

# XHale

JUNE EDITION



# #CHIVIDO24

A Story of Timeless Love and Tradition

## ■ Style & Fashion:

Slay on a Budget:  
Fashion trends you  
can afford

## ■ Tech & Innovation:

Direct-To Celebrity App  
The Supacelebs story

## ■ Entertainment & Culture:

Nollywood Nights:  
The Latest Films and  
Stars You Need to Know



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content and be the Ultimate Fan.**

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# Editor's Message

So glad you're here!

Flip through these pages, and let out a long, slow exhale. We all know the feeling – that constant undercurrent of "go, go, go!" in this fast-paced world of ours. But here at Xhale, we truly believe there's magic in a simple breath, a chance to slow down and experience life to the fullest.

See, the name "XHALE" isn't just a catchy title. It's a mantra for the amazing young woman you are – the one juggling career goals, family ties, work pressures, and that burning desire to experience it all. XHALE is your Xhale, that moment of release where you can truly connect with yourself, your passions, and the vibrant world around you.

EXHALE isn't just another magazine. It's a movement. It's about igniting your attention with the latest trends, sparking your interest in hidden gems of pop culture, and fueling your desire to embrace your full potential. We'll take you on a journey through Naija's rich heritage, feature interviews with young trailblazers, and provide tips for crafting a self-care oasis amidst your busy life. By the end, you'll experience the deep satisfaction of having truly exhaled.

This magazine is for the young and upwardly mobile woman who's on the move, but never forgets to breathe. It's for the woman who honors her roots while chasing her dreams. It's for you. So, grab a cup of something delicious, turn the page, and let's exhale together.

Step into the XHale Zone. Where relaxation meets inspiration

*Ladi Allen*  
Editor-in-Chief



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# #CHIVIDO24

## A Story of Timeless Love and Tradition – Davido and Chioma's Wedding

Nigeria stood still on the 25th of June, 2024, not for a national holiday, but for a celebration that echoed through the streets like a joyous anthem - the wedding of David "Davido" Adeleke, afrobeat royalty, to his long-time love, Chioma Rowland. It wasn't just a wedding; it was a spectacle, a vibrant tapestry woven from the rich threads of Yoruba and Igbo cultures, a testament to enduring love, and a subtle nudge towards national unity.

The day dawned with a buzz not unlike that of a thousand honeybees. Guests, a dazzling constellation of Nigerian A-listers, politicians, and business tycoons, descended upon the Lagos venue. The air crackled with anticipation. On one side, the groom's family, the Adelekes, resplendent in rich agbada of the finest silk, their gele tilted regally. On the other, the Rowlands, a vision in dazzling idugu and coral beads, their ofi crowns a reminder of Igbo strength. It was a meeting of titans, not in conflict, but in beautiful, harmonious display.

The ceremony itself was a masterpiece. Davido, handsome in an intricately beaded isiagu, his signature smile brighter than ever, beamed as Chioma, breathtaking in her crystal-encrusted iro and buba, walked down the aisle. The officiating priest's voice, seasoned with wisdom, spoke of a love that had weathered storms, a love that promised a future as vibrant as the colours that swirled around them.

But a Nigerian celebration is never complete without a healthy dose of fun. The reception that followed was pure, unadulterated revelry. Afrobeats giants filled the air with pulsating rhythms, the dance floor a kaleidoscope of movement and laughter. Even the most distinguished guests couldn't resist the infectious energy. Davido, ever the showman, gave a surprise performance, showering his queen with love and music.

This wasn't just a celebration of love between two people, it was a celebration of Nigerian youth, ambition, and cultural richness. The extravagance, yes, was there – a testament to the young couple's hard work and success. But more importantly, there was a sense of community, of Nigerians from all walks of life, backgrounds, and ethnicities coming together to witness a beautiful union.

As Davido and Chioma embark on their journey together, their wedding serves as an inspiration to a nation. It is a call to embrace our differences and celebrate our commonalities. In a world where division often grabs headlines, their union is a story of hope, a narrative that love and unity can indeed prevail. As the night wore on, and the fireworks painted the sky in celebratory bursts, a message resonated. In this country, often divided by tribal lines, Davido and Chioma's wedding offered a beacon of hope. In the end, this was not just an event; it was a symbol. A symbol of Nigeria's rich cultural heritage, the vibrancy of its youth, and the enduring power of love. It was a reminder that in our quest for progress, we must not forget the beauty of our traditions and the strength that lies in our unity.



# motomedia

Did you know?

Outdoor advertising does not have to compete as much with other ads as other types of mediums.



# Tech & Innovation:

## Cracking the Code: Direct-to-Celebrity Apps and the Future of Entertainment in Nigeria

Imagine a world where your favorite singer gives you feedback on your latest song, a renowned chef shares their secret recipe, or a comedian crack personalized jokes just for you. This isn't a scene from a sci-fi movie; it's the exciting reality of direct-to-celebrity apps, and one standout example is the Supacelebs app, from Athena Tech Services, a brainchild of the young tech genius Damola Aderinwale. The direct to celebrity app garnered over 11,000 downloads within the first 90 days of its ongoing pre-launch and market test activities. This surge in popularity highlights the growing appetite for such apps and the innovative mindset of the young tech entrepreneurs driving this revolution.

