



ESCAPEMAG

FIELD NOTES

JAN 2025 | NO 001

AFRICA FASHION WEEK NIGERIA 2025

BEYOND THE RUNWAY; BACKSTAGE, STREET STYLE &
CULTURAL MOMENTS

FIELD LOG 001

Field Notes is EscapeMag in motion; a format built to document culture as it happens, from inside the room.

This first Field Log records **Africa Fashion Week Nigeria 2025**, made possible through the vision and coordination of the organisers, whose commitment continues to shape the platform and its growth. Special acknowledgment goes to Africa Fashion Week Nigeria's founder, **Her Royal Majesty Olori Aderonke Ademiluyi-Ogunwusi**, for her leadership and presence throughout the programme.

We also acknowledge **Sterling Bank** as the lead sponsor of the event, for its continued support of cultural preservation, creative expression, and platforms that amplify African heritage and identity.

We also recognise the work of **Elizabeth Miller PR and Tooki Media**, whose creative direction, coordination and media support helped bring the event together seamlessly.

This log captures what unfolded beyond the runway, the people, the moments, and the atmosphere as they moved.

ESCAPEMAG
DIGITAL ESCAPE
AFRICA

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AFRICA FASHION WEEK NIGERIA 2025



THE NAIJA DECEMBER EXPERIENCE

DECEMBER
20TH-21ST
2025

J. Randle Centre
for Yoruba Culture
and History, Lagos.

www.africafashionweeknigeria.com



THE ARRIVAL

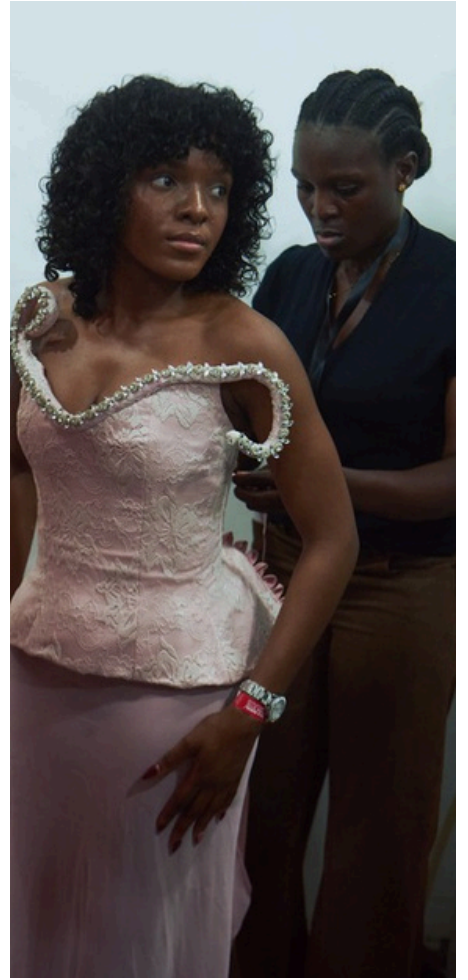


Africa Fashion Week Nigeria 2025 went down on December 20–21 at the **J. Randle Centre for Yoruba Culture and History, Lagos**, and it felt like a real celebration of African fashion and culture. Over two days, designers, models, creatives, industry people, and fashion lovers came together for runway shows that kept the energy high, alongside a fashion fair and marketplace that made the experience more interactive and personal. Beyond the clothes, AFWN felt like a meeting point, conversations happening backstage, culture showing up in the details, and brands connecting directly with people who genuinely cared. Across both days, the vibe stayed lively, intentional, and rooted, reminding everyone why AFWN remains a key moment in Nigeria's December creative season.



