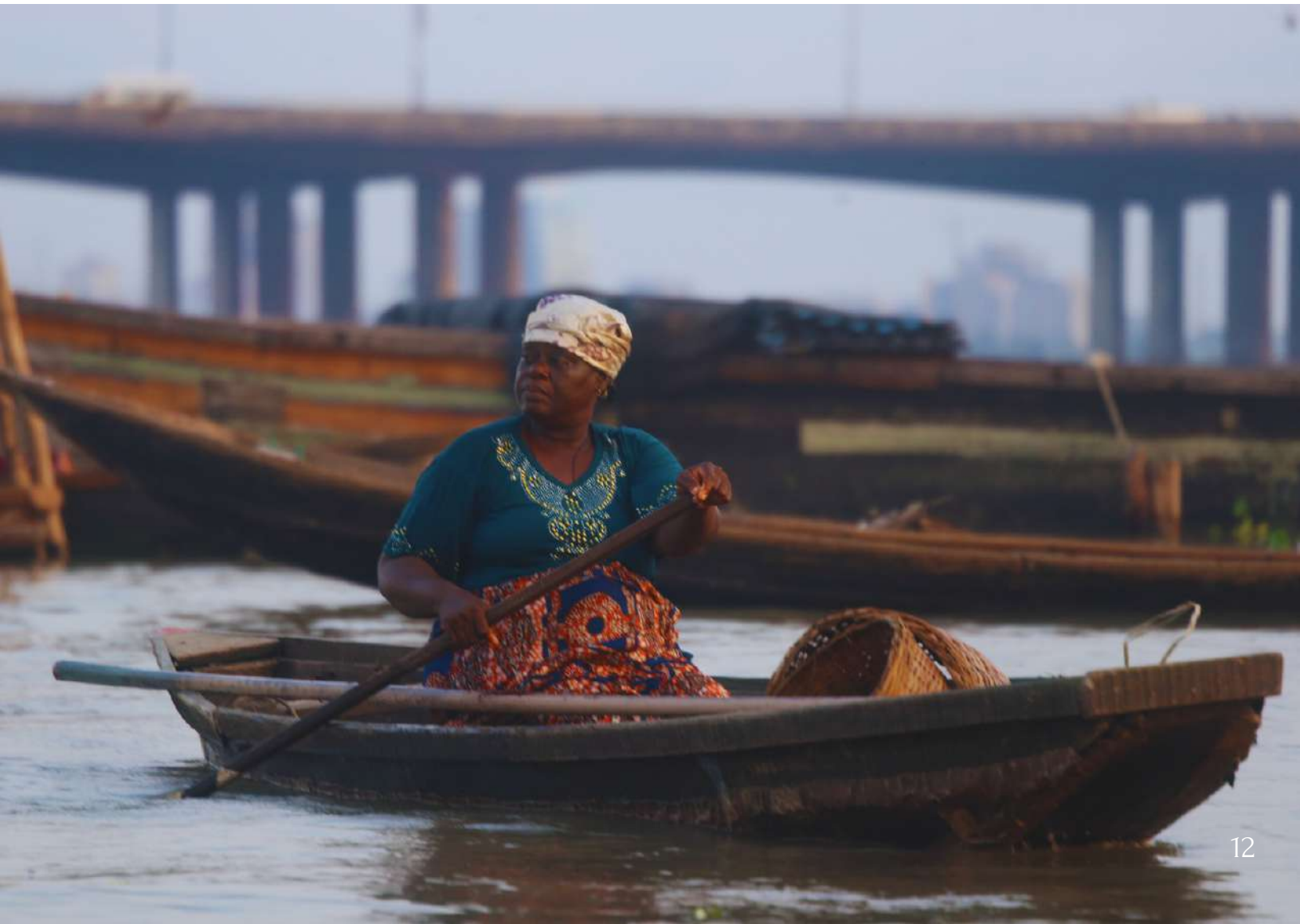
The only positive outcome from her 11-year marriage with Tayo was their 10-year-old daughter Teniola, who is her entire world and the main reason why she was still with Tayo.

Perhaps it's time to finally start making better choices for herself and for the future of her child.

Capturing the Essence of Africa

Photography by Ijeh Williamson

Every photograph tells a story. Ijeh Williamson, a documentary photographer narrates tales of resilient women of the the riverine community of Makoko, Lagos. Witness the captivating images capturing the essence of these African mothers.



Makoko, situated along the waterfront in central Lagos, Nigeria, is home to an estimated 250,000 residents, the majority of whom endure challenging living conditions.

NEXTBERRIES

Digitizing Africa's Next Gen Fashion

By Joey Average & Justina Nnamani
Photography by Ife Ofulue

In the ever-evolving realm of fashion, where the intersection of digital innovation and cultural celebration takes center stage, emerges a trailblazer known as NextBerries. Founded by the dynamic duo of Oluchi Nwachukwu and Adaku Stephanie Emenike, this digital fashion brand is not merely reshaping the landscape of African fashion; it's digitizing the very essence of the next generation's style narrative. With collections that have left an indelible mark at prestigious events like New York Fashion Week, the Met Gala, and even Coachella, NextBerries stands as a beacon of creativity on the global stage and is making waves with its unique blend of cultural celebration and technological innovation.

Affiliated with the SYKY Collective, their journey is a mesmerizing fusion of technology, culture, and a commitment to making a lasting impact in the ever-evolving fashion landscape.

They have been featured on Vogue, Forbes and other prestigious publications. Join us as we delve into the kaleidoscopic world of NextBerries, where digital innovation meets cultural heritage in a harmonious dance of style and substance.

Exploring the Roots

Oluchi and Adaku revealed the inspiration behind their collection, "Ezumezu." The name, they explained, translates to "a coming together" in Igbo, reflecting their broader vision for NextBerries—uniting cultures, traditions, and technology in a harmonious blend.

Bridging Digital and Reality

NextBerries has seamlessly integrated digital and physical fashion with the Ezumezu collection, showcasing designs that transition effortlessly from the digital to real world. Balancing the intangible and tangible has been achieved with finesse.

Image from from the NextBerries Exhibition in Lagos

In an Era where Fashion and Art are being fused, we create
to be a catalyst for change. - Nextberries

Cultural Fusion

Ezumezu celebrates the diverse tapestry of African cultures. Oluchi and Stephanie are dedicated to incorporating a wide range of African influences into their designs. They hope that these cultural elements will resonate with their local audience and have a global impact, creating a narrative that transcends borders.

Tech Meets Fashion

Technology, they believe, is the future of fashion. The Ezumezu collection hints at the cutting-edge technologies NextBerries is exploring, promising a visual feast that merges tradition with innovation. It's a digital revolution unfolding on the runway.