### The Magic Behind the Apps

The magic of these apps lies in their ability to bridge the gap between celebrities and fans. These young tech-preneurs are creating interactive platforms where fans can access exclusive content, participate in live chats, and even receive personalized messages from their favorite stars. Imagine downloading the Supacelebs app and getting personalized jokes from Nigeria's leading comedian Destalker, or a shoutout from Nollywoods finest LadyJasmine! The creative possibilities of these apps are endless

### Why This is the Next Big Thing

- **Unparalleled Access:** Direct-to-celebrity apps offer fans a direct line to their favorite stars, bypassing traditional media channels. This exclusivity and immediacy are highly appealing in an age where instant gratification is prized.
- **Personalized Experiences:** These apps cater to the growing desire for authenticity and deeper connections with celebrities. Fans crave more than just glimpses of their idols on social media; they want to feel valued and heard.
- **Monetization Powerhouse:** Subscription models, in-app purchases for exclusive content, and brand partnerships within the app create a lucrative revenue stream for both celebrities and app developers.
- **A Global Phenomenon:** This trend transcends borders. With a growing internet

base across the globe, the potential audience for these apps is vast.

**Nigeria: Leading the Entertainment Revolution**  
Nigeria, the largest entertainment market on the African continent, is poised to spearhead this digital revolution. With a burgeoning population of tech-savvy, youthful individuals, the country is fertile ground for the growth of direct-to-celebrity apps. Nigerian tech entrepreneurs are leveraging their deep understanding of local and global entertainment dynamics to create platforms that resonate with a diverse audience.

The success of Supacelebs is a testament to this potential. Its rapid adoption underscores the appetite for innovative entertainment solutions in Nigeria and beyond. As these platforms gain traction, they have the potential to transform the entertainment landscape across the continent

### The Future is Bright

Direct-to-celebrity apps are not just a fad; they represent a fundamental shift in how fans connect with celebrities. With Nigeria at the helm, this innovation has the potential to redefine entertainment across the African continent, fostering a closer, more interactive, and dynamic fan experience.

So, the next time you open your phone, keep an eye out for these innovative apps. They might just hold the key to unlocking a whole new level of entertainment where the stars are no longer out of reach.



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   @supacelebs

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# The #1 Reason Why People Struggle to Make Huge Sales Online

Have you wondered how some people rake in massive sales while others barely get by? There's one big reason being it and I'll share with you in a moment.

But first, you must know that It's not always your product, your website, or even your marketing budget. It all comes down to one thing: your **Target Audience**. Listen, if you don't know who You're Selling To - there's no way you'll be able to communicate with them in a way they'll understand.

If you don't know exactly who your ideal customer is, you're just throwing darts in the dark.

Let me break it down and reveal why not nailing your target audience can sink your sales.

## First, what is a Target Audience?

Your target audience is the specific group of people most likely to buy your product or service.

These are the folks who have a problem that your product can solve.

They share common traits like age, interests, location, or buying habits.

Think of them as the main focus— the exact spot you need to hit for a big score. Before I show you the simple way to identify your Target audience.

It's vital you know the Top 5 Reasons Why Not Knowing Your Target Audience Will Hurt Sales.

1. **You Can't Speak Their Language:** If you don't understand your audience's needs, desires, and pain points, your message will miss the mark. They won't feel like you "get" them, and they'll move on to someone who does. This is why it looks like no one is paying attention to your ads, content, and marketing messages. Wrong
2. **Product, Wrong Market:** Even the best product in the world won't sell if it's pitched to the wrong crowd. Imagine trying to sell high-end fashion to people who prefer budget-friendly, practical clothing. It just won't work.
3. **Wasting Money on Ads:** Without a clear target audience, you're likely burning cash on ads that don't convert. You're showing your ads to people who aren't interested, and that's money down the drain.
4. **No Emotional Connection:** People buy based on emotions. If you can't connect with your audience on an emotional level, they won't trust you. And without trust, there's no sale.
5. **Weak Content:** Content is king, but only if it

resonates with your audience. If your blog posts, videos, and social media updates aren't tailored to your target market, they won't engage, and they certainly won't buy.

## So, how do you turn this around completely?

It's simple: laser-focus on your target audience. Understand who they are, what they want, and how you can solve their problems. When you get this right, everything else falls into place. Now, let's move to see the Simple Steps to Identify Your Target Audience

- **Research:** Start by looking at your current customers. Who are they? Why do they buy from you? Use surveys, interviews, and data analysis to gather insights.
- **Create Buyer Personas:** Develop detailed profiles of your ideal customers. Include information like demographics, interests, challenges, and buying behaviors. Give them names and stories to bring them to life.
- **Analyze Competitors:** Look at who your competitors are targeting. What's working for them? What gaps can you fill? This can help refine your own target audience.
- **Test:** Use A/B testing on your ads and content to see what resonates best with your audience. Continuously tweak your approach based on what you learn.

Do all I have listed above and your product/service will start hitting the right people.

Your content will begin to spark engagement. Your ads, emails, website, and sales messages will get opened, read, and clicked more.

And most importantly, your sales start climbing.

So focus more on your target audience, and watch your online sales soar.

Now that you know better, go ahead and do better.

My name is **Joseph Imajini** a.k.a. **The Salespsychologist**.

I specialize in crafting throat-grabbing marketing campaigns that help businesses, business owners, CEOs, and coaches make an alarming volume of sales and conversions for their offers.

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# LAGOS AFTER DARK:

## The Lowdown on the Hottest Nightlife Spots

*Dive into the vibrant club scene, hidden rooftop bars, and secret late-night joints that define Lagos' nightlife.*

Lagos, the vibrant heart of Nigeria, pulsates with energy long after the sun dips below the horizon. This megacity transforms into a playground for the young, the restless, and the party-hungry. From pulsating Afrobeats clubs to hidden rooftop bars, Lagos' nightlife caters to every whim.

