

ESCAPE MAG



NASBOI

The Fresh Prince Redefined



Liya | Krizbeatz | Nadia Mukami | Ugocchie | Simss The DJ | Wande Esan | Slty | Ruby Akubueze | Sharon Romtimi | Jason Jae | Ethiopian Girl Skaters | Omogbolahan Salami | Mr Waduud | Solatido | Ijaya Comics & More Creatives.

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Dr. Nkem Andrea



ESCAPE MAG

www.digitalescape.africa
escapemag@digitalescape.africa
[@digitalescapeafrica](https://twitter.com/digitalescapeafrica)

EDITOR-IN-CHIEF

Okiki Laoye

PROJECT MANAGEMENT

Fatimat Oluwaseun Sanni

MANAGING EDITOR

Adeshina Salau

CONTRIBUTING WRITERS

Dr. Nkemjika Andrea Obi

PHOTOGRAPHERS

Blazon, Salami Omogbolahan

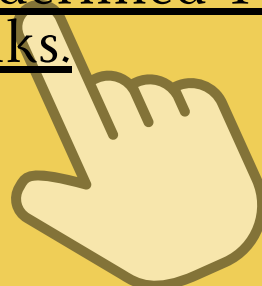
DESIGN

Okiki Laoye

TECH SUPPORT

Dotun Buluro

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Editor's Letter

Welcome to the Sixth issue of Escape Mag! We're excited to have you join us on this journey to celebrate African creativity.

Our journey has been incredible so far, and we're grateful for your continued support. With over 30,000 views, we're well on our way to reaching 100,000 by year's end. Thank you for being a part of our community.

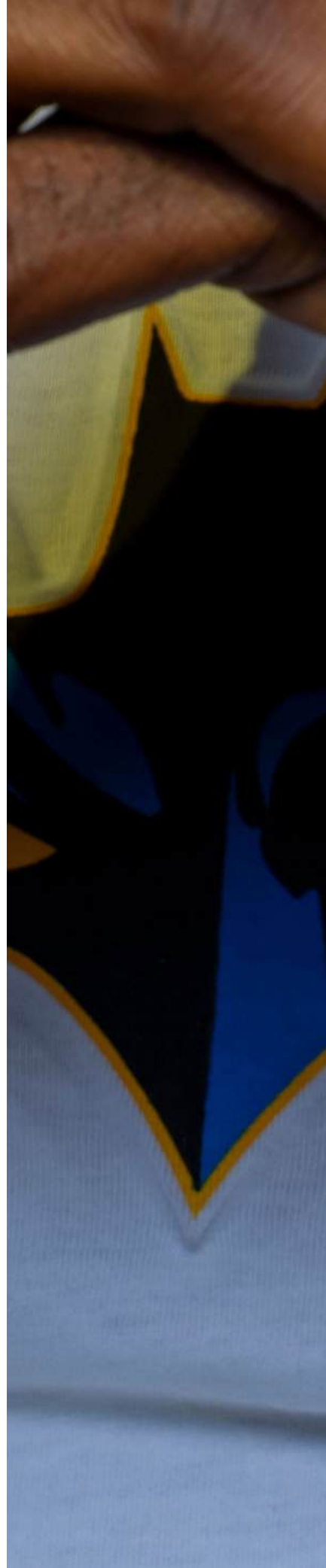
This month, we're thrilled to feature the talented Nasboi, our "African Fresh Prince," on our cover. Discover his unique blend of comedy and music in our exclusive interview. We've also curated a diverse mix of creatives, including the renowned producer Krizbeatz, the rising star Liya, Nadia Mukami from Kenya, and the inspiring Ethiopian Girl Skaters.

Our spotlight this month shines on Ugoccie, Wande Esan, Simss the DJ, Ruby Akubueze, and many more talented individuals from all over Africa.

Special thanks to OneRPM (Honour), Puma, and Lead City University, our valued partners.

Enjoy the issue!

The Escape Mag Team





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Liya: A New Light in the Nigerian Music Scene

BY SAM



Liya is one of Nigeria's fast rising pop stars. Her journey, a whirlwind of "positives, negatives, ups and downs," as she puts it, has propelled her from Lagos streets to the international stage. Discovered by Davido, a music giant in his own right, Liya's rise culminated in a Headies nomination – a testament to the power of her unique sound and captivating spirit.



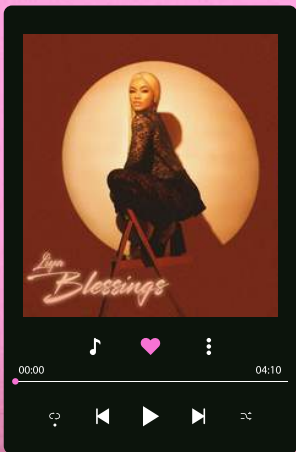
**...THERE WAS A
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DOUBTS,
EVERYONE
LOVED IT.**

Her music? A captivating blend of R&B, pop, and soul, infused with rich Yoruba influences. It's a sound she describes as "different," a breath of fresh air that defies easy categorization. "There were moments of doubt," she confesses, "but the reception has been amazing. It blew my mind."

The title of her debut EP, "Alari," translates to "outstanding person," a concept that resonates deeply with Liya. She aspires to be more than just a singer; Liya's a budding fashionista and dreams of exploring acting. This artistic yearning, this desire to push boundaries, is evident in her approach to music.

"Love, resilience, and self-belief," she explains, are the cornerstones of her lyrical narrative. Her inspiration? Powerhouses like Fela, Amy Winehouse, and Angélique Kidjo. "I like the audacity in their voice," she enthuses, "the way they express themselves with no holdbacks." It's an approach she aspires to embody, to "just spew it out there, live life to the fullest."

Challenges? Liya acknowledges them readily. "Life throws curveballs," she says, "but I hold onto the positive, keep forging ahead, and stay true to myself." Her collaboration with Davido wasn't just a career milestone; it was a learning experience. "I learned a lot," she reflects, "growing as an artist is an eternal process."





Despite the whirlwind success, Liya remains grounded. "Fans can expect more music, more visuals," she promises. "I want to connect with them on another level." She dreams of a concert tour, a celebration of music, fashion, and uninhibited joy.

Liya, a rising star, is also a symbol of individuality and artistic audacity. With her powerful voice, genre-bending sound, and infectious spirit, she's poised to take the world by storm. As she puts it, "Alari means 'outstanding person,' and I encourage people to feel that way too. Be proud of who you are, where you're coming from, and where you're going." The future for Liya is bright, and the world is her stage.



Krizbeatz: The Record Producer Blueprint

By Laoye O
Source: OneRPM



...IT'S LIKE COOKING WHEN YOU COOK TO A PARTICULAR LEVEL, YOU CAN TELL THAT THIS FOOD WILL BE GOOD WITH THIS PARTICULAR AMOUNT OF SEASONING. SO WITH THAT, I JUST CREATE THE MUSIC.

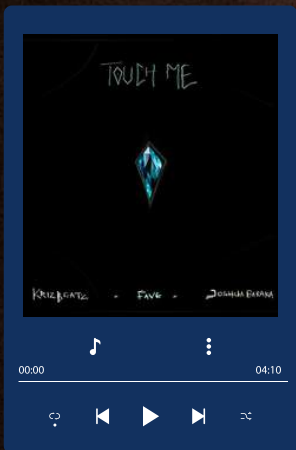
In the vibrant Nigerian music scene, Krizbeatz stands as another true maestro, weaving masterpieces that have captivated audiences both locally and globally. Renowned for his innovative approach to production, his signature sound has become synonymous with the contemporary African music landscape. In this exclusive interview, we delve into the man's mind behind the beats, exploring his creative process, inspirations, and aspirations.

Crafting Hits That Resonate

Krizbeatz has a unique philosophy when it comes to creating music. Rather than chasing trends, he focuses on crafting sounds that resonate with him. "I'm not making music for the people; I'm making music for myself," he explains. "Over time, I've developed an intuition for what will connect with listeners." This authenticity has been a key factor in his success, as his music often transcends cultural boundaries and speaks to a universal language.

A Fusion of Old and New

One of the defining elements of Krizbeatz's production style is his masterful blend of traditional African rhythms with modern electronic elements. Influenced by the likes of Sunny Ade and Oliver De Coque, he incorporates these classic sounds into his beats, creating a unique and captivating sonic tapestry. However, he also draws inspiration from Western pop music, particularly EDM, which adds a contemporary edge to his productions. This fusion of old and new has resulted in a sound that is both familiar and fresh.