Fashion as a Statement

NextBerries challenges traditional norms within the industry, championing inclusivity. Ezumezu, they explained, makes a bold statement about embracing diversity, encouraging a shift in perspective that goes beyond fashion, becoming a cultural movement in its own right.

The Ezumezu Exhibition and Community Engagement

Stepping into the heart of innovation and cultural richness, NextBerries dazzled the fashion world with its Ezumezu Exhibition—a celebration of digital artistry and cultural heritage. Inspired by the mystical tale of Genesis, this showcase unfolded as a harmonious blend of poetry, visual art, and music. Against the backdrop of their affiliations with the SYKY Collective, NextBerries presented not just a collection but an immersive experience.

The 'Ezumezu' exhibition paid homage to the brand's Nigerian roots, infusing Igbo language and cultural pride into each piece. Beyond the glamour, it served as a platform for community engagement, inviting friends and family to share in the vibrancy of NextBerries.

This showcase solidified NextBerries' position as a cultural torchbearer and a pioneer in the realm where fashion seamlessly converges with art and identity.

Deeply connected to the creative community, NextBerries has collaborated with emerging artists and designers in Africa for the Ezumezu collection. The co-founders emphasized the impact this collaboration has on nurturing the local creative scene, creating a vibrant tapestry of voices.

Beyond the Catwalk

While their collections have graced prestigious events such as MET GALA and New York Fashion Week,, Oluchi and Stephanie envision NextBerries extending beyond iconic moments. They aim to impact everyday fashion, making a mark on personal style and inspiring individuals to embrace their unique fashion journeys.

Artistry in Motion

The Ezumezu collection blurs the lines between fashion and art. With an intricate dance of visual storytelling and music, NextBerries transforms verses into visuals, creating an immersive experience that transcends the boundaries of traditional fashion.

“THE 'EZUMEZU' EXHIBITION PAID HOMAGE TO THE BRAND'S NIGERIAN ROOTS, INFUSING IGBO LANGUAGE AND CULTURAL PRIDE INTO EACH PIECE.”

Digital Expression

Encouraging individuals to express their digital fashion personalities is at the core of NextBerries. The Ezumezu collection, they shared, invites wearers to embrace their uniqueness, hinting at a broader trend in the industry where personal expression takes center stage.

Fashion as Empowerment

Empowerment through fashion is a core value for NextBerries. The Ezumezu collection, they explained, is designed to empower wearers, evoking emotions and messages that go beyond aesthetics—a true testament to the transformative power of clothing.

The Next Chapter

As we peer into the future, Oluchi and Stephanie hinted at exciting projects and innovations in the pipeline. While keeping details under wraps, they left readers with a promise—NextBerries is not just a brand but a movement, and the best is yet to come. The journey continues, and the world eagerly awaits the next chapter in the NextBerries saga.

Hi, we can assist you in capturing the memories of a special occasion.

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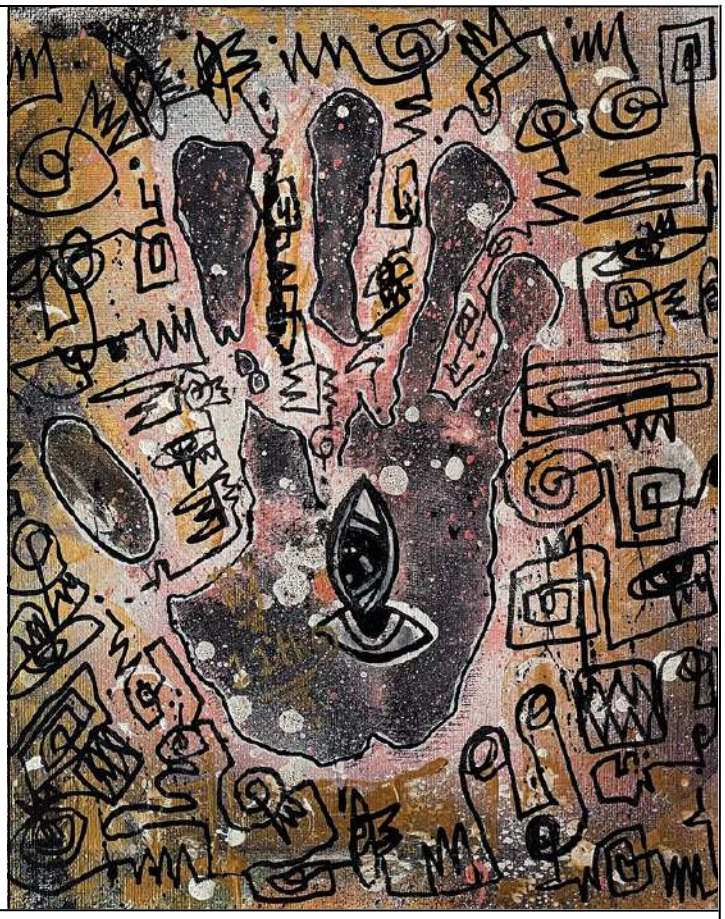
Colors of the Continent

ART

By Joey Average & Precious Felix

"Untitled" by 12th the Creator

In my recent work, 'Untitled,' I explore what I call "TRYBE" art—a fusion of patterns, shapes, and symbolism. After a three-month break from painting, this piece unfolded in six hours, sparked by the joy of creating again. Experimenting with spray paint and introducing a "hand of God" element, I felt a profound sense of fulfillment. This experience taught me the importance of taking breaks; returning rejuvenated amplifies creativity. 'Untitled' encapsulates the essence of this lesson, a vibrant expression shaped by the interplay of spontaneity and renewed inspiration.



"Inside Me, A Sunflower" by Jexway

"In my latest painting, the canvas becomes a mirror reflecting the vibrant hues of my personality, a portrait inspired by the essence within. Within me resides a sunflower, a symbol of boundless joy and effortless generosity. Each stroke on the canvas is a brush dipped in the palette of my spirit, conveying a tapestry of warmth and exuberance. The art speaks of a seamless dance where I give to the world joyfully, much like the sunflower sharing its radiance. Inside me are sunflowers, blossoming on the canvas, inviting viewers to bask in the colorful symphony of a soul that finds its expression through the language of art."