As a seasoned journalist who's danced the night away in cities across the globe, I recently embarked on a Lagos after-dark adventure, and let me tell you, this city doesn't disappoint. Here's my insider's guide to the hottest nightlife spots:

### ***The Afrobeats Empire: Quilox, Club Victoria Island, and Epe Resort and Spa***

Lagos is the undisputed home of Afrobeats, the infectious genre that has taken the world by storm. If you want to feel the true pulse of the city, head to Quilox, the undisputed king of Lagos nightlife. This opulent club boasts world-class DJs spinning the hottest Afrobeats tunes, a dazzling light show, and a VIP section frequented by celebrities and socialites.

For a more intimate Afrobeats experience, Club Victoria Island offers a lively atmosphere with live music and energetic dancers. And if you're seeking a luxurious escape, Epe Resort and Spa hosts legendary Afrobeats parties on its expansive grounds, complete with poolside cabanas and stunning views of the lagoon.

### ***Rooftop Revelry: Sky Lounge, The View Bar, and Terra Kulture***

Lagos boasts a stunning skyline, and what better way to soak it all in than from a rooftop bar? Sky Lounge, perched atop the Radisson Blu Hotel, offers panoramic views of the city, signature cocktails, and live music that sets the mood for a sophisticated evening.

The View Bar, located on the 16th floor of the Wheatbaker Hotel, provides a more intimate setting with breathtaking views and a focus on craft cocktails and delicious small plates. And for those seeking a cultural immersion, Terra Kulture's rooftop bar blends live music, art exhibitions, and stunning

cityscapes for a truly unique experience.

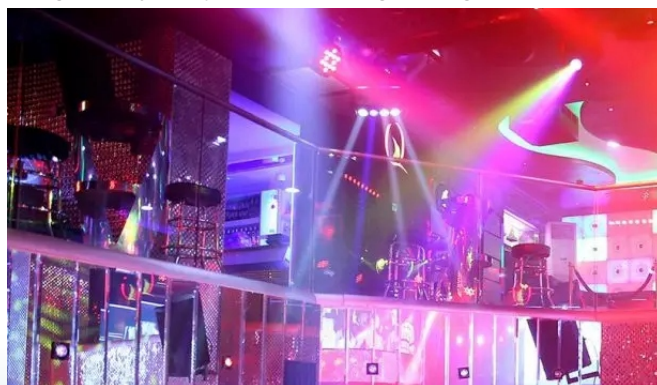
### ***Beyond the Beat: The Shrine, Kalakuta Republic, and Freedom Park***

Lagos' nightlife isn't just about dancing the night away. The city offers a vibrant cultural scene that thrives after dark. The Shrine, the legendary nightclub founded by the late Fela Kuti, the pioneer of Afrobeat, is a must-visit for music lovers. Here, energetic live performances and the electrifying spirit of Afrobeat transport you to another world.

Kalakuta Republic, Fela Kuti's former home turned museum, hosts live music nights and cultural events, offering a glimpse into the life and legacy of this musical icon. And for a dose of fresh air and artistic expression, Freedom Park, a former colonial prison transformed into a vibrant arts center, hosts open-air concerts, film screenings, and art exhibitions under the Lagos night sky.

### ***Lagos After Dark: A City that Never Sleeps***

Whether you crave the electrifying energy of an Afrobeats club, the sophisticated ambiance of a rooftop bar, or the cultural immersion of a live music venue, Lagos has something for everyone after dark. This city is a living, breathing testament to the power of music, art, and the sheer joy of living life to the fullest. So, pack your dancing shoes, your adventurous spirit, and get ready to experience the magic of Lagos after dark.





# Slay on a Budget:

## Fashion Trends You Can Afford

Lagos pulsates with an infectious energy that spills over into its vibrant fashion scene. From the bold prints of Ankara to the contemporary cuts of rising designers, the city sets trends that resonate far beyond its borders.

But staying on top of this ever-evolving style game doesn't have to drain your bank account.

Here's how you can slay on a budget in the Lagos style:

### Embrace the Ankara:

This iconic fabric is synonymous with African fashion, and Lagos takes it to a whole new level.

From statement dresses to playful jumpsuits, Ankara offers endless possibilities. Explore local markets like Balogun and Yaba for a treasure trove of fabrics at affordable prices.

**Bonus tip:** Learn basic sewing skills to transform your Ankara into unique pieces.

### Support Local Designers:

Lagos boasts a thriving community of talented designers who create stunning, contemporary garments at accessible prices. Platforms like "Made in Lagos" and "The NFW Marketplace" showcase these rising stars. Invest in a statement piece from a local designer and watch your outfit transform.

### Thrifting Magic:

Lagos is a haven for vintage and second-hand clothing stores. From Ikoyi to Lekki, these hidden gems offer a chance to score unique finds at a fraction of the price. With a keen eye, you can unearth designer pieces, timeless classics, and unexpected treasures that add a touch of personality to your wardrobe.

**Accessorize with Flair:** Statement accessories can elevate any outfit without breaking the bank. Explore the vibrant beadwork markets like Lekki Art Market or the stalls at local festivals.

Invest in handmade jewelry, colorful scarves, or statement bags that add a pop of personality to your look.

