



