Colors of the Continent

“Boundless Nature” by Bolu Sowoolu

“Basically made this with a mindset of surrealism. I tend to add bits of elements of the surreal in my work but this one was just to push myself a little further. I fused my appreciation of nature and psychedelia with my interest in the whimsical and rather odd compositions. In a way, my cat lady gives off “mother nature”. I enjoyed making this a colourful one as opposed to my usual controlled palette of just purples, pinks, and darks, and I played around with textures. The idea of creative freedom was looming over me and my strong urge just to express myself, helped me create this piece. It’s untitled but if I was to give it one, I’d call it “Boundless Nature”

“Eye Am That Eye Am” by Precious Felix

“My artwork, "Eye am that I am," emerged intuitively, devoid of planning or visualization. During its creation, I surrendered to the process, trusting in the divine. The title signifies the oneness I feel with God, recognizing that we are interconnected. My spiritual journey has deepened this connection, allowing me to tap into my inner self, visualize, and bring forth my true essence. The use of oil paint became a meditative act as I continuously added layers, twirling the brush, blending the colors to satisfy my heart's content.”

Beyond Prescription

By JOEY AVERAGE

INTERVIEW WITH IFEJOKU UZOR PAMELA: A JOURNEY OF TRANSFORMATION

ESCAPEMAG: Pamela, 2023 has been quite transformative for you. Can you share a bit about yourself and your journey so far?

Pamela: Absolutely, 2023 has been a turning point for me. I decided to fully embrace my creative side, which I had kept hidden for years. I'm Ifejoku Uzor Pamela—Pharmacist, Artist, former Beauty Queen, model, actress, and digital creator. My journey started with modeling and beauty pageants, and after winning MBGN in 2019, I returned to school to finish my pharmacy degree. Balancing pharmacy and my passion for the creative arts required strategic timing. In 2020, I graduated and officially became a pharmacist. Working at NAFDAC in 2021 fueled my creative outburst, leading to my participation in Miss Eva and the beginning of my digital creator journey. Art became a lucrative venture for me, and I officially started my art journey in 2023, exhibiting at prominent places like Aso Rock and the Pharmacy Lagos festival. I'm currently gearing up for my next exhibition and the unveiling of my fashion brand.

ESCAPEMAG: Your journey from being a pharmacy graduate to venturing into fine art and digital creation is intriguing. Can you shed light on the growth in both areas and share a key moment or project defining this transformative year for you?

Pamela: Pharmacy is my profession, but art is my life. During my school days, I frequently found myself unconsciously creating beautiful patterns while listening to lectures.

These patterns, my "beautiful mistakes," are now embodied in my recent work titled "A Journey to Self-Love." My transformative moments in 2023 include my art exhibitions at Aso Rock and the Pharmacy festival, my nomination for "Young Pharmacist of the Year," featuring in a Monie Point TV commercial, a role in a 2024 cinema blockbuster, and completing my NYSC.

ESCAPEMAG: Balancing multiple roles, especially as an artist and digital creator, can be challenging. How do you navigate these responsibilities?

Pamela: It's a constant challenge. There are times when I get burnt out or fall sick, but my passion keeps me going. I remember a night when I was unwell, yet I pushed through to finish two new paintings and cook stew for an upcoming TV interview. The pieces created under such pressure, titled "Celestial Beings," remain my favorites. Finding balance is crucial, and taking time to rest is a priority. Moving forward, I aim to create a team, though I tend to handle most tasks myself. As I enter a new phase, I'm open to learning, unlearning, and teaching my unique approach to those I work with.

ESCAPEMAG: Would you mind sharing the inspiration behind your art collection?

PAMELA: My latest body of work titled “A Journey to Self Love”, is where I explore my harmonious patterns and illustrations, evoking a symphony of emotions, confronting my stress, anxiety, depression and releasing positive energy into my blank canvas.
I found solace in transforming pain into beautiful expressions, as I am always found smiling but inside my head has been a beautiful chaos. I adore colors, but in this collection, I predominantly express myself in black and white.

Photo Source: Pamela Ifejoku

I find it to be a more beautiful and truthful representation of life than a colorful one. Colors hold many concealed mysteries, whereas black and white do not. The contrast between light and darkness, day and night, symbolizes the ethical division between good and evil. Therefore, I am embracing light in the darkness and embarking on a journey towards self-love. My art is a fusion of the physical and digital worlds. I incorporate augmented reality to add a new dimension to traditional media such as acrylic on canvas. Imagine witnessing my artwork come to life and interact with your surroundings. It's an exhilarating form of creativity. As an artist, I cherish the freedom to explore paths I never thought possible. I do not limit myself to one style. At present, I am working on my next collection which celebrates my beauty and culture.

ESCAPEMAG: As a young female entrepreneur, what message do you hope to convey to others aspiring to pursue their passions?

Pamela: My message is simple: Just start! Rest if needed, but never stop. Keep going despite the challenges. Passion will guide you, and taking breaks is essential.

ESCAPEMAG: Lastly, considering the momentum you've built in 2023, what are your aspirations for the future?

Pamela: To be honest, I'm not sure how to answer that. I often surprise myself with the things I do. I've learned to leave things to God because His plans for me are way bigger and better than mine.

THE TRAILBLAZING JOURNEY OF PAMILERIN

By Justina Nnamani
Photography by Samson Demeji

A quick search on Nigerian Twitter on a good day is sure to bring up all kinds of discussions around the usual suspects - Afrobeats, Big Brother personalities, political banter, viral content, entertainment, news and happenings. On the pulse of these discussions are personalities who have carved a niche for themselves in these different areas, and keep the people talking through their unique approaches to online conversation and content creation.

> Pamilerin makes between $200,000 to $300,000 yearly

Pamilerin Adegoke is one of these personalities. With an X account of over 872,000 followers, his rise has been strong and steady but certainly hasn't been an overnight phenomenon. Hailing from Nigeria, and armed with a keen eye for content creation and a magnetic personality, he gradually carved his niche posting pithy sayings on Twitter with an air of assurance and confidence.

Today, his relatable approach and authentic engagement with his audience continue to garner attention and keep people talking, especially on platforms like Twitter and Instagram.

Monetizing Influence

Many social media influencers build their brands primarily through sponsored content and partnerships. Pamilerin was one of the earliest influencers and digital marketers to diversify influencer income streams. Beyond brand collaborations, he has explored avenues such as event hosting, product endorsements, and sales of merchandise.

Pamilerin makes between $200,000 to $300,000 yearly, building his income through social media influencing and marketing by working with different brands and clients. Having a good relationship with money from a young age also gave a good headstart to his financial success. He has cited the influence of his father, who helped him build his leadership activities when he gave him an important role in his company. In addition, Pamilerin's entrepreneurial spirit has led him to explore various business ventures.

From launching his own media company to investing in projects aligned with his brand, he has demonstrated a savvy understanding of business.