### Fashion Hacks:

Lagos is a city of resourceful fashionistas. Here are some

insider tips:

**Mix and Match:** Don't be afraid to experiment with different prints, textures, and colors. A bold Ankara skirt paired with a simple white tee can create a striking look.

**DIY Upcycling:** Give old clothes a new lease on life. Hem a maxi dress, turn a shirt into a crop top, or add embellishments to create a one-of-a-kind piece.

### Shoe Power:

A classic pair of pumps or sandals can elevate any outfit. Invest in versatile shoes that can be dressed up or down.

Remember, fashion is about expressing yourself. Don't be afraid to experiment, have fun, and embrace the Lagos spirit of bold creativity.

With these tips, you can slay on a budget and showcase your unique style, proving that Lagos fashion is truly accessible to everyone.



# UNLEASHING POTENTIALS:

## Benefits of enrolling your Child for a Performing Arts

### Benefits of Ballet

Ballet is more than just a dance form; it's a holistic exercise that cultivates discipline, grace, and strength. Here's how ballet can benefit your child:

**Physical Fitness:** Ballet improves flexibility, strength, and posture. It encourages a healthy lifestyle from a young age.

**Mental Discipline:** The precise movements in ballet require focus and dedication, enhancing concentration and mental resilience.

**Emotional Expression:** Ballet allows children to express their emotions through movement, fostering creativity and emotional intelligence.

### Exploring Hip-hop and Contemporary Dance

Dance is a fantastic way for children to express themselves, stay active, and develop a variety of skills. Here's why you should consider Hip-hop and Contemporary Dance:

**Self-Expression:** These dance styles encourage individuality and creativity, allowing children to express their unique personalities.

**Coordination and Rhythm:** Learning complex dance routines helps improve coordination and a sense of rhythm.

**Confidence Building:** Performing in front of others boosts self-esteem and helps children overcome stage fright.

### Mastering Karate

Karate is an excellent way for children to develop physically and mentally. The benefits include:

**Self-Defense Skills:** Children learn valuable self-defense techniques, promoting safety and confidence.

**Discipline and Respect:** Karate teaches the importance of discipline, respect for others, and self control.

**Physical Fitness:** Regular practice improves strength, endurance, and overall fitness.

### Enhancing Diction/Public Speaking and Social Polish

Effective communication is a vital skill in today's world. Our Diction/Public Speaking and Social Polish courses offer:

**Confidence in Speaking:** Children learn to articulate their thoughts clearly and confidently.

**Social Skills:** Our courses teach essential social etiquette and manners, preparing children for various social situations.

**Leadership Development:** Strong communication skills are foundational for leadership, helping children become future leaders.

### The Joy of Gymnastics

Gymnastics is a fun and challenging sport that offers numerous benefits:

**Strength and Flexibility:** Gymnastics builds physical strength, flexibility, and agility.

**Cognitive Skills:** Learning and memorizing routines enhances cognitive abilities and problem solving skills.

**Teamwork and Cooperation:** Gymnastics often involves working in teams, teaching children the importance of cooperation and support.

At Ultrabest Performing Art Academy, we believe that every child has unique potential waiting to be unleashed. Through our diverse range of courses, we provide the perfect environment for children to grow, learn, and have fun. Here's why our offerings are essential for your child's development:

### Enroll Your Child in Ultrabest Performing Art Academy

Give your child the opportunity to explore these incredible activities at Ultrabest Performing Art Academy Located in both Lagos Island and Mainland, our camp is designed to help children unplug, explore, and grow in a supportive and fun environment.

Don't miss it! **REGISTRATION HAS COMMENCED**

For more information and to register, contact us on IG: @ultrabestpaa FB: @Ultrabest Dance School IN: @Ultrabest Dance School.

Ultrabest Performing Art Academy, where fun meets learning.



**Juliet Joel-Thomas**  
MD/CEO



# Nollywood Nights:

Lights, Camera, Africa.

Welcome, cinephiles and culture enthusiasts, to the dazzling world of Nollywood! As a seasoned journalist who's chased stories across the globe, I can confidently say that Nollywood is a cinematic force to be reckoned with.

Forget the tired stereotypes of Hollywood. Nollywood is a vibrant tapestry of stories woven from the rich of African experiences. From heart-pounding thrillers to side-splitting comedies, Nollywood offers something for every palate.

## Hot off the press: Must see releases

Nollywood is a relentless hit machine, churning out over 2,000 films annually. Here are a few dazzling releases that deserve a spot in your watchlist:

**1. A Tribe Called Judah:** A tribe called Judah tells the story of a single mother, Jedidah Judah (played by Funke Akindele), who has five sons from five different fathers from five different tribes. The first two sons are responsible and try their best to work and support their mother. Things take a turn for the worse when Jedidah develops a chronic kidney disease, needing millions to fund her operation and for her weekly dialysis. This movie highlights the single parenting struggles, mother's love, sacrifices family makes to save their loved ones and the family bond.

**2. Breath of Life:** The story is about destiny, about faith, about courage and love. Rev. Timi Johnson had it all. He had a lucrative career as a priest in the local church, a lot of money he inherited from his parents, a beautiful wife and a cute daughter, and a mansion with servants. But tragedy struck. This movie shows us that whether you are a believer or not, God is everything. Breath of Life will make you cry, laugh, think, and evaluate yourself.

**3. Funmilayo Ransome Kuti:** This movie chronicles the life of Funmilayo Ransome-Kuti. From her pioneering days as the first female student at Abeokuta Grammar School to her marriage to Israel Ransome-Kuti, the movie vividly depicts her tireless activism against oppression. Funmilayo Ransome Kuti was a trailblazer in many aspects, and the film does justice to her legacy. Its costumes beautifully recreates the era, transporting the audience back to when these events unfolded. It showcases the strength that arises when women unite to fight injustice, emphasising the power of unity among women.