Adapting to Different Artists

Krizbeatz has collaborated with a diverse range of artists across various genres, from Afrobeats to R&B. He emphasises the importance of understanding each artist's unique vision and tailoring his production style accordingly. "When I work with an artist, I try to look for what they want and what they need," he explains. "I aim to push them to new boundaries and introduce them to sounds they might not be comfortable with." This collaborative approach has allowed him to create hit songs that showcase the artist's strengths while also pushing them to new creative heights.

"Pana" and Beyond

The massive success of "Pana," his collaboration with Tekno, marked a significant turning point in Krizbeatz's career. While the song catapulted him to international fame, he remains grounded and focused on continuing to create groundbreaking music. "Pana was a great platform, but it's not what defines me," he says. "I'm always striving to evolve and push the boundaries of what's possible."

Looking Towards the Future

As the Nigerian music scene continues to evolve, Krizbeatz is determined to stay ahead of the curve. He remains committed to experimentation and innovation, constantly exploring new sounds and techniques. While he acknowledges the challenges of the industry, he is optimistic about the future and the opportunities it holds.

In addition to his music, Krizbeatz is also passionate about mentoring aspiring producers. He believes that by sharing his knowledge and experience, he can help to nurture the next generation of talent. Through his music, his collaborations, and his mentorship, Krizbeatz is making a significant contribution to the African music landscape and inspiring a new generation of creators.



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By Laoye O



Nadia Mukami: Kenya's Pop Queen

Escape Mag: You've had a remarkable journey from a young poet to a celebrated Afro-pop artist. How did your passion for poetry influence your songwriting and musical style?

Nadia Mukami: My love for poetry fuels how I write music and shapes my overall style. Listen to my songs, and you'll hear a story unfold. Take "Si Rahisi," my first major hit, which tackles the struggles of being a female artist. Or "Siko Sure," where I express doubts about love. Even my new album, "Queen of the East," features a song like "Kipepeo," a story about heartbreak and broken promises.

Escape Mag: Your EP "Bundle of Joy" explores the Afro Zouk genre. What inspired you to experiment with this style, and how does it differ from your previous work?

Nadia Mukami: Afrozouk is a sound I've been drawn to for a while. It's perfect for creating music that appeals to all ages. It's a relaxed, mid-tempo vibe that creates lasting songs. It's not just about songwriting; the style matters too. That's why I chose Afrozouk for my EP. Experimenting was exciting – I love Zouk music! It was a chance to do something different, and break boundaries. Plus, I was pregnant at the time, and the baby craved Afrozouk! (laughs)

Escape Mag: You've collaborated with talented artists like Arrow Bwoy, Willy Paul, and Bahati. How do you approach collaborations, and what do you look for in a musical partner?

Nadia Mukami: There are three key things. First, pure talent and passion. Second, do we connect? Can we create something truly special together? Chemistry and work ethic are important too. Collaborating with artists like Willie Paul, Bahati, and Arrow Bwoy has been amazing. My new album expands that even further: I worked with Wendy Shay from Ghana, Bruce Melodie, Phina, and many more great artists from Kenya.

Escape Mag: You're a strong advocate for women in the music industry. What challenges have you faced as a female artist, and how have you overcome them?

Nadia Mukami: Absolutely, I advocate for women in the industry. As a woman with a voice, I feel a responsibility to empower others who aspire to follow my path. One challenge is unequal pay. Even with the same number of hits as a male artist, women sometimes get paid less. Additionally, not everyone takes you seriously as an artist. But I persevere by using my voice for good.



Photo Source: OneRPM

Escape Mag: Your foundation, Lola and Safari Foundation focuses on supporting young girls and mothers. How did this initiative come about, and what are your goals for its impact?

Nadia Mukami: My foundation, Lola and Safari Foundation empowers young girls, mothers, and women in general. I'm a strong advocate for women's success because I understand the struggles. It's about giving back. Whenever I speak out, I champion the girls – why hold them back? I leverage my voice and platform to advocate for the things we need to keep soaring.

Escape Mag: You've gained a significant following on social media. How do you use your platform to connect with your fans and promote your music?



Nadia Mukami: Social media is a powerful tool for connecting with fans. I frequently host giveaways and go live on platforms like TikTok and Instagram, answering questions and interacting. I appreciate every fan, and sometimes I even reply to DMs, especially those offering positive feedback on my music.

Photo Source: OneRPM



Photo Source: OneRPM

Escape Mag: As a Kenyan artist, how do you see the future of the Kenyan music scene, and what role do you envision for yourself in shaping its direction?

Nadia Mukami: The future of Kenyan music is bright! The introduction of streaming services like Spotify in East Africa allows the world to hear our music. Platforms like Audiomack are amplifying our voices too. Collaborations between Kenyan artists and African artists in general are increasing. We're on the right track, and I plan to be a major part of it.

Escape Mag: You've performed at numerous festivals and events. What's been your most memorable experience, and what do you enjoy most about live performances? How do you plan to expand your fanbase in Nigeria and West Africa?

Nadia Mukami: Stepping on stage and performing for my fans is pure joy. I've toured and performed in several countries, including Australia, the US, UAE, and more. Music transcends language barriers. It's beautiful to share my art globally. To expand further, I plan to collaborate with more West African artists and participate in festivals to showcase Kenyan talent.

Escape Mag: What advice would you give to young artists who are just starting out in their careers?

Nadia Mukami: Stay hungry. Even after achieving a milestone, don't get comfortable. Comfort breeds laziness and can kill your dreams. Stay grateful, but never stop striving. Music is a constant journey, with endless levels to reach.

Escape Mag: Looking ahead, what are your goals for the next few years, both personally and professionally?

Nadia Mukami: I want to create more music, and release more albums. "Queen of the East" is just the beginning. I also want to collaborate with more artists and expand my reach into new markets.

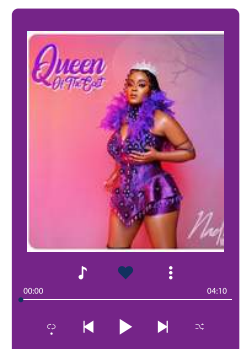




Photo: OneRPM

Jason Jae: From Dancer to Rising Rap Star

BY LAOYE O | PHOTOGRAPHY BY THE SAMUEL COSMOS

Jason Jae, a talented artist from Ibadan, Nigeria, has carved a unique niche in the Nigerian music scene. His fusion of rap and ethnic pop has captured the attention of listeners, and his journey from dancer to musician is nothing short of inspiring.



Jason's musical roots run deep. "Back in secondary school, I was in a group called the 'PJ Square'," he recalls. "So, after my dance academy, it was quite a smooth transition into music because dance already gave me the platform to showcase what I had." His early experiences in dance laid the foundation for his future as a performer.

Despite his musical talent, Jason faced challenges as he embarked on his music career. "The fact that I was not in Lagos was the biggest challenge," he admits. "The music industry in Ibadan is not strong yet." Navigating the complexities of the music industry, particularly from outside of Lagos, presented significant hurdles.

Jason's unique sound is a blend of rap and ethnic pop. "I started off as a rapper, but I never wanted to box myself in," he explains. "So I tried to explore other genres of music and not lose the rap feel." This experimentation has led to a distinctive style that sets him apart.



Jason's songwriting is inspired by both personal experiences and external influences. "Creating comes from daily experiences," he says. "Personal experiences, what we see on our day to day lives, basically." His music reflects his observations of the world around him, making it relatable to listeners.

The Nigerian music industry has undergone significant changes since Jason's debut. "Promotion has gotten so freaking hard and so freaking expensive," he notes. "To make a proper promotion, you need a whole lot of money." The competitive landscape and the high costs of promotion have made it challenging for emerging artists.

Jason believes that consistency is key to staying relevant in the fast-paced music industry. "If you're consistent, you keep giving the fans what they want, they would be there for you year in, year out," he says. Artists like the "big 3" have achieved long-term success by consistently releasing quality music.



Jason has exciting projects on the horizon. "I have a new single coming out called 'Rattata'," he reveals. "It's a high, energy song, a club banger." Additionally, he is working on an EP with some notable collaborations.