Conclusion

Pamilerin Adegoke's journey from a content creator to an influential personality is a testament to his creativity, resilience, and business acumen. Through a combination of engaging content, strategic monetization, and diversified ventures, he has not only captured the hearts of his audience, but also achieved financial success in the competitive world of digital influence. As he continues to evolve and adapt, Pamilerin remains a trailblazer, inspiring aspiring influencers on their own paths to success.

KHLOESGRAM

AFRICA'S TIKTOK ROYALTY

By Joey Average & Jason Jay
Photography by Crown Imagery Studios & Gifted Pixels.

MEET ESIET JOY AYOMIDE: THE VIBRANT CREATOR WITH A PASSION FOR PINK, MAKEUP, AND DANCE, TAKING TIKTOK AND INSTAGRAM BY STORM WITH 2.5 MILLION AND 700,000 FOLLOWERS RESPECTIVELY

ESCAPE MAG: Behind the Glamour: KhloesGram's style is undeniably captivating, but what's the story behind your fashion choices? Can you share some insights into the inspirations and influences that shape your unique and glamorous look?

KHLOE: Honestly, I always strive to do things my way and pursue what I truly desire for myself.
I've admired a few Hollywood fashion icons and aspire to emulate some of their style, yet at times, I simply want to prioritize my comfort and just be myself, Khloe.
I may not have reached that point yet, but I'm working towards it every day.

ESCAPE MAG: TikTok Stardom Secrets: With a whopping 2.5 million followers, KhloesGram has mastered the art of TikTok stardom. What tips do you have for aspiring content creators?

KHLOE: Creating purposeful content is essential for personal growth. Find unique ways to stand out and use effective methods. Stay motivated and aim for daily progress. Connect with like-minded individuals and seek divine help when needed.

ESCAPE MAG: Daily Routine Dose: We all want to know the secrets behind the success of our favorite influencers. What does a day in the life of KhloesGram look like? From morning rituals to evening wind-downs, explore the routines that keep you energized and creative.

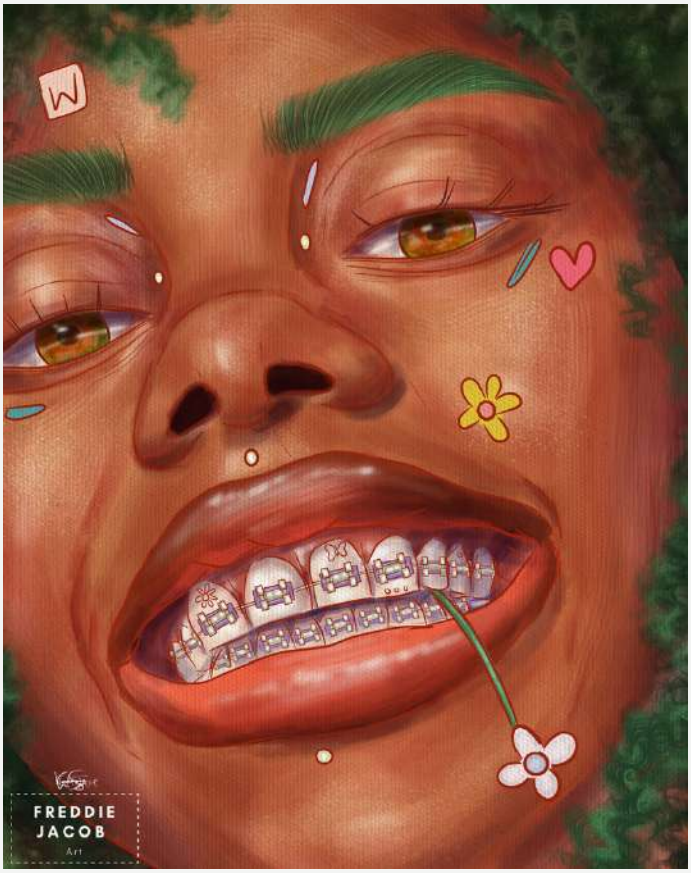
KHLOE: Some days are calm, others are hectic. Seeking improvements, trying new things, checking outfits, making videos, editing while having a meal. Sometimes, when rest is absent, the body shuts down awkwardly, then I'm awake in the middle of the night shooting videos, trying to catch up. Relieving stress by watching movies or trying new makeups.
It's a whole process, but can be chaotic when things happen impromptu and plans shift. Not to mention making time for personal life and business. It's all fun, but can be frustrating at times.

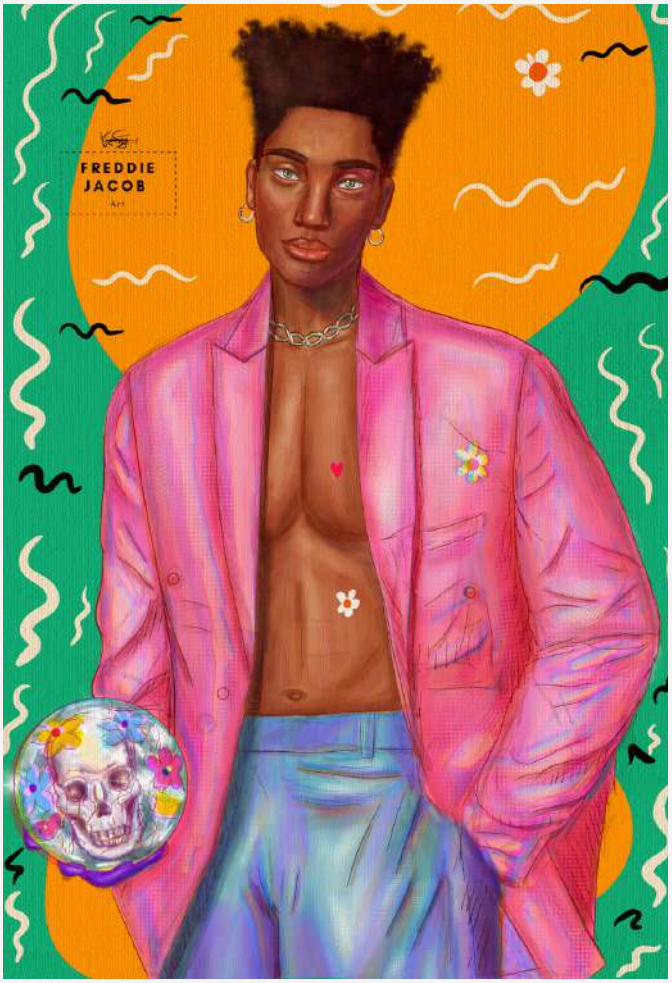
ESCAPE MAG: Fashion Faves and Must-Haves: KhloesGram's wardrobe is envy-inducing, to say the least. Are there any surprising fashion essentials that contribute to your signature style?