THE BACKSTAGE





THE RUNWAY

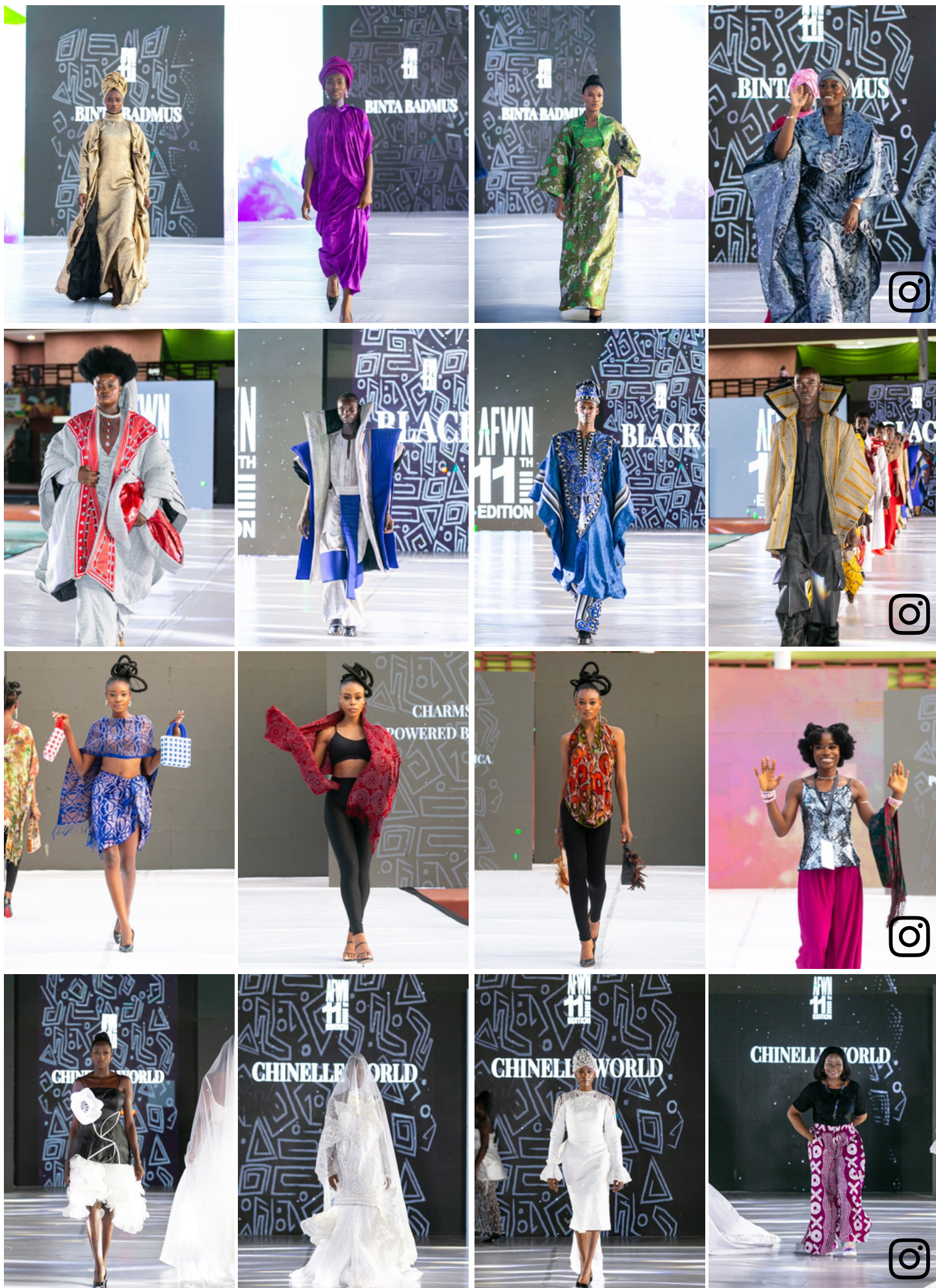
The runway is where ideas leave the studio and meet the public. At Africa Fashion Week Nigeria 2025, it wasn't just about silhouettes or collections, but movement, intention, and presence. Each walk carried the language of its maker, craft, culture, experimentation, and confidence; unfolding in real time. These pages hold fragments from both days of that motion, not as a full catalogue, but as moments captured as they passed.