Dance has played a crucial role in Jason's career. "It makes me stand out," he says. "Anytime I go to a show, because of the infusion of the dance, it captivates people and it makes me stand out from every other upcoming artist." His dance skills have helped him to connect with audiences and make a lasting impression.

For young artists just starting out, Jason offers valuable advice. "Stay consistent and make use of your social media," he emphasises. "It's a powerful tool for promotion." He also encourages artists to believe in themselves and keep creating, regardless of the challenges they may face.

Balancing personal life with the demands of the music industry can be difficult, but Jason believes it's essential. "They have to be intertwined," he says. "You create whenever, you don't set out time to create. You create when the flow comes." By finding a harmonious balance, artists can sustain their careers and maintain their well-being.

From TikTok to Global Stardom: Ugocchie's Rise as an Igbo Cultural Icon

By SAM



Photo Source: Dreamreal Management

Ugocchie, the Igbo-born singer, has taken the music world by storm. Her journey, which began with viral TikTok covers, has transformed her into a global sensation. With her infectious melodies and deeply rooted Igbo cultural influences, Ugocchie is not only a rising star but also a powerful advocate for her heritage.



Photo Source: Dreamreal Management



"My musical evolution started from TikTok," Ugocchie recalls. "I started doing covers and posting, and then the very first one that I did that went so viral was in 2018 when I did a cover of Kizz Daniel and Davido's 'One Ticket'." This viral cover marked a turning point in her career, propelling her into the spotlight and paving the way for her subsequent musical endeavours.

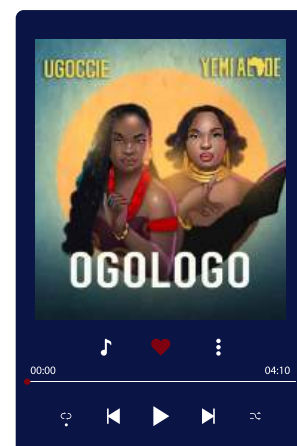
Ugocchie's music celebrates Igbo culture, blending traditional elements with contemporary sounds. "I feel like your culture is your identity," she explains. "That's why the music I make is deeply rooted in my culture as an Igbo person." By incorporating Igbo language and traditions into her music, Ugocchie is helping to preserve and promote her heritage on a global stage.

TikTok has been instrumental in Ugocchie's success. "It's a platform that doesn't require you to spend money," she says. "All you have to do is post up your art and craft and before you know it, 'boom' everybody's vibing with whatever you've put out there." Ugocchie's ability to connect with audiences through TikTok has been crucial in building her fanbase and transitioning into the mainstream music industry.

Ugocchie's songwriting is inspired by her personal experiences and stories. "Most of the songs that I write stemmed from storytelling, things that have happened to me or things that have happened to other people," she reveals. One such song, "Ogologo," is a heartfelt love story that resonates with listeners.



Photo Source: Dreamreal Management



Collaborating with Yemi Alade on "Ogologo" was a significant milestone for Ugocchie. "It's a dream come true," she says. "Yemi Alade is someone who embodies the culture, the African vibe, that wants to sell Africa in a positive light to the whole world." Working with such a seasoned artist not only boosted Ugocchie's credibility but also provided her with valuable insights into the music industry.

As a rising star in a male-dominated industry, Ugocchie has faced challenges. "People feel like you don't deserve a spot at the table," she admits. "They feel like 'oh, she's a woman,' you know, she doesn't deserve a spot at this table." However, Ugocchie has persevered, proving her talent and determination.

With her growing international fanbase, Ugocchie has ambitious plans for the future. "I've done shows in Europe, I've done shows in the United States of America and they were all successful," she says. "I am targeting the world, it's world domination with the type of music that I make."

As Ugocchie continues to rise, her music serves as a powerful reminder of the importance of cultural preservation and representation. With her talent, passion, and dedication, she is poised to become a global icon.



FENTY

THE CREEPER

PHATTY

BY RIHANNA

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MrWaduud: A Visual Storyteller

By SAM

AbdulWaduud Afolabi, better known as MrWaduud, is a Nigerian artist whose works evoke powerful emotions. His distinctive style, characterised by distorted lettering and vibrant colours, invites viewers to engage with his art on a deeper level.

MrWaduud's artistic journey extends beyond the canvas. He is a passionate advocate for the creative community, using his social media platforms to inspire and support fellow artists. He has also collaborated with various organisations and brands, leaving his mark on murals, interiors, and public spaces.



MrWaduud's work is a reflection of his surroundings and his deep connection to Yoruba culture. He draws inspiration from the craftsmanship of his people, particularly the Aso-Oke weaving process.





His pieces often challenge the obvious, inviting viewers to look beyond the surface and delve into deeper meanings. He skillfully blends dramatic portraiture, minimalism, and pop colours to create captivating and thought-provoking works.

MrWaduud has quickly gained recognition for his talent. His work has been featured in prestigious exhibitions and galleries, and he has appeared on television shows to discuss his art. He has also collaborated with renowned brands and organisations.



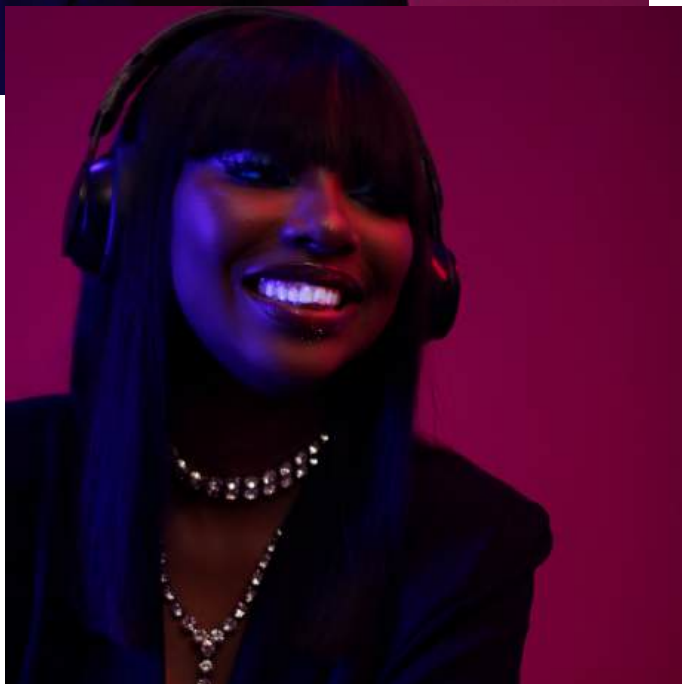
As a rising star in the Nigerian art scene, MrWaduud continues to push the boundaries of his creativity and inspire others. His passion for art and his commitment to using his platform to promote creativity make him a force to be reckoned with.

From Dancefloor to Dreamstage: The Rise of Simss The DJ

By Sam | Photography by [Tochi](#)



Simss The DJ isn't your average DJ. Her journey to the forefront of the Nigerian music scene is a captivating tale of passion, perseverance, and a deep love for music in all its forms. Unlike many DJs who stumble into the craft, Simss' roots run deep, tracing back to childhood dreams of orchestral grandeur.





"Yanni's concerts were my inspiration," Simss reveals, a hint of nostalgia tinging her voice. "I envisioned myself wielding a violin, part of a larger musical tapestry." This early exposure to music ignited a spark that would forever shape her creative path.

However, fate had other plans. A friend's suggestion nudged Simss towards DJing, and it was love at first mix. This newfound passion wasn't without its challenges. As a young female DJ, Simss faced underestimation and the hurdle of securing funding. But giving up was never an option.

"Music kept me going," Simss emphasises. "Social media became my weapon, a platform to showcase my talent and dedication." Her relentless hustle and commitment to quality paid off. From regular gigs at the Mainland Block Party to hosting her own 1,000-strong Afro EDM rave, Simss steadily carved her niche.

Her ability to seamlessly blend Afrobeats, hip-hop, and other genres into electrifying sets is a testament to her unique ear for music. "It's all about listening," Simss explains. "My vast music library allows me to curate experiences that resonate with the audience."



Simss' influence extends beyond the dance floor. Venturing into music production has unlocked a new creative dimension. "It's a way to share my original voice and connect with a wider audience," she says, her eyes gleaming with excitement.

The ever-evolving Nigerian music scene has been both a witness and a catalyst to Simss' growth. "DJs are now prominent figures," she observes. "This freedom allows me to experiment with fresh sounds and global influences."