KHLOE: I do what feels right for me and is good for my body, or what makes me feel more comfortable. Perhaps I have a vision in my head and I try my best to bring it to life as much as possible.

ESCAPE MAG: Beyond the Screen: While KhloesGram shines on TikTok, what other passions and projects are lighting up your world?

I'm trying to grow as a person. Building my clothing brand, I'm still very much interested in makeup and content creating. I definitely want to get better, so it's a long journey, and I just pray and hope for the very best.





Pixel Princess: Riding the Digital Wave with Freddie Jacobs's New Collection.

Freddie Jacob (she/her) is a Nigerian digital artist, designer, and illustrator passionate about creating art that revolves around storytelling. She enjoys painting beautiful, strong, and confident characters inspired by African identity, culture, queerness, self-image, mental health, and experiences in society. As an introverted artist, art helps her communicate with the world. She has showcased her art through galleries (online and offline), projects, articles, social media, and NFTs. Freddie and her works have been featured on Forbes, Wikipedia, Quartz, Artnews, Artsy, ColorsxStudios exhibition, and other outstanding platforms.

About the Collection

"This collection celebrates my personal experiences with navigating life and adulthood. It consists of beautiful pieces that are created from a very powerful lens of emotions, identity, and self-reflection. As of this date, it is set to be showcased at The Artists Commune exhibition in Lagos in December 2023.

"I want people to appreciate their own journey and life experience when they come across these pieces, I want them to relate to it in their peaceful way."

WHO IS CRACKHEADEXTRA?

ESCAPEMAG: Can you tell us about the creative inspirations behind "Crackhead Extra" and how it all started?

JEMIMA: There wasn't much of an inspiration, I didn't sit down and think about it for so long, I just did it casually as a person, and then did it intentionally to see how it goes. And it went lol.

ESCAPEMAG: Beyond the online persona, what diverse talents and skills do you bring to your creative endeavors?

JEMIMA: I'm pretty much a jack of many trades learning to master most of them. I dance, I bake, I sing a little, I'm good with computers. I'm still discovering myself.

ESCAPEMAG: How do you balance the energetic and attention-grabbing content of "Crackhead Extra" with your more grounded and authentic self, "Jemima"?

JEMIMA: I don't think I've found a balance yet, I mean Crackheadextra is a part of me but it's not all of me, sometimes people judge or conclude I'd do certain things or react a certain way just because of the personality they see online. It gets sad sometimes for real.

By Joey Average
Photo 3 by Ijeh WIlliamson.
Photo1&2 Sources: Jemima

ESCAPEMAG: Are there specific entrepreneurial skills or projects that you're passionate about, aside from your social media presence?

JEMIMA: Presently I intend to resume baking, I'm also grooming myself, learning video editing, after-effects, data analysis, and many more... I'm just holding God strong and taking it one step at a time.

ESCAPEMAG: How has your journey as "Crackhead Extra" influenced or shaped your approach to creativity in your personal and professional life as "Jemima"?

JEMIMA: I'd say it sort of entrapped me because my audience knows me as crazy and when they see me they just want to see crazy, it feels limiting. Regardless, I'm learning to put out what I want to and being open to knowing how my audience chooses to perceive it, it will grow on them with time and if it doesn't I'd try something else.

ESCAPEMAG: How do you see the intersection of your various talents and entrepreneurial skills playing a role in your future creative pursuits?

JEMIMA: I'm training on certain skills so I can improve the quality of what I put out. So yeah, whatever I'm subjecting myself to right now, will play a big role in my future creative pursuits.

Candid Convo with NANZO EKEZIE

Nollywood Actress/Producer

ESCAPE MAG: How did your journey in the film industry begin, and what inspired you to become an actress and film producer?

NANZO: There was no journey, I have always known I would end up on TV/movies. I used to visit movie sets from school so once I was done with school I went straight to Nollywood.

ESCAPE MAG: Tell us about the movie "Thanks for Coming," and how it played a role in bringing you into the limelight.

NANZO: “Thanks for Coming” had a huge impact on my little career back in the day.

ESCAPE MAG: In 2018, you produced your movie, "Flawed." Can you share the challenges you faced during the production and what motivated you to take on both acting and producing roles?

NANZO: Going from just acting to producing “FLAWED” in 2018 was very challenging but I also knew I needed to show the industry that I’m not just an actress. It was tough but worth it.

ESCAPE MAG: Establishing Unoaku Production Company is a significant achievement. What drove you to start your production company, and how has it contributed to your success?

NANZO: Establishing Unoaku Production Company was making my voice heard in Nollywood. I wanted my fans to see my movies from a personal perspective and it worked, it's still working. People always look forward to the next movie and what I’m about to say about it. I love it.

ESCAPE MAG: "Ill-Fated" and "Deeply in Love" are among your recent projects. What draws you to the roles you choose, and how do you approach your character preparation?

NANZO: Most times I don’t choose a role because of the role... I choose scripts based on the whole story. I love stories that start conversations.

ESCAPE MAG: Beyond your film career, your unique approach to life, like asking Don Jazzy out, garnered attention. How do you balance your personal life with the demands of being an independent movie producer and actress?

NANZO: I play too much and people can hardly see the real me through my movies, so when I publicly asked Don Jazzy out, a lot of people were disappointed but it made me happy because I hated being seen as perfect. The Don Jazzy thing was a joke and he took it so well. He’s a great guy. He handled it well.