## Nollywood stars to remember:

Nollywood boasts a constellation of talented actors who are captivating audiences worldwide. Here are a few stars you'll be seeing everywhere.

**1. Funke Akindele:** Funke Akindele, a powerhouse in the Nigerian entertainment scene, has starred in numerous movies and TV series, earning herself a lasting career as a multi-award-winning actress, producer, director, and CEO of Scene One Film Production.

Funke Akindele made history with her latest film, "A Tribe Called Judah." The movie which earned a whopping sum of 1 billion Naira at the Nigerian box office in just 3 weeks, making it the fastest Nollywood movie to achieve this feat. It has also become the highest-grossing Nollywood movie of all time, with earnings still counting, and has made Funke Akindele the highest-grossing Nollywood director of all time.

**2. Chimezie Imo:** A Nigerian actor and model. He is best known for his roles in Nimbe, Kasala, Breath of Life and MTV Shuga Naija series. Imo's outstanding performance in the film caught the attention of the industry. He won the 2024 Africa Magic Viewers' Choice Awards (AMVCA) Trailblazer award from the movie "Breath of Life".

**3. Kehinde Bankole:** Kehinde Bankole's breakthrough came with her television debut on the popular series "Super Story," catapulting her into the spotlight. Her exceptional talent and dedication have been duly recognized, earning her prestigious awards from reputable institutions such as Africa International Film Festival (AFRIFF) and Africa Magic Viewers' Choice Awards (AMVCA).

## Beyond the silver screen:

Nollywood is more than just a film industry, it's a cultural phenomenon. Streaming platforms like Netflix, Showmax and Prime video are increasingly recognizing its potentials, making Nollywood accessible to a global audience.

This new found global exposure is leading to exciting collaboration between Nollywood and International film makers, pushing boundaries of storytelling and production.

So the next time you're looking for a cinematic adventure, take a dive into the vibrant world of Nollywood. You'll be surprised, entertained, and perhaps even a little bit obsessed with the magic that unfolds on screen.

Stay tuned, cinephiles, because Nollywood Nights are just getting started!



# JUSTRITE SUPERMARKETS:

## 25 Years of Winning Hearts & Grocery Carts

Justrite Supermarkets, a name synonymous with quality, affordability, and friendly service, is on the cusp of a momentous occasion – its silver jubilee in 2025. As the countdown to this landmark achievement begins, we celebrate the remarkable journey of this indigenous retail giant and explore the secrets behind its phenomenal success.

### From Humble Beginnings to Retail Dominance

The story of Justrite Supermarkets starts with a vision. Dr. Ayodele Aderinwale (MFR), a man with an unwavering belief in the potential of Nigerian entrepreneurship, and his wife, Mrs. Tosin Aderinwale, the company's MD/CEO, embarked on this ambitious venture in 1999. It all started when they had to travel all the way from their home in Ota, to buy groceries in Lagos. Frustrated by long grocery trips from Ota to Lagos, the founders had an eureka! moment in one of those trips back home and it sparked a retail revolution with their first store, laying the groundwork for Nigeria's fastest-growing indigenous chain.

### The Pillars of Justrite's Success

Several key factors have propelled Justrite to its current position of preeminence in the Nigerian retail landscape. Here's a closer look at these cornerstones:

- **A Relentless Focus on Value:** Justrite operates on a razor-sharp business model centered on offering the lowest possible prices to its customers. This commitment to affordability is achieved through strategic partnerships with local and international suppliers, bulk purchasing, and operational efficiency. By keeping costs down, Justrite ensures significant savings are passed on to consumers, making them a go-to destination for value-conscious shoppers.
- **The Power of Friendly Service:** Justrite understands that exceptional customer service is as crucial as competitive pricing. The company invests heavily in staff training, fostering a culture of courtesy, helpfulness, and genuine care for each customer's needs. This commitment to service creates a welcoming and positive shopping experience, keeping customers loyal to the brand.
- **Strategic Location, Targeted Audience:** Justrite has a keen understanding of its target demographic. The supermarket

chain strategically locates its stores in middle and mass market areas across the southern parts of Nigeria. This focus on accessibility ensures they cater to a vast segment of the population, offering convenient and affordable shopping options.

### A Eulogy for Visionary Leadership

The story of Justrite Supermarkets is incomplete without acknowledging the exceptional leadership of its founders Dr. and Mrs. Aderinwale. Dr. Aderinwale's foresight in recognizing the immense potential of the Nigerian retail sector, coupled with Mrs. Aderinwale's astute business acumen and unwavering dedication, has been the driving force behind the company's growth. Their resilience in the face of challenges and their commitment to ethical practices have earned them not only commercial success but also the respect of the industry and the admiration of the nation. However, this true Nigerian story would be incomplete without acknowledging the third wheel, Mrs. Fejuku OmoBoye the general manager who has been at the forefront of excellence in team, brand and administrative service, to ensure the over 1,000 direct and indirect staff strength are all working in synergy with the overall vision of Justrite.

### The Road Ahead: A Future Filled with Promise

As Justrite Supermarkets begins its countdown to its 25th year, it does so with a legacy of excellence and a vision for continued growth. The company is constantly innovating, expanding partnership opportunities, improving its product offerings, and exploring new store locations, all while staying true to its core values of affordability, quality, and exceptional customer service. With its strong leadership and unwavering commitment to its customers, Justrite Supermarkets is poised to remain Nigeria's leading indigenous retail chain for years to come.