As a prominent female DJ, Simss acknowledges the challenges, but her focus remains firmly on the music. "The support I've received has been incredible," she beams, citing a chance encounter with a music executive that led to a collaboration with Ayra Starr.

Looking ahead, Simss' ambitions are as vibrant as her music. "International markets are calling," she declares, her eyes sparkling with anticipation. "From Europe to Africa, my music will bridge cultures and ignite dance floors."

Simss The DJ's story is a beacon of inspiration for aspiring creatives across Africa. It's a testament to the power of passion, dedication, and the courage to embrace the ever-evolving world of music. As she chases her dreams of international recognition and global festivals, one thing is certain: the world is ready to dance to the beat of Simss The DJ.



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NASBOI

THE FRESH PRINCE REDEFINED



By Laoye O
Photography By [Blazon](#)



ESCAPE MAG: You're known for your comedic talents. How did you transition from comedy to music, and what inspired you to pursue an Afrobeat singer and songwriter career?

NASBOI: Okay, there was no transition into music for me. I was a musician first! I started recording as an artist back in 2008. In 2009, my mom opened a studio for me to record in. I continued recording throughout the next few years, from 2010 to 2013. Then, in 2014, I got signed by the renowned Nollywood actress Omotola Jalade Ekeinde. We worked together for three years, until 2017. In 2019, a friend suggested I try making comedy skits. He thought I was funny, but I was pretty shy at the time. I decided to mimic a video as a way to get attention for my music. Luckily, the skit blew up! That was the making of the skit maker Nasboi. To ensure some stability in my career, I decided to keep making skits. But in 2022, I went back to music and signed with Eminent Records, where I'm still an artist today. So, you see, it's a misconception that I transitioned from comedy to music. I've always been a musician.



ESCAPE MAG: Your parents were big music fans. How did their influence shape your musical journey and your appreciation for Afrobeat?

NASBOI: My parents were big music listeners, especially my mom. She was a huge fan of Pasuma, while my dad wasn't that into music. I don't know exactly where my musical passion came from, but I've always been drawn to it. I loved TuFace's music (and still do!) and used to get told by people around me that I should sing. My mom would even get upset at me for trying to be a musician, but eventually, she realised this was my passion and let me pursue it. In 2008, she even opened a studio for me, which helped me develop my skills. That early experience is a big part of why I feel so experienced now, having been recording since 2008.

ESCAPE MAG: You recently released your new single, "Short Skirt (Fine Girl)." Can you talk about the creative process behind this song and what inspired you to write a tribute to African women?

NASBOI: This song might talk about women wearing short skirts, but the real intention behind it is to celebrate women in general. I wanted to praise beautiful, hardworking, gorgeous women of all colours. Women face a lot of pressure and bullying, so I wanted to create a song that would uplift them and boost their confidence. It's a song for everyone to enjoy.

...MAYBE BECAUSE THEY'VE SEEN ME AS A COMEDIAN, SOME OF THEM DON'T WANT TO GIVE ME A CHANCE. I'VE BEEN BULLIED SEVERALLY, BUT I KEEP GOING. SOMETIMES I JUST SIT DOWN AND I BEGIN TO LISTEN TO MY SONGS. LIKE, I KNOW THESE SONGS ARE AMAZING. IF THIS WASN'T NASBOI, IF IT WAS SOME OTHER AFROBEAT MUSICIAN, PEOPLE WOULD APPRECIATE THE MUSIC MORE.

ESCAPE MAG: The song features a memorable interpolation of Baba Fryo's classic "Denge Denge." How did you decide to incorporate this reference, and what does it mean to you?

NASBOI: Shoutout to Baba Fryo! As I mentioned, I've been recording since 2008, so I'm a huge fan of older music. I love throwback songs and listen to them a lot, even when I'm creating skits. The "Denge Pose" reference wasn't intentional. I was freestyling and vibing, and the phrase just fit perfectly in the song. "Denge Pose" basically means "showing off" or acting like you're something special. It's when a woman strikes a pose like you see people do in pictures. That's the idea behind the lyrics.





Of course, I also have to mention Tiwa Savage and Arya Starr. Tiwa Savage is a queen and a song like this wouldn't be complete without mentioning her. And Arya Starr is undeniably one of the hottest female artists out there right now. Do I have a crush on Arya Starr? Not exactly. She's a beautiful woman with amazing music, but I simply appreciate her talent

ESCAPE MAG: How do you balance your comedic and musical careers? Do you find that your experience in one area influences your performance in the other?

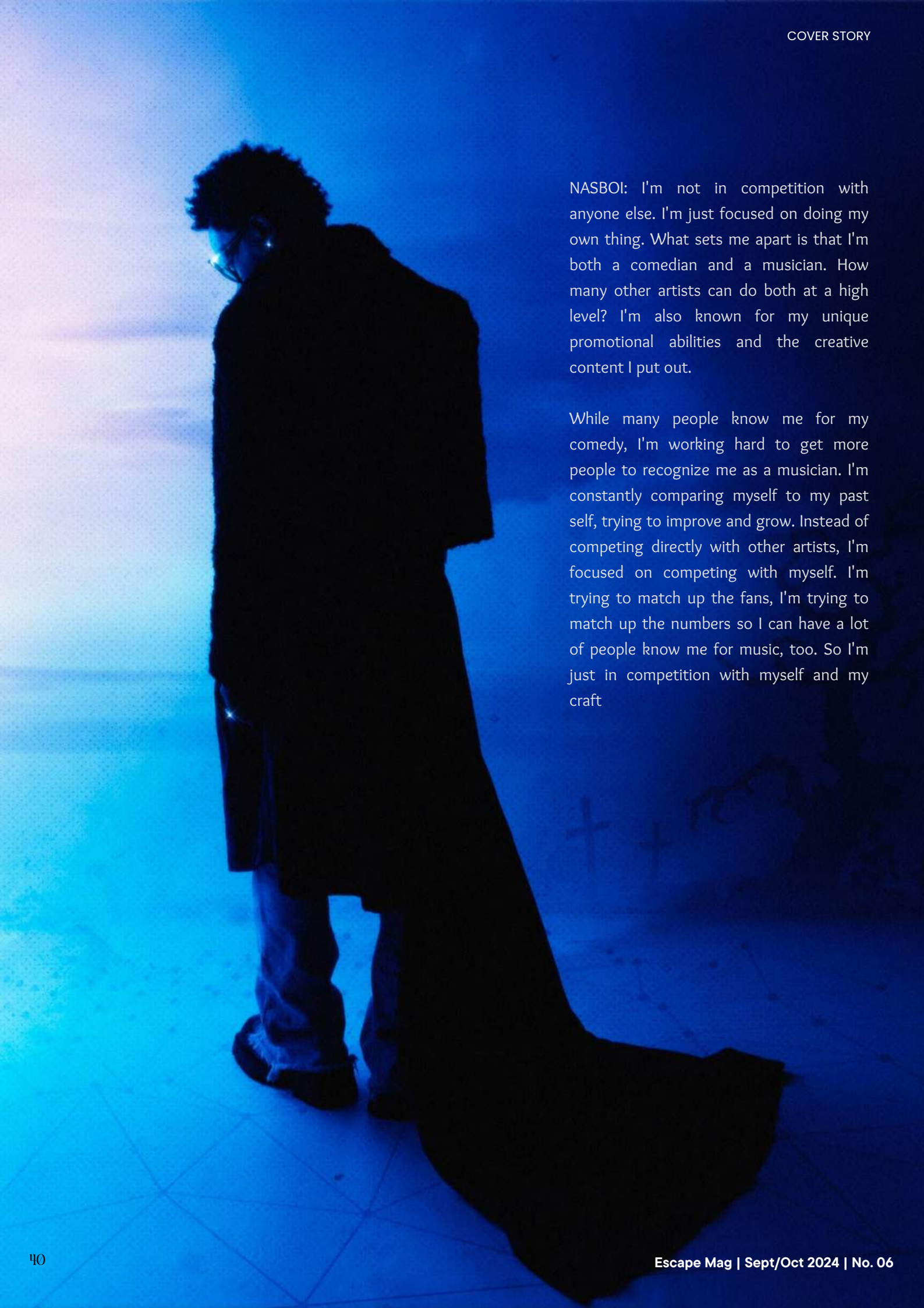
NASBOI: It's no lie, balancing both comedy and music is stressful. Creating comedy skits is a lot of work on its own, and music is no less demanding. People only see the recording aspect of music, not all the promotions and shows that come with it. But I remind myself that I signed up for this. When I started, I told myself I would be the first to do it perfectly, to manage both careers effectively. Some people worry that I'll abandon comedy as my music career takes off. But that's not my plan. I want to be like the Nigerian Will Smith or Jamie Foxx. Combining these two talents is what will make me truly special. It won't be easy, but I believe I can do it.