By Joey Average
Photo Source: Nanzo Ekezie

SPECIAL EDITION

THE LEGACY

VOL 1

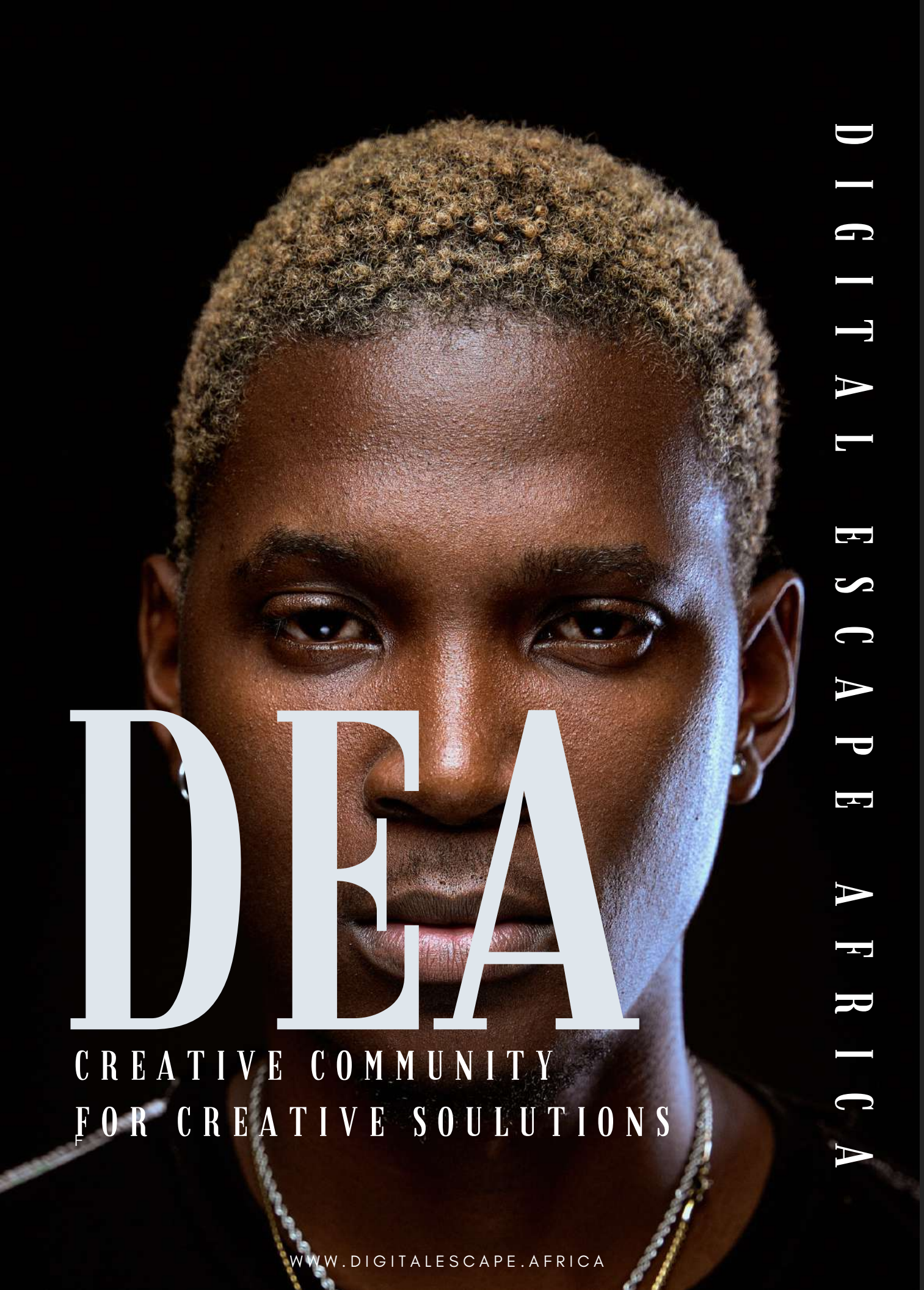
BY

THE DEA ART GANG

Story Writer – Jesse James | Co-writer – Amuche
Illustrator – OJ (BLVCK NINJV) | Co-Illustrator – Zeek
Contributor – Hyvetoons
Coordinator– Precious Felix

12
HE THINKS HE HAS ALL THE ANSWERS, ALL THE POWER.
HE AWAKENS FROM HIS EARTHLY BED, AND IS REMINDED OF HIS MORTALITY AS HE STARES INTO..
...HIS REFLECTION, A REFLECTION OF A SOULLESS SHELL, THE RIGHT TIME HAS COME.
HE IS READY, READY TO SEE WHAT BECOMES OF THE WORLD TO COME, I HAVE CHOSEN THE PRIEST.
MOMENTO MORI.

I LED HIM ON, I SHOWED HIM THE TRUE BEAUTY OF MANKIND, HE WAS JUST ANOTHER PAWN.
WHICH KIND WAHALA BE THIS AHBEG ?
GLOOMING SILENCE FILLED THE EMPTY STREETS AND DARKNESS CAST HER VEIL OVER THE EMPTY ROOMS AND CORRIDORS.
I NO LIKE THIS KIND ROUGH PLAY O!!!
HEW GOD!!!
HE CAN FEEL MY PRESENCE I KNOW IT.
WHO BE THAT ?
AT LAST HE FOUND ME.
MY PRIEST YOU HAVE FOUND ME ALAS.
WHO BE THIS DEMON OF DARKNESS ? I NO DEY FEAR YOU!!!
THAT'S NO WAY TO SPEAK TO A LADY NOW, MR PRIEST
TO BE CONTINUED



DEA

CREATIVE COMMUNITY
FOR CREATIVE SOULUTIONS

DIGITAL ESCAPE AFRICA

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COMMUNITY CORNER

iDEA Music Camp: A Six-Day Symphony of African Creativity

In a musical rendezvous curated by Digital Escape Africa, WildXYouths, and Nuel Beats, the iDEA Music Camp unfolded over six days, becoming a dynamic canvas for collaboration among diverse talents

Tomi Owó, a soulful vocalist, alongside Gemma Ofili blended their emotive voices with Nuel Beat's dynamic percussion, creating a unique fusion that epitomized the camp's spirit. Super Producer Phlex seamlessly married traditional African sounds with modern beats, transcending genre boundaries.

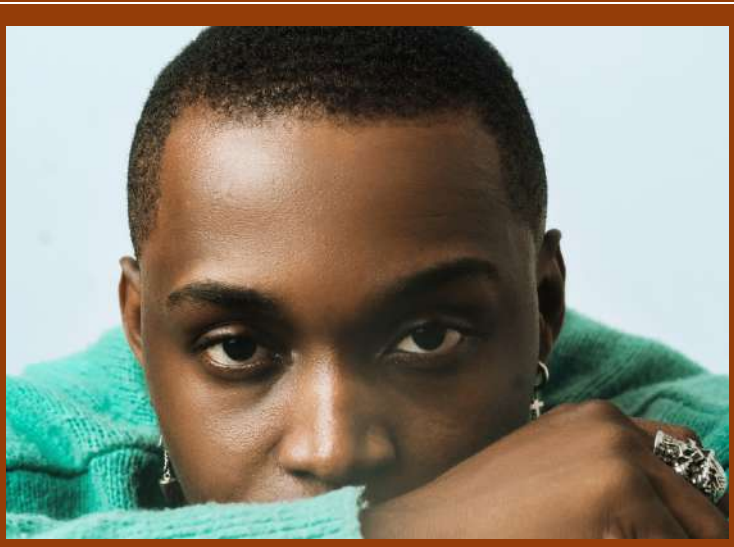
Derrick UGC, a wordsmith, painted vivid stories with his notepad, collaborating with Intro and producer Jace, Just to mention a few of the amazing collabs that went down during the camp .