This remarkable story serves as an inspiration to aspiring entrepreneurs across Nigeria. It demonstrates the power of a clear vision, a commitment to value, and the dedication to providing exceptional customer service. As Justrite Supermarkets celebrates its silver jubilee in 2025, one thing is certain: the future of retail in Nigeria looks bright, and Justrite is at the forefront of this exciting journey.





*Countdown to*



**GREATNESS  
TOGETHER**



# NAIJA FIT FAM:

## Workouts for the Lagos Lifestyle

Lagos, the beating heart of Africa, is a city that never sleeps. Its vibrant energy and hustle are infectious, but amidst the constant rush, prioritizing health and fitness can feel like a daunting task. Enter the Naija Fit Fam, a dynamic community of Lagosians who are redefining what it means to stay fit and healthy in this fast-paced metropolis.

Forget the one-size-fits-all gym routines. The Naija Fit Fam champions a diverse range of workouts, tailored to fit the Lagos lifestyle. From high-intensity interval training (HIIT) sessions led by the charismatic @FitNigerian on Instagram Live, to early morning beach runs with the Lagos Runners Club, there's something for everyone, no matter your fitness level or schedule.

**"We believe fitness shouldn't be a chore,"** says @SisiFitLagos, a popular fitness influencer known for her bodyweight and dance-based workouts. "It's about finding activities you enjoy, that fit into your busy day."

And that's precisely what the Naija Fit Fam offers. Challenge yourself with the #NaijaSquatChallenge, a month-long initiative started by @TheFitnessPreacher that has Lagosians squatting their way to stronger legs and a tighter core. Or join the ever-growing community of early risers participating in the #LekkiSunriseRun, where the scenic views and camaraderie provide the perfect motivation for a pre-workout sweat session.

But fitness isn't just about the physical. The Naija Fit Fam emphasizes the importance of a holistic approach to well-being. Local chefs like @NairaEats are sharing delicious and nutritious recipes that are perfect for fueling your active lifestyle. And mental health advocates like @LagosMindset are providing resources and support,

recognizing the crucial link between a healthy body and a healthy mind.

So, whether you're a seasoned gym rat or just starting your fitness journey, the Naija Fit Fam welcomes you with open arms. It's a community that celebrates diversity, encourages inclusivity, and proves that staying fit and healthy in the heart of Lagos is not only possible, but truly enjoyable.

Join the movement. Lace up your sneakers, grab your water bottle, and connect with the Naija Fit Fam. Because in Lagos, a healthy and active lifestyle is no longer a luxury, it's a way of life



# Portable

a controversial brand who knows the game

The Nigerian music scene is evolving inline with the current global digital revolution. Gone were the days when music contents were only marketed by physical Compact Discs with the Alaba International market as headquarters.

These days, online stream of music generates the biggest revenues. Back in the days, the largest percentage of revenues from album sales at the Alaba market goes to the marketers.

The smaller percent goes to the artists. However, the artists get their compensations from attending shows where they charge show organizers in millions and this come back to back as far as the artist is A, B or C list.

In those days, before the advent of social media, artists also makes money from being brand ambassadors and endorsements of brands and products

In 2024, the music scene had so evolved that, 2010 looked like 100 years ago. The popular Alaba market has gone into extinction as far as music marketing is concerned.

Marketing of music is now done by artists or their managements from the comfort of their rooms.

To be at the highest level now, artists does not only have to rely on their music contents.

Being a content creator or Influencer gives you the opportunity to be more visible and since the market is not far from people, (online) your relevance online will be the driver bringing attention to you.

Since this trend eclipsed the old Alaba market, so many artists have made fortunes from online sales of music contents.

However, one name stands out from the crowd. He is Abee Okikiola popularly known as Portable.



Portable has taken the game beyond the reach of ordinary Nigerian AfroPop level. He's been able to blend online presence with lyrical values in his music. With the Gospel according to St. Portable, the ordinary Nigerian artist now understand better that music alone is not enough to sell your brand.

You need online presence either for extremely good or extremely bad reasons. You also need to be consistent with it.

In this age, what you do or say does not matter. What matter is, is it good or bad enough to trend online?

If you are still lost at the reason why Omo Ololomi jumps at any troll or issue online, look no further, he is simply promoting his brand.

In the words of veteran artist and producer, Don Jazzy, Portable is a case study for anyone trying to make it big in the industry,

"I always use Portable as an example to advise young artists on how to make it in the music industry. I gather them around and tell them, if you want to be successful in this industry, you don't have to be relaxed. You have to deliver the music and also do your best to be entertaining because that's how you stay relevant.

When Portable dropped Zazoo, he reached 1 million followers faster than BUJU, who had over seven number one singles in the country. BUJU is talented and makes good music, but Portable grew faster than him because he is entertaining. Being a celebrity should not stop you from hustling, and Portable understood this perfectly before coming into the game.

People thought Portable would not last a year in the industry, but from what I see, even in five years, that boy will still be the talk of the town. He has so much influence and is very intelligent."— Don Jazzy

# THE KING OF STEEZE

- Farooq Oreagba

**F**arooq Oreagba a 58 year old Investment banker and Managing Director of NG Clearing limited, was crowned the king of Steeze by Nigerians after some astonishingly stunning photographs and videos of him during the Ojude Oba festival in his traditional attire which showcased his tattoo sleeves on both arms, and a cigar in his mouth circulated across various social media platforms.