ESCAPE MAG: As a rising star in the Nigerian entertainment industry, what are your goals for the future? What can fans expect from you in the coming years?

I don't see myself as competing with anyone else in the Nigerian music scene. I'm just focused on doing my own thing. What sets me apart is that I'm both a comedian and a musician. How many other artists can do both at a high level? I'm also known for my unique promotional abilities and the creative content I put out.

While many people know me for my comedy, I'm working hard to get more people to recognize me as a musician. I'm constantly comparing myself to my past self, trying to improve and grow.

ESCAPE MAG: The Nigerian music scene is highly competitive. How do you differentiate yourself from other artists and establish your unique identity?



NASBOI: I'm not in competition with anyone else. I'm just focused on doing my own thing. What sets me apart is that I'm both a comedian and a musician. How many other artists can do both at a high level? I'm also known for my unique promotional abilities and the creative content I put out.

While many people know me for my comedy, I'm working hard to get more people to recognize me as a musician. I'm constantly comparing myself to my past self, trying to improve and grow. Instead of competing directly with other artists, I'm focused on competing with myself. I'm trying to match up the fans, I'm trying to match up the numbers so I can have a lot of people know me for music, too. So I'm just in competition with myself and my craft



ESCAPE MAG: What challenges have you faced in your career, and how have you overcome them?

NASBOI: It's been challenging for some people to accept that I can sing because they know me as a comedian. I've faced bullying and negative comments, but I keep going. Sometimes, I sit down and listen to my songs and realise how amazing they are. It's frustrating that people judge me based on my comedic persona and don't give my music a fair chance. I've come to understand that I won't win everyone over. Not everyone likes Jesus Christ, and not everyone likes Wizkid or Burna Boy. So, I'm focused on winning over the people who truly appreciate me and my music.

ESCAPE MAG: Are there any specific artists or musicians who have inspired you or influenced your style?

Ah, I can't even lie man, musicians that influenced my sound over the years, number one is Tu-Face. if you listen to NasBoi music, or maybe when my project comes out, you'll be able to see there's a lot of TuFace sprinkled around it. TuFace is like an ingredient in my soup. So there's also Wande Cole. Wande Cole, not because I featured him. You know, I've always, like, I have wanted to work with these people who inspired me, from TuFace to Wande Coal then to Kizz Daniel so in recent times. Kizz kind of influenced my sound and I watch him closely. His musical abilities are everything. So these three guys, these three guys.

ESCAPE MAG: Future Goals?

NASBOI: My goal is to become a global star. I want to sell shows all over the world and continue to create amazing music that people love. I've already been featured in a few movies, and I plan to do more acting in the future. I'm excited about what the future holds and I can't wait to see where my career takes me.



THE CREEPER PHATTY EARTH TONE



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PUMA, Novare Mall - AJAH.
PUMA, The Palms Polo-Park Mall, ENUGU.

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BY LAOYE O.
PHOTOGRAPHY BY SAMAMI OMOGBOLAHAN

Salami Omogbolahan's Journey to Visual Mastery

Meet Salami Omogbolahan, the Lagos-based photographer whose lens captures the essence of fashion and style.

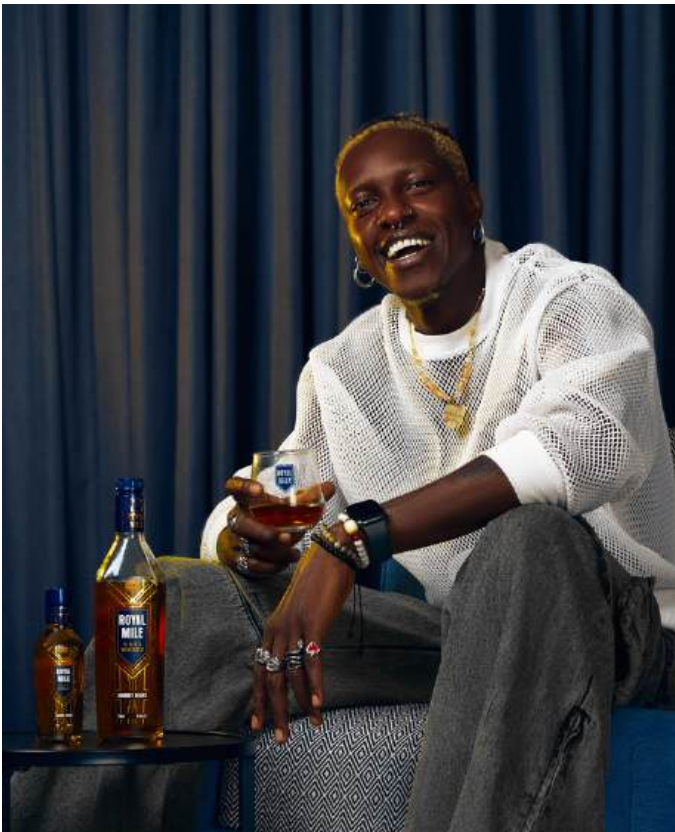


Model: [Great](#) | Styling: [Ifan Michael](#) | Assist: [Baba Millz](#) & [Zavage](#)

With a keen eye for colour, angles, and composition, Omogbolahan's images are more than just snapshots; they're visual narratives that tell a story. His work, featured in publications like GQ and Peerless Magazine, is a testament to his ability to blend creativity with technical skill.



Model: [Joy Akhigbe](#) | Makeup: [House of Daffodil](#) | Styling [Yomo Daj](#)



Model: [Hermes Iyele](#)



Model: [Kenny Okusaga](#) | Makeup: [Fablooks By Kenny](#)

Omogbolahan's photography uniquely resonates with audiences worldwide, from striking editorials to captivating campaigns. His bold compositions, dynamic lighting, and distinctive colour grading create a timeless and modern style.





Paul Iroezi | Styling by Yomo Daj



Paul Iroezi | Styling by Yomo Daj



Model: Azeezat | Assist: Tolu Afolabi & Ralph Olagbegi



Model: Temioluwa Johnson | Makeup: Makeover By Kiitan | Bracelet: Bijouxful



Model: [Larry Hector](#) | Assist: [Bumi O](#) & [Ibuku](#)



Model: [Sammy Francis](#) | [Cold Studios](#)

Beyond his impressive portfolio, Omogbolahan's infectious personality and sense of humour make him a joy to collaborate with. His passion for his craft shines through in every project, pushing him to constantly evolve and deliver exceptional results. As a photographer, he's not just capturing images; he's creating experiences that resonate with viewers.



Lead City University: Nurturing Future Leaders

By **Deborah 'Jumoke Adejobi**
Head of Marketing
Lead City University, Ibadan
& **Laoye O.**

A Legacy of Excellence

Founded in 2005, Lead City University has quickly established itself as a premier educational institution in Nigeria. As the first private university in Ibadan, it has been at the forefront of providing a high-quality, comprehensive education to students from across the country. With over 15,000 graduates and a wide range of programs, Lead City University has a proven track record of producing successful professionals.



More Than Just Academics

At Lead City University, education goes beyond textbooks and lectures. The university is committed to fostering a holistic learning environment that nurtures students' intellectual, physical, and emotional well-being. With world-class sports facilities, counselling services, and a well-equipped hospital, the university ensures that students have everything they need to succeed.

A Focus on Practical Skills

Lead City University understands the importance of practical skills in today's competitive job market. The university offers a variety of vocational training programs, equipping students with the tools they need to thrive in their chosen fields. In addition, the university's emphasis on entrepreneurship encourages students to develop their businesses and become self-reliant.

A Vibrant Campus Community

Lead City University is known for its vibrant campus life. Students have the opportunity to participate in a wide range of extracurricular activities, including sports, clubs, and societies. The university also hosts various social events, providing students with opportunities to connect with their peers and build lasting friendships.