Digital Escape Africa's commitment to capturing moments turned the camp into a visual feast—videographers, photographers, animators, and illustrators are currently meticulously crafting a narrative that complements the music.

As the camp concluded, the anticipation for the collection's release in early 2024 echoed the sentiments of a growing creative community. The iDEA Music Camp wasn't just about music; it was a celebration of collaboration, diversity, and the flourishing creative spirit within Africa.

by Joey Average
Photography by Ijeh Williamson

Pic: TL - Rydm, TR - Flora Sparkle
BL - Justina Nnamani, BR - George Ife



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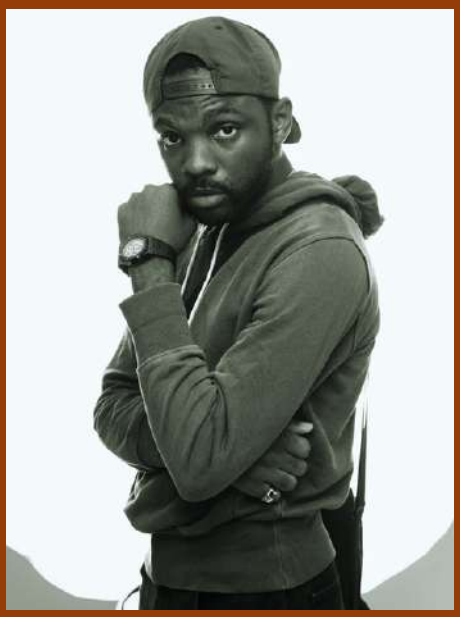
Jake

INTRO

DERRICK UGC

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GEMMA OFILI

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EMK THE GENIE

Mastering Semi-Casual Style

12

by Damilola A. , Ephraim S., The overseer of many things & 12th the Creator

Mastering semi-casual style is about adding your personality to your wardrobe. Mix and match statement pieces to find your unique fashion formula. These versatile clothing items will keep you stylish all year.

A Guide to Statement Pieces for Him and Her

Embrace the versatility of semi-casual fashion by incorporating statement pieces into your wardrobe. Whether you're male or female, these key items can elevate your look effortlessly. Let's explore various ways to style them for different occasions.

1. The Statement Blazer

- For Him: Pair a bold patterned blazer with neutral chinos for a balanced look suitable for dinner dates or casual office days.
- For Her: Combine a vibrant blazer with a sleek dress or tailored pants to make a lasting impression at semi-formal events.

2. Graphic Tees

- For Him: Dress up a graphic tee by layering it under a structured jacket and pairing it with dark denim or tailored trousers.
- For Her: Tuck a graphic tee into a high-waisted skirt or wear it with wide-leg trousers for an effortlessly chic ensemble.

3. Bold Accessories

- For Him: Elevate a simple outfit with a statement watch, patterned pocket square, or colorful socks to showcase your personal style.
- For Her: Add a pop of color with bold earrings, a statement handbag, or a striking belt to create a fashion-forward look.

4. Printed Bottoms

- For Him: Wear printed shorts with a crisp button-down shirt for a laid-back yet polished appearance during warmer months.
- For Her: Mix patterns by pairing printed pants with a solid top, or opt for a matching set for a coordinated and trendy outfit.

5. Statement Shoes

- For Him: Let your footwear steal the show by choosing bold-colored sneakers, stylish loafers, or patterned dress shoes to complement your outfit.
- For Her: Elevate your look with eye-catching heels, ankle boots, or vibrant flats that add personality to your ensemble.

6. Denim Jackets

- For Him: Layer a denim jacket over a button-down shirt and chinos for a casual yet put-together
look perfect for weekend outings.
- For Her: Pair a denim jacket with a sundress or jumpsuit for a versatile and stylish combination suitable for various occasions.

7. Scarves

Scarves are an overlooked but essential accessory because they can switch up your looks from basic to stylish in the blink of an eye. They also help to keep the neck warm in chilly periods.

5 Strategies to Banish Procrastination

by Justina Nnamani

01 Rituals are powerful tools for combating procrastination in the creative process. Personalized rituals, such as lighting a candle or enjoying a favorite beverage, signal to the mind that it's time to engage in creativity, helping to banish procrastination.

02 Create a space where your creativity can thrive, whether it's a cozy corner with fairy lights or a vibrant studio. This designated sanctuary becomes a refuge, shielding you from procrastination and allowing your artistic spirit to flow.

03 Collaborate with other creatives to ignite a powerful synergy that conquers procrastination and fuels collective energy. By joining forces, shared inspiration diminishes procrastination, allowing for the pooling of ideas and the creation of a collaborative adventure.

04 Unconventional prompts, such as random word generators or visits to eccentric places, disrupt routine and awaken the creative spirit by introducing unpredictability. This disruption of monotony helps combat procrastination by immersing the mind in uncharted territories, where creativity thrives.

05 Cultivate a mindset of confidence and optimism to combat procrastination, acknowledging that perfection is an illusion and every small step is a triumph. By nurturing positivity and dispelling self-doubt and negative thoughts, the fertile soil of a positive mindset makes it difficult for procrastination to take hold.

Image: Pintrest

Fueling Creativity

5 Nutrient-Rich Foods for Optimal Brain Function

by Justina Nnamani

Ensuring optimal brain function is not just about staying hydrated; it's about nourishing our brains with the right nutrients. In this exploration of brain-boosting foods, we delve into the significance of water, berries, avocados, bananas, green vegetables, and nuts/seeds.

1

Our brains, constituting 80% water, demand proper hydration for optimal function. When feeling fatigued or mentally foggy, it's often a sign that we need to drink more water. Additionally, during hotter weather, increased water intake is crucial to support the brain's optimal performance.

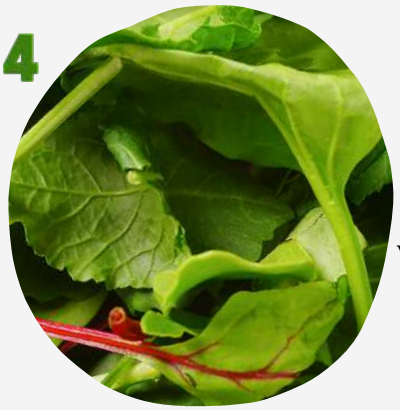
2

Berries like strawberries, blueberries, raspberries, and blackberries not only boost memory but also stimulate creativity. The antioxidants in berries facilitate communication between brain cells, benefiting the hippocampus and imagination. Additionally, the activation of BDNF promotes the development of new neurons, essential for creative thinking.