In the recent interview Oreagba had with a Television show, he disclosed his battle with cancer and how the unfortunate diagnosis changed his perspective on life.

He was diagnosed with Multiple Myeloma, a type of bone cancer, in February 2014. He underwent a bone marrow transplant in August 2014, followed by daily chemotherapy sessions for eight years.

As a cancer patient, Oreagba became a cancer counselor as he found fulfilment in supporting other cancer patients. He is very passionate about getting the cancer message across as he also engage in Marathon race to raise money for cancer charities just to give hope to people struggling with cancer.

He strongly believes in lining up priorities as his Family are his major priority because he doesn't know how long he'd be around.

On his fame with the Ojude Oba festival, it was revealed that "Ojude Oba has evolved over the years, whereby he has been participating for 15 years within the Oreagba Family. He also gave credit to the photographers for how his pictures went viral stating that it wasn't planned such way.



## FASHION AND LIFESTYLE TIPS FOR LADIES IN 2024

**I**n today's fast-paced world, fashion and lifestyle plays a vital role in defining a woman's identity and confidence. It is important to stay updated on the latest trends and tips that can enhance your overall style and beauty as fashion is more than just clothing but a form of self-expression. In this article, we'll delve into the significance of fashion, hair, beauty, skincare, health and fitness tips providing you with a comprehensive guide to elevate your lifestyle.

### Fashion Tips:

To create a versatile wardrobe, focus on timeless pieces that can be mixed and matched. Start with basics; a little black dress, tailored blazers, quality jeans and classic white shirts. These staples can be dressed up and down for any occasion. Invest in accessories like scarves, belts, and jewelry to elevate your look. Play with colours and patterns to add personality to your style, but keep balance to avoid overwhelming your look.

### Hair and Wig Tips:

Your hair is a crucial part of your overall look. Healthy and well maintained hair always makes a statement. For a quick change of hairstyle without commitment, consider wigs. Wigs offer versatility and protection for your natural hair. Choose wigs made from high-quality human hair for a more natural appearance and durability. Learn to style your wigs and invest in wig care products to maintain their look.

### Beauty and Skincare Tips:

Beauty starts with good skincare. Develop a consistent routine tailored to your skin type, including cleansing, toning, moisturising, and sun protection to protect your skin from harmful UV rays and preventing premature aging. Invest in a good foundation, concealer and mascara to enhance your natural beauty. Include a self-care day in your weekly routine for face masks, exfoliating and relaxation.

### Health and Fitness Tips:

Maintaining good health and fitness is vital for overall well-being. Incorporate regular exercise into your routine, whether Yoga, running or strength training. Exercise not only keeps you fit but also boosts your mood and energy levels. Nutrition plays a significant role in how you feel and look. Eat a balanced diet rich in fruits, vegetables, proteins and whole grains. Prioritize stress management and self-care activities.

In conclusion, fashion and lifestyle are not just about aesthetics; they're about embracing sustainability, self-care, and personal growth. By incorporating these tips into your daily routines, you'll not only look and feel your best but also become a more confident, empowered woman. Embrace your body style, take care of your body and mind, and slay the day with grace and poise!



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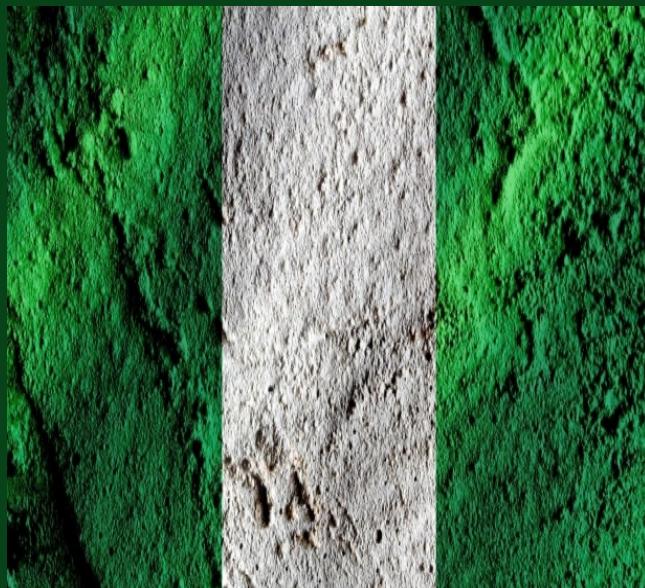


# TRENDS HIGHLIGHT IN THE MONTH OF JUNE

The month of June was truly unforgettable, gifting us with cherished moments that will forever be etched in our memories. Here are highlights of the trends we had in June:

## 1: The new National anthem/Democracy day:

Nigerians were set to learn the new National anthem as the democracy day was fast approaching. On Democracy day which had some rising and falling event, Trust Nigerians content creators not to waste time in recreating scenes like this. Regardless, we are still standing firm in "brotherhood" as implied in the new anthem.



## 2: The slang "Steeze"

We've had slangs like "E choke, Dey play my fans, We meuve, No gree for anybody, Idan, Stop playing, Ate with no crumbs" in previous months. For June, we had the slang "Steeze" all over the internet.

"Steeze" simply means style, confidence, and audacity. Example: He pulled up to the party with so much Steeze.