Inclusive Education

In a continent where many private universities are affiliated with religious organizations, Lead City's secular status offers a unique and inclusive environment. This allows students from diverse religious backgrounds to coexist harmoniously, fostering tolerance and understanding. Moreover, it signifies the university's commitment to academic freedom and a focus on intellectual growth without religious restrictions.



A Bright Future

With its commitment to academic excellence, practical skills development, and a vibrant campus community, Lead City University is poised to continue its success in the years to come. As the university expands its offerings and reaches new heights, it remains dedicated to producing well-rounded graduates who are ready to make a positive impact on the world.



PUMA



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Image Source: Wandé Esan

By Laoye O

Wandé Esan: More Than Just Fashion

Wandé Esan, a rising star in the Nigerian fashion scene, is more than just a brand; it's a safe space for women to express themselves freely. "We're not just about fashion," says the brand's founder, "We're about celebrating womanhood in all its forms." This commitment to inclusivity is reflected in their designs, which cater to women of all shapes, sizes, and backgrounds.



Image Source: Wandé Esan

Empowering Through Design

Wandé Esan's designs are not just stylish; they're empowering. The brand celebrates the "prodigious, alluring, and confident woman" through bold and unapologetic pieces. "We want women to feel confident and assertive in our designs," says the founder. One notable example is their crop top featuring the inscription "I'm too amazing to be with an idiot," a powerful statement encouraging women to prioritise their self-worth.



Image Source: Wandé Esan



Image Source: Wandé Esan



Image Source: Wande Esan

A Blend of Tradition and Modernity

Wandé Esan seamlessly blends traditional African aesthetics with contemporary fashion trends. "I draw inspiration from my environment," the founder explains. "Lagos, with its vibrant energy and rich traditions, is a constant source of inspiration." The brand's designs often feature subtle nods to Nigerian culture, while remaining firmly rooted in modern fashion.

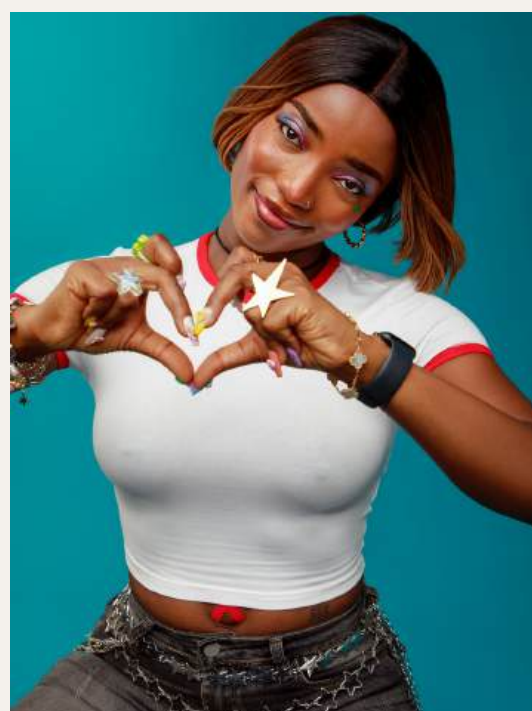


Image Source: Wande Esan



Image Source: Wandé Esan



Image Source: Wandé Esan



Image Source: Wandé Esan

Sustainability and Social Impact

Sustainability is a core value at Wandé Esan. The brand prioritises eco-friendly materials, limited production runs, and recycling initiatives. Beyond sustainability, they actively support women artisans and give back to the community through initiatives like their "Fashion Heist" event, which distributes clothing to our customers and other people who could benefit from the initiative.

Shaping the Future of Nigerian Fashion

Wandé Esan is not just a fashion brand; it's a movement. The brand aims to redefine the Nigerian fashion industry by promoting inclusivity, sustainability, and empowerment. As they continue to grow, Wandé Esan is poised to become a global force, inspiring women worldwide to embrace their individuality and celebrate their strength.

Oyindamola "SltY" Bamidele: Lagos' Hidden Gem of Style

By Fatima Oluwaseun



Image Source: [Lumigraphy](#).

In the bustling streets of Lagos, where fashion is a way of life, Oyindamola "SltY" Bamidele stands out as a hidden gem. With his impeccable taste and ability to transform ordinary looks into extraordinary statements, SltY has quickly become one of the most sought-after stylists in Nigeria.



Image Source: @usad.jpeg



Image Source : Studio pictoria , MUA: house of daffodil



Image Source : Xamani

From his early days experimenting with fashion in his bedroom to his current status as a style icon, Sltý's journey has been remarkable. His unique ability to blend different styles and create visually striking outfits has earned him a reputation as a craft master.

Sltý's influence extends beyond the world of celebrities. He has worked with top brands and production companies, helping shape their campaigns' visual identity. His work has been featured in music videos, TV commercials, and red-carpet events, and he has consistently delivered stunning results.





Image Source : Lumigraphy.

Beyond his styling prowess, Sltý is also a mentor and influencer. He is passionate about giving back to the community and inspiring young people to pursue their dreams. His commitment to excellence and his dedication to his craft have made him a role model for aspiring stylists.



style by wande vision and Sltý

As Sltý continues to rise in the Nigerian fashion scene, his future looks incredibly promising. With his talent, creativity, and passion, he is sure to make a lasting impact on the industry.



FENTY
THE CREEPER PHATTY

BY RIHANNA

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IJAYA



CHAPTER 1:
IJAYA VS IKU
SQUAD


Created by
Deji Jayeoba & Okiki Laoye

Art by
Charles Owen & Adene Muiwa

  @ijayacomic

 www.ijayatheseries.xyz



Aare is sitting on his sickbed in a hospital room. He is wearing a grey hospital gown. An IV drip is visible on the left. The room has some damage to the wall.

Aare was sitting on his sickbed still wondering;

A close-up of Aare's face. He has a worried expression and his hands are clasped together. He is looking towards the right.

What could have hit me the other time.?

A flashback panel showing Aare's face in a state of shock and pain. He is surrounded by a bright orange and yellow fire. He has a glowing blue mark on his forehead.

I could swear i saw a ball of fire suddenly hit me. That's the last thing i remember.

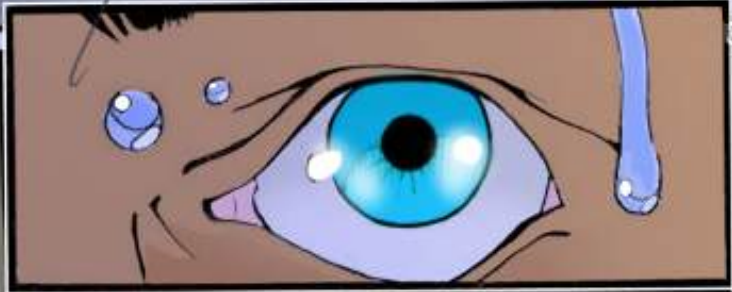
Aare is sitting up in his hospital bed, looking distressed. He is holding his head with one hand. The word "CRASH" is written in large blue letters in the background.

Then the dream, that monster, those eyes.

CRASH

Aare is lying in his hospital bed, looking thoughtful. He is wearing a grey hospital gown. The room is dimly lit.

What was that?



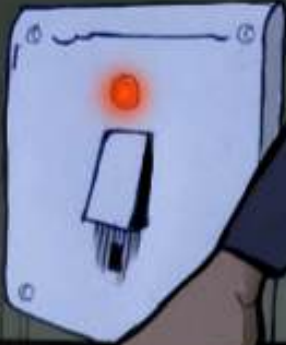
WHAT?!





What is happening here?

SMACK



They have got Supo.

Meanwhile...at the warehouse

He needs our help?

what Kind of trouble could he be in?





The message i have for you is urgent and we need to act immediately.

Some evil forces are responsible for the disappearances of children in this region.

I'm listening

.....

Based on what we have gathered, an ancient priest of our master Lord Orula from the warring eras still lives amongst men today.

He perpetrates darkness and decieves men today with dark powers.

Hmmmmm



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PUMA, The Palms Polo-Park Mall, ENUGU.



FENTY x PUMA
BY RIHANNA

Sharon Rotimi: Stealing the Show on Stage and Screen

By Laoye O

Sharon Rotimi, a budding talent in the Nigerian acting scene, has quickly made a name for herself with her captivating performances. From stage to screen, Rotimi's versatility and dedication have earned her recognition and admiration.

Sharon Rotimi's passion for acting was ignited at a young age, inspired by the Nollywood films she watched with her siblings. "We would wear napkins on our heads and pretend they were wigs, trying to act like the characters we admired," she recalls. This early fascination led her to pursue acting professionally, culminating in her enrollment in film school in 2022.

Sharon Rotimi's recent appearance in a stage play—*Omugwo*, directed by Kelvinmary Ndukwe, marked a significant milestone in her career. While transitioning from screen to stage required some adjustment, she found the experience rewarding. "Stage acting is a little more amplified because you're performing in front of a live audience," she explained. "But I'm enjoying it now and believe this experience will help me add more depth to whatever I'm doing on screen."



Photo by [Blacklenzgraphy](#).



Photo by [Blacklenzgraphy](#)



Photo by [Guguru Studios](#) | Fit by [Style Vibes NG](#) | Makeup [Marvelsbeauty](#)

One of Sharon Rotimi's strengths lies in her ability to portray complex and layered characters. She draws inspiration from diverse sources, including media consumption and personal experiences. "It's all about research—feeding your mind with information," she emphasizes.

Sharon Rotimi's dedication to her craft is evident in her approach to each role. For the "All the Women in Me" series, she delved deep into the historical context and themes behind the stories, ensuring her portrayals were both engaging and meaningful.

Beyond her on-screen performances, Rotimi has also benefited from the guidance of her management team. "Having management made sense for me because it provides guidance within this confusing landscape," she says. "It's refreshing that Guguru Media is focusing on new talent like myself."

Sharon Rotimi's career has been influenced by collaborations with talented individuals within the industry. She has learned valuable lessons from her experiences, including the importance of listening, malleability, and humility.

As she looks to the future, Rotimi is eager to explore new genres and roles, particularly in romance and art house films. With her talent, dedication, and the support of the growing Nigerian film industry, there's no doubt that Sharon Rotimi will continue to shine bright on the acting scene.

Ethiopian Girl Skaters: Breaking Barriers, One Board at a Time

BY LAOYE O.

PHOTO SOURCE: E.G.S.



In the heart of Ethiopia, a remarkable group of young women are defying stereotypes and carving their path through skateboarding. The Ethiopian Girl Skaters is dedicated to empowering girls and women, providing a safe and supportive space where they can break free from societal constraints and find their voice.

Overcoming Challenges

The journey has not been without its challenges. Stereotypes, limited access to skateparks and gear, and dismissive attitudes from male skaters have often hindered their progress. However, these young women have persevered, finding in skateboarding a powerful tool for empowerment and self-expression.



Building a Community

Creating a safe and supportive environment is essential for the collective's success. By fostering a community where girls can express themselves freely without judgment, the collective has become a refuge for many. The members encourage each other to challenge negative stereotypes and celebrate their achievements.

A Journey of Growth

The most rewarding aspect of running the collective has been witnessing the personal growth and confidence of its members. Many have transformed from being shy and uncertain to becoming strong, self-assured individuals who inspire others.



Expanding Horizons

Despite the challenges, the collective has remained steadfast in its mission. By working with local partners, they have secured access to safe skate spots and sourced gear through donations and community support. This ensures that all members, regardless of their financial situation, have the opportunity to skate. To build resilience and confidence, the collective encourages its members to push their limits, celebrate small victories, and support one another. Skateboarding teaches them persistence, the power of community, and the importance of overcoming obstacles.

The Future of Skateboarding in Ethiopia

The collective's long-term goals include expanding its reach to more regions in Ethiopia and increasing access to skateboarding for young women nationwide. Through partnerships, resource acquisition, and advocacy, they aim to create a more inclusive skateboarding community.

A Force for Change

Beyond physical fitness, skateboarding contributes to personal and social development by teaching discipline, fostering creativity, and building a strong sense of community. The collective's impact extends beyond its members, inspiring others to challenge norms and embrace inclusivity.

As the collective continues to grow and evolve, it serves as a beacon of hope for young women in Ethiopia. Their journey is a testament to the power of perseverance, the importance of community, and the transformative potential of skateboarding.





FENTY 

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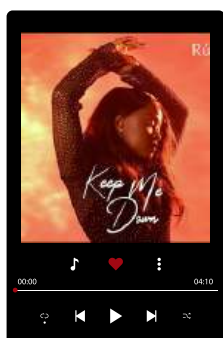


Image Source: Ruby Akubueze

Ruby Akubueze: Illuminating Nollywood's Future

By SAM

Ruby, a rising star in the Nigerian film industry, has captivated audiences with her talent and versatility. Her journey began unexpectedly when she was offered the coveted role of Ijogbon in the acclaimed film of the same name.



"It was a thing of grace," Ruby recalls. "The director called me up and offered me the role." The character of Oby resonated deeply with Ruby, who found similarities between herself and the fictional character. "When I read the script, I was like, what is going on? Because that was just my life as well. And how she is such a motherly figure. She's kind of like the voice of reasoning. And that's like the kind of person I am as well."

Beyond her acting prowess, Ruby is also a talented musician. Her experience as an actress has positively influenced her music, adding depth and authenticity to her performances and songwriting. "My acting influences my music more than the other way around," she reveals. "It adds depth and authenticity to my performances and songwriting."

Ruby's ambition extends beyond her current roles. "I aspire to play roles that take me out of my comfort zone," she says. "I want to explore different genres and challenge myself as an actor."

Navigating the Nigerian film industry, while vibrant, presents its challenges. "One of the biggest challenges is finding consistent work," Ruby admits. "The industry can be unpredictable, and competition is fierce."

Despite the challenges, Ruby believes that Nollywood plays a crucial role in shaping Nigerian culture and identity. "It allows us to tell our stories, to reflect our values and traditions," she says.

As a rising star in the Nigerian entertainment industry, Ruby is passionate about using her platform for social causes. "It's important for influential people to use their voices for good," she emphasises. Ruby is a vocal advocate for anti-bullying and quality education in Africa.

Ruby's aspirations extend beyond Nigeria. She aims to make a global impact through her work, showcasing authentic African stories and inspiring other creatives. "I want to be a director who tells African stories in a way that resonates with audiences worldwide," she declares.

Ruby's journey is a testament to her talent, determination, and unwavering passion for her craft. As she continues to rise in the Nigerian film industry and beyond, she is poised to become a leading figure in African entertainment.



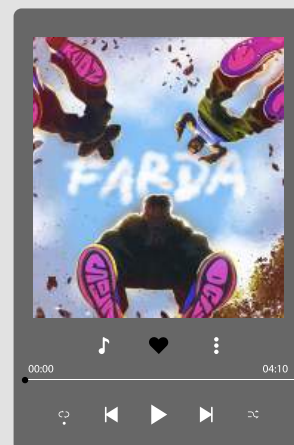
Image Source: Ruby Akubueze

Solatido: The Port Harcourt-Bred Innovator Shaping Afro-Cypher

By Laoye O



Image Source: Solatido IG



Emerging from the vibrant city of Port Harcourt, Nigeria, Solatido is carving a unique path in the African music scene with his innovative blend of Afrobeat and hip-hop, dubbed 'Afro-Cypher'. His music, a reflection of his upbringing and inspirations, is quickly gaining recognition both locally and internationally.

Growing up in Port Harcourt, Solatido was immersed in a culture of resilience and innovation. "The city has a unique freedom—mentally and creatively," he explains. "There's something about the grit and vibrancy of PH that forces you to think outside the box." This mentality and his early exposure to artists like Wizkid, Olamide, and Davido shaped his understanding of music and his aspirations. "They showed me that it was possible to be true to my roots while still aspiring for global recognition," Solatido says.



Image Source: Solatido IG



Image Source: Solatido IG

Solatido's 'Afro-Cypher' sound is a fusion of the infectious rhythms and soulful melodies of Afrobeat with hip-hop's heavy 808s and rebellious attitude. "It's about creating a dialogue between two powerful musical traditions," he explains. "I'm not just throwing these elements together randomly. My goal is to create something that feels fresh and authentic."

Beyond his music, Solatido is also a passionate visual artist. He sees music and visuals as inseparable, often visualizing the entire song-creation process. "It's like painting with sound, and then painting again with the visuals," he says. This interdisciplinary approach adds depth and richness to his music, making it a truly immersive experience.

Solatido's collaboration with PsychoYP and Kida Kudz was a significant milestone in his career. "Working with them pushed me to step up my game," he recalls. The experience boosted his confidence and reinforced his belief in his ability to take his music to the next level.