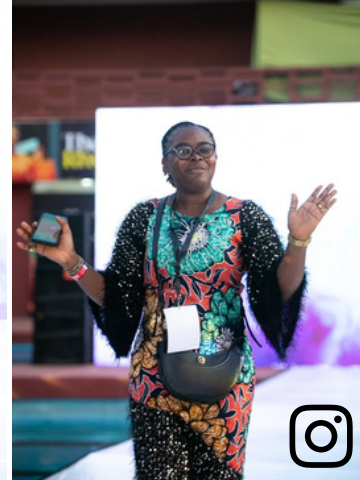






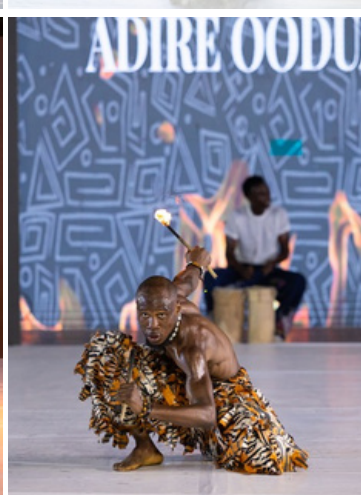
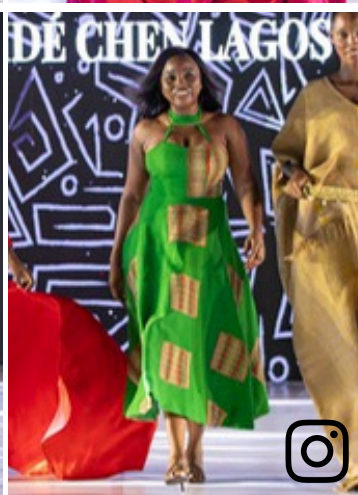












THE WEDDING

This section captures a showcase of a Yoruba traditional wedding presented during Africa Fashion Week Nigeria 2025. Through dress, gesture, and ceremony, the moment highlighted how fashion intersects with culture and tradition. These pages document the showcase as it unfolded, focusing on form, detail, and presence rather than performance.





THE CEREMONY

The ceremony brought the gathering to a moment of reflection and recognition. It featured special addresses from **Her Royal Majesty Olori Aderonke Ademiluyi-Ogunwusi**, alongside award presentations led by **Oba Adeyeye Enitan Babatunde Ogunwusi**. Joined by invited guests and event sponsors, the ceremony acknowledged contributions to culture, creativity, and community, marking a pause in the programme where dialogue, honour, and presence took centre stage.





THE VOICES



Photography: Shot by SOE

Angel Unigwe / Styled by Elegant by Rachy



PHYNA



Fashion is the easiest way for me to express who I am—it's physical, it's loud, and the message hits before I even speak.

Phyna (Ijeoma Josephina Otabor) first stepped into the public eye as the unapologetically bold winner of Big Brother Naija, but her presence has always gone far beyond reality TV. Actor, occasional musician, show owner, and self-described “*too much to handle*,” Phyna moves through entertainment with a raw, expressive energy that mirrors her personality. Loud, chaotic, and completely unfiltered. She does not chase fashion trends. She arrives when she chooses, and when she does, it is to make a statement.

In conversation with *Alamu Akinkunmi* for *EscapeMag*, *Phyna* speaks about fashion as a language. One of the clearest ways she communicates who she is without explanation. Wearing a sculptural piece by *Elegant by Rachy*, she describes confidence as the real outfit. The ability to carry a look, not just wear it. She may not live in fashion daily, but when she shows up, she commands attention. For *Phyna*, style is intention, presence, and knowing exactly when to let the room go quiet.



WATCH INTERVIEW

Photography: Shot by SOE | Dress: *Elegant by Rachy* | Accessories: *Charms XVI* | Video: *Pops Shot it* | Interview: *Alamu Akinkunmi*, Styled by *Racheal Itaya*



IMISI (ÌJỌBA)



Anything that concerns Yoruba culture, I am there. I'll show up for it every time.