X users even went as far as creating a trend to educate us on the things that can reduce our Steeze. Some are "Asking for change after paying for something" "Using earpiece in 2024 can reduce your Steeze", "Shouting thief thief when they snatch your phone or purse can reduce your steeze". "Running because you're being chased by a Dog can reduce your Steeze". My people, take notes of these things to avoid your Steeze being reduced.

## 3: Ojude Oba festival of Ijebu land

The people of Ijebu land pulled up with so much Steeze on their Ojude Oba (The King's forecourt) festival which held on the 18th of June 2024. The event was beautiful and glamorous as the men and women showed up looking gorgeous in their various Asoeb. This event sparked a widespread online discourse, captivating the attention of the social media community. But there was someone who stole the show that day, Mr Farooq Oreagba who pulled up with "10000 Steeze" at the event. His demeanor generated a buzz of curiosity and speculations. He was even crowned the king of Steeze as he shared some jaw-dropping and mesmerising snapshots.



#### 4: The BILLIONAIRES Wedding

June 25th 2024 was indeed a moment of uncontrollable excitement and celebratory experience for the 30BG geng as Davido finally sealed the long awaited "Assurance" with Chioma. The wedding was tagged #Chivido'24. Every moment was a master class in elegance and style, from the breathtaking pre-wedding photoshoot to the exquisite wedding celebration.

Chivido'24 was a social media sensation, dominating online conversations for over 48hrs, the wedding's online presence was so captivating that we found ourselves scouring blogs for updates, seeking a glimpse into the celebration. The event was a dazzling spectacle of wealth and prestige, with dignitaries and billionaires in attendance and a lavishness that was simply breathtaking.



#### 5: Invitation Saga VDM and Iyabo Ojo

A day after the Chivido'24 wedding, Very Dark Man (VDM), decided to choose "vawulence" as he called out Iyabo Ojo for not receiving invite for the main events. The vawulence started, as Iyabo Ojo came out with evidence of her invite which showed she was truly invited for the main event. The vawulence went on and on, this act of VDM disrespect to Iyabo Ojo had him rearrested.

#### 6: Sharon Oja and her Odogwu Silencer:

Popular Nollywood actor Sharon Oja became legally hitched with her Odogwu silencer Mr Ugo Nwoke on the 28th and 29th of June 2024, in Abuja.

Sharon Oja radiated beauty and elegance as a bride in her stunning and exquisite attires for the day. The wedding decorations exuded sophistication, creating an atmosphere that epitomised luxury.

Although, this wedding struck some online controversies as a blogger went to dig up pictures of Sharon's husband previous marriages. The blogger reported that "Ugo was a billionaire with three previous marriages, including one to a white woman and two black women, claiming Sharon was the fourth wife". However, this claims went round the internet which spiked comments from different individuals. But Sharon didn't let this claims ruin her big day. Well, we wish Sharon a Happy Married Life.

That's all we had for the month of June.

We hope July showers us with so much love and peace.



# CRACKS IN THE EAGLES NEST:

## Osimhen vs. Finidi - A High Boot Tackle with a Red Card

Nigerian football has been sent reeling in the wake of a public spat between star striker Victor Osimhen and the recently departed Super Eagles coach, Finidi George. What began as a reported locker room murmur has morphed into a social media war of words, threatening to cast a long shadow over the team's quest for World Cup qualification.

The fault lines first appeared when Osimhen withdrew from the squad for the final two qualifiers due to injury. While the Napoli forward claimed a four-week layoff, whispers emerged suggesting Finidi questioned Osimhen's commitment to the national team. This ignited a firestorm.

Taking to Instagram Live in a now-deleted outburst, Osimhen launched a scathing attack. "Lost all respect for that man," he declared, accusing Finidi of disrespect and challenging the coach's narrative. The tirade, laced with frustration and expletives, left fans stunned.

Finidi, a Nigerian football legend himself, did not remain silent. Though tight-lipped on specifics, he countered via a press release, stating his disappointment with "unfounded accusations" and emphasizing professionalism. This terse response, however, only fueled speculation.

Digging deeper, sources close to the team reveal a simmering tension. Osimhen, the reigning African Footballer of the Year, reportedly felt undervalued by Finidi's tactics. The coach, on the other hand, is said to have been frustrated by the striker's perceived lack of communication regarding his injury.

But the story goes beyond tactics and injuries. Whispers abound of a communication breakdown within the national setup. Did Finidi adequately address Osimhen's concerns? Did the player effectively communicate his limitations? These remain unanswered questions.

The Nigeria Football Federation (NFF) finds itself in a precarious position. They face the delicate task of mediating between a disgruntled star player and a coach whose tenure was abruptly cut short. Calls for an apology from Osimhen have been met with stony silence.

As the NFF embarks on the search for a new coach, a cloud of uncertainty hangs over the Super Eagles. Can they mend the fractured relationship between player and team? Will Osimhen remain committed to the national cause? Only time will tell.

This, however, is just the first chapter in this unfolding saga. Here's where the investigation gets intriguing:

- Did external factors play a role in this public feud? Were there underlying issues within the team that exacerbated the situation?
- How will the NFF handle the disciplinary proceedings reportedly opened against Osimhen?
- Most importantly, can the Super Eagles overcome this internal strife and present a united front on the international stage?

Answers to these questions will likely determine the fate of Nigeria's World Cup dreams, so please let's hear from you. Send your answers to [ufeststudios@gmail.com](mailto:ufeststudios@gmail.com).

One thing is certain: Nigerian football fans are left with more questions than answers to this "high-boot tackle", as we eagerly await the next twist in this drama playing out both on and off the pitch.

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