Emerging from the vibrant city of Port Harcourt, Nigeria, Solatido is carving a unique path in the African music scene with his innovative blend of Afrobeat and hip-hop, dubbed 'Afro-Cypher'. His music, a reflection of his upbringing and inspirations, is quickly gaining recognition both locally and internationally.

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Solatido will continue to push the boundaries of African music, his 'Afro-Cypher' sound is sure to captivate audiences around the world. With his talent, dedication, and unwavering belief in his craft, the sky is the limit for this rising star.

FENTY 

THE CREEPER PHATTY

BY RIHANNA

SHOP NOW



By Laoye O



Image Source: Tibey

Tibey

Straight From Benin City

Rising from the vibrant streets of Benin City, Nigeria, Tibey is emerging as a force to be reckoned with in the African music scene. Born Precious Akpan, his journey into music began at the tender age of 11 when he discovered a passion that would soon ignite his soul.

Tibey's music is a captivating blend of heartfelt lyrics and infectious melodies, drawing inspiration from his rich cultural heritage and personal experiences. His unique sound has resonated with audiences both locally and internationally, earning him a dedicated fanbase known as the Tibey Tribe.

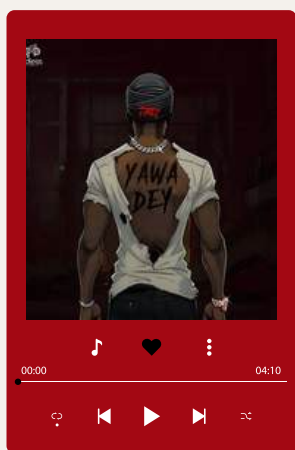


Image Source: Tibey

With the release of his latest single, "Yawa Dey," and a highly anticipated EP on the horizon, Tibey is rapidly gaining recognition and breaking boundaries within the industry. The support he's received from industry heavyweights like DJ Sose has further propelled his career, solidifying his position as a rising star.

As Tibey continues to release new music and expand his reach, he remains committed to making a lasting impact on the hearts of his listeners. His journey from the streets of Benin City to the global stage is a testament to his talent, dedication, and unwavering belief in his craft.



DR NKEM ANDREA OBI

MEDICAL DOCTOR, NUTRITIONIST CONSULTANT
FOUNDER OF M&D HEALTH



Antibiotic Abuse in Nigeria

It's interesting to observe how some patients come to the hospital with a medical condition, and when medications are prescribed, they return asking for an antibiotic. My mother once told me that in the past, if you left the hospital without a large prescription bag or if antibiotics weren't included, people would assume that the illness wouldn't be cured or that the doctor wasn't competent. Although the medical system in Nigeria has evolved since then, public awareness about the dangers of antibiotic abuse has not kept pace with these changes.

Antibiotic abuse in Nigeria is a significant public health concern. This involves the mis-use and over use of antibiotics which leads to the development of antibiotic-resistant bacteria. There are several factors that contribute to this issue in Nigeria.

Several factors contribute to this issue in Nigeria;

- Lack of regulation- There is a weak enforcement of regulations regarding the sale of antibiotics resulting in the purchase of antibiotics without proper medical advice.
- Self-medication: this occurs due to the easy availability of antibiotics over-the-counter in pharmacies and markets.
- - Economic influence: the cost of seeking medical advice is prohibitive, and people turn to cheaper alternatives such as self-prescribing antibiotics.
- Awareness and Education: there is a lack of awareness about the proper use of antibiotics and the dangers of misuse. If this is not taken into consideration consequences can arise like-
- Antibiotic resistance- this can make an infection harder to treat and increases the risk of severe illness and death.
- Global health threat- Antibiotic resistance in Nigeria contributes to a global health crisis as resistant strains can spread internationally.

There should be an effort to educate the public about the dangers of antibiotic misuse. The Nigerian government should have stricter regulations in strengthening the sale of antibiotics and improving access to healthcare, ensuring that people receive proper medical advice before using antibiotics.



ART SOURCE: MIGHT-COULD STUDIOS

Imposter Syndrome: The Curse of African Creatives

By Laoye O

Imposter syndrome, the pervasive feeling of being a fraud despite evident success, is a common challenge faced by creatives worldwide. In Africa, where cultural stereotypes and economic disparities can create additional barriers, this phenomenon can be particularly debilitating.

Many African creatives grapple with the notion that their work is inferior to that of their Western counterparts. The constant comparison to global standards can lead to feelings of inadequacy and self-doubt. The lack of adequate infrastructure, limited resources, and the challenges of navigating a sometimes restrictive environment can further exacerbate these feelings.

Overcoming imposter syndrome requires a conscious effort to shift perspectives and cultivate self-belief. By acknowledging the unique challenges faced by African creatives and celebrating their achievements, individuals can begin to break free from the constraints of this limiting belief.

Here are some strategies to combat imposter syndrome:

1. **Focus on your strengths:** Recognize your unique talents and skills. Celebrate your achievements, no matter how small they may seem.
2. **Build a supportive community:** Connect with other creatives who understand the challenges you face. Sharing experiences and offering encouragement can help alleviate feelings of isolation.
3. **Seek mentorship:** Find mentors who can provide guidance, support, and belief in your abilities.
4. **Challenge negative thoughts:** When self-doubt creeps in, challenge those thoughts with evidence of your accomplishments.
5. **Celebrate your uniqueness:** Embrace your African heritage and the unique perspective it brings to your work.

By recognizing the impact of imposter syndrome and implementing these strategies, African creatives can overcome self-doubt and unleash their full potential. It's time to break free from the chains of this limiting belief and celebrate the incredible talent and creativity that exists within the African continent.

Source: Marklives.com

The Business of Creativity: A Guide for African Creatives

By Laoye O



In the vibrant and ever-evolving creative landscape of Africa, turning passion into profit is becoming increasingly essential. While creativity is the heart and soul of artistic expression, understanding the business side of things is crucial for sustainable success.

1. Define Your Brand Identity:

- **Unique Selling Proposition (USP):** What sets your work apart? Identify your unique selling points and communicate them effectively.
- **Target Audience:** Who are you creating for? Understanding your target audience helps tailor your offerings and marketing strategies.
- **Brand Values:** What are the core values that underpin your work? These values should resonate with your audience and guide your business decisions.

2. Monetize Your Creativity:

- **Direct Sales:** Sell your artwork, products, or services directly to customers through online platforms, physical stores, or galleries.
- **Licensing:** Grant others the right to use your work for a fee. This can include licensing your designs for merchandise, music for films, or artwork for advertising.

- **Workshops and Classes:** Share your knowledge and skills by teaching workshops or classes.
- **Collaborations:** Partner with other creatives or businesses to create joint projects or offer complementary products and services.
- **Freelancing:** Offer your services on a freelance basis to clients in need of your expertise.

3. Build a Strong Online Presence:

Promote your work by building a professional website, using social media to engage your audience, and creating an email list for updates and promotions.

4. Network and Collaborate:

- Join art fairs, exhibitions, and conferences to network with clients and creatives.
- Connect with communities for artists, designers and creatives, for idea exchange, advice, and support.
- **Collaborate with Other Creatives:** Partner with other artists or businesses to create joint projects and expand your reach.

5. Protect Your Intellectual Property:

- **Copyright:** Understand copyright laws and register your work to protect your rights.
- **Trademark:** If you have a unique brand name or logo, consider registering it as a trademark.
- **Contracts:** Use contracts to protect your interests when working with clients, collaborators, or partners.

6. Business Planning and Financial Management:

- **Business Plan:** Develop a comprehensive business plan outlining your goals, strategies, and financial projections.
- **Financial Management:** Track income and expenses, and consult a financial advisor for help.

As an African creative, you can showcase your talents and build successful careers by mastering both creativity and business skills.



FENTY x PUMA
THE CREEPER PHATTY
EARTH TONE



VISIT STORE

- PUMA Flagship Store - The Palms Shopping Mall LEKKI.
- PUMA, Circle Mall - LEKKI.
- PUMA, Ikeja City Mall - iKEJA
- PUMA, Jara Mall - IKEJA
- PUMA, Jabi Mall - ABUJA
- PUMA, Palms Shopping Mall, IBADAN.
- PUMA, Garden City Mall - PORT HARCOURT.
- PUMA, Novare Mall - AJAH.
- PUMA, The Palms Polo-Park Mall, ENUGU.