3

Avocados and bananas are brain boosters: avocados help build insulation around the brain's white matter for efficient information transmission, while bananas aid in maintaining focus during creative tasks. The use of bananas even inspired the addition of a monkey character to a creative novel.

4



Kale, spinach, and broccoli, often touted as superfoods, play a vital role in boosting creativity. Spinach provides iron, broccoli offers vitamin K and potassium, while kale aids in oxygen transportation. This combination supports the flow of new thoughts throughout the mind.

5

Almonds, walnuts, pumpkin seeds, and other nuts/seeds emerge as ultimate brain snacks. Walnuts and almonds, in particular, stand out for their positive impact on creative output. Seeds like pumpkin, chia, and sunflower offer a plethora of superpowers, making them essential for cognitive well-being.

Eating nutrient-rich foods supports creativity and overall brain health by fueling cognitive function and enhancing mental acuity.

Maximizing Your Google Storage

Tips to Avoid Extra Charges and Declutter Your Digital Space

If you've ever received a pesky warning about running out of space in your Google account, you're not alone. The 15GB of free storage provided by Google can fill up quickly, especially if you're an avid user of services like Gmail, Google Drive, and Google Photos. Rather than shelling out for a paid storage plan, or simply to streamline your digital files, here are some tricks to free up space.

1. Prioritize Deleting Large Files

To efficiently manage space in Google Drive and Gmail, start by sorting each service by file size. Deleting a couple of large files can be more impactful than sifting through numerous smaller items. This targeted approach, such as removing a couple of hefty videos, is more time-efficient than assessing dozens of similarly sized documents.

2. Tackle Your Gmail Spam Folder

Overlooked by many, the spam folder in Gmail can accumulate unnecessary data. Clearing out not just your spam folder but also social or promotions folders can contribute significantly to freeing up space.

3. Streamline Your Google Photos

Google Photos is included in the 15GB free storage allocation, and visual content tends to consume more space than text-based files. Take the time to review and delete older photos and videos, especially higher-quality ones, to create additional room.

4. When All Else Fails, Download Your Files

If your storage is still on the verge of full, and you can't part with any more items from Google Drive, Gmail, or Google Photos, consider downloading your files. Storing them directly on your computer can provide a practical solution to manage your digital assets.

Source: CNET

Bolt Food Ceases Operations in Nigeria, Cites Resource Optimization

As of December 7, 2023, Bolt Food will discontinue its food delivery service in Nigeria, marking a strategic decision to optimize resources and enhance overall efficiency. Launched in October 2021 to meet pandemic-driven demand, Bolt Food collaborated with over 10,000 restaurants, delivered one million meals, and engaged 23,000 agents and 12,000 merchants.

Facing competition from Jumia Food, Gokada, Glovo, Chowdeck, and Buyfood, Bolt Food exits the $834.7 million Nigerian food delivery market. While Bolt cites resource optimization, rival ChowDeck reports surpassing ₦1 billion ($1.2 million) in monthly orders, emphasizing organic growth.

Challenges persist in Nigeria's food delivery sector, including escalating fuel prices, leading to increased delivery fees. A rising inflation rate adds to operational costs, and inadequate road networks contribute to delayed deliveries. Competition intensifies with new entrants, coupled with issues like inaccurate map locations and traffic congestion, compounding challenges for food delivery services in the region.

by DeeTee
Source: Techcabal

Curated by Tommy

DECEMBER ESCAPE

DECEMBER 8 - 22

DECEMBER 8

EVENTS
- Coco Fest
- Terraculture Rave Night
- The Hype Fest
- Hue Color Themed Party
- Fair and Fest Christmas, Sheraton

DECEMBER 9

EVENTS
- Sabaoth - Landmark Events Center
- Who Tiff Monalisa Stage Play
- SneakerFest
- MIP Lagos
- Fire & Sand
- SL & Friends
- Harmony
- GreenCamp
- Fair and Fest Christmas, Sheraton

DECEMBER 10

EVENTS
- Rehash Day Party
- Lagos Jump Off
- Zodiac Party
- Psycha Fest
- Zero Gravity
- Love & Lights
- Fair and Fest Christmas, Sheraton

DECEMBER 11

EVENT
- Obi's House

DECEMBER 13

EVENTS
- Entertainment Week Lagos
- Students Beach Fest

DECEMBER 14

EVENTS
- Vertical Rave
- Soy City Party
- No Bad Vibes with LAX

DECEMBER 15

EVENTS
- The Good Vibes Party
- Family Life X Breather NG Couple's Retreat

DECEMBER 16

EVENTS
- Escape Mag Fashion Hangout
- Tiki Party
- Who Tiff Monalisa Stage Play
- Kartel & the Geng
- B.Y.O.B.
- Bash Box Beach Vibes | Omah Lay
- Escape Box Lagos
- Afrobeats the Music
- Afro Queens Festival by Afrolit & Max FM

DECEMBER 17

EVENTS
- Agbaya Linkup
- Sunday at Ilashe
- Jiggy Fest X Young John
- Rock Fest

DECEMBER 18

EVENTS
- Sincerely BNXN
- Obi's House

DECEMBER 19

EVENTS
- Reminisce Live

DECEMBER 20

EVENTS
- Trench Fest
- Summer Curriculum
- Gidi Cruise
- Dapper Trench Fest

DECEMBER 21

EVENTS
- FlytimeFest
- Detty Beach Rave
- Nifty Vintage Popup
- Reminisce Live

DECEMBER 22

EVENTS
- Neo Fest
- Saro the Musical
- Everyday People
- Flytimefest
- Adekunle Gold Live

Background Art by Jexway
@digitalescapeafrica

DECEMBER ESCAPE

DECEMBER 23 - 31

DECEMBER 23

EVENTS

- Palmwine Music Fest
- Saro the Musical
- Colors Fest
- Vibes The Fest
- Road 2 Pluto
- FlytimeFest

DECEMBER 24

EVENTS

- Chow Fest
- Saro The Musical
- BMIF All White Party
- Christmas with SoftLifeNG
- Flytimefest

DECEMBER 25

EVENTS

- Seyi Vibez Live in Lagos
- FlytimeFest
- Obi's House

DECEMBER 26

EVENTS

- Island Block Party
- Saro the Musical
- Trybe Lagos
- Play Off
- Yinka Ayefele X Allyson

DECEMBER 28

EVENTS

- Rave on the Beach
- Lagos Singles Fest

DECEMBER 29

EVENTS

- The Cavemen
- Saro The Musical

DECEMBER 30

EVENTS

- Our Land
- Saro The Musical
- Blockparty Alte Carnival

DECEMBER 31

EVENTS

- Obi's House

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