Fresh off her win on Big Brother Naija, *Imisi*, also known as *Ijoba606*, is stepping confidently into a new chapter. At Africa Fashion Week Nigeria, she made her runway debut with a mix of nerves, excitement, and undeniable presence. Shaking at first but quickly finding her composure, Imisi owned the moment, proving that her charisma translates far beyond the screen.

For Imisi, showing up is intentional. Rooted deeply in Yoruba identity, she chose culture over partying, runway over nightlife. Her belief in African creativity is simple but powerful. Africa is rising, and she intends to be part of that rise. Whether on reality TV, the runway, or cultural platforms, Imisi moves with pride, purpose, and an openness to explore what's next.



WATCH INTERVIEW



Photography: Shot by SOE | Outfit: Glovika | Styling: Uriel | Video: Pops Shot it | Interview: Angel Unigwe



Photography: Shot by SOE

HERMES



The whole world is looking at Africa right now. We're taking up space unapologetically and authentically.

A performer at heart and a creative force by nature, *Hermes* continues to blur the lines between fashion, movement, and self expression. Known to many from Big Brother Naija, *Hermes* brings the same confidence to the runway as he does to the stage. At Africa Fashion Week Nigeria, he stepped out in a custom *Drip Tie* look shaped around his personal style, proving that intention is the real luxury.

For Hermes, December is not just for nightlife. It is for work, presence, and showing up where culture lives. Speaking on the future of African creativity, his message is clear. The spotlight is already on Africa, and Nigerian fashion is meeting it head on with boldness and clarity. Authentic, unapologetic, and fully in motion, Hermes is not waiting for the moment. He is already in it.



WATCH INTERVIEW

Photography: Kola Oshalusi | Styling: Drip Tie | Video: Pops Shot it | Interview: Angel Unigwe



RUME



Africa fashion has evolved to a point where we can compete with any brand in the world, and the world is already watching.

Television presenter *Rume Paulson* brings polish, presence, and perspective wherever she shows up. Known for her work on *Wake Up Nigeria*, Rume stepped onto the Africa Fashion Week Nigeria runway in a sculptural *Aby Toria* piece that balanced elegance with bold detail. Clean lines above, drama below, and confidence all through. Her style reflects a journey shaped by time, growth, and intention. Simple chic, elevated when it matters.

At AFWN, Rume spoke passionately about the rise of Nigerian designers and the importance of visibility and support within the creative ecosystem. For her, Africa fashion is no longer catching up. It is competing, commanding attention, and setting its own standards. Grounded in experience and driven by belief, Rume represents a generation that understands both craft and culture.



WATCH INTERVIEW



Photography: Shot by SOE | Dress: Aby Toria Brand | Video: Pops Shot it | Interview: Alamu Akinkunmi



ESTHER OLOREFEMI (ESTREE)



If Africans can wear Western brands, then the world should be able to wear Africa fashion too.

Designer, entrepreneur, and cultural bridge builder *Esther Olorefemi*, widely known as *Estree*, is quietly redefining what African fashion looks like in the diaspora. Based in the UK for over two decades, the founder of *House of Estree* designs with intention, scale, and global ambition. Her presence at Africa Fashion Week is not symbolic. It is strategic. From Lagos to London, Estree is building infrastructure for African fashion to be seen, worn, and respected beyond its borders.

For *Estree*, fashion is not just clothing. It is representation. It is access. It is a statement that African brands belong in the same global conversations as the world's biggest luxury houses. With ventures spanning fashion, retail, and now fitness, *House of Estree* is stamping African creativity firmly onto the global map, unapologetically and at scale.



WATCH INTERVIEW

Photography: Shot by SOE | Video: Pops Shot it | Interview: Alamu Akinkunmi

THE COLLECTIVE







THE DETAILS





THE GUESTS





THE FAIR

THE AFWN X MBN FAIR







THE VIBE

The vibe lived with the everyday guests; fashion lovers, shoppers, and curious passersby moving through the space at their own pace. Between shows and stalls, people paused for street-style moments, conversations, and quiet enjoyment of the event. This section captures those in-between moments, where fashion was worn, not staged, and the energy came from the crowd itself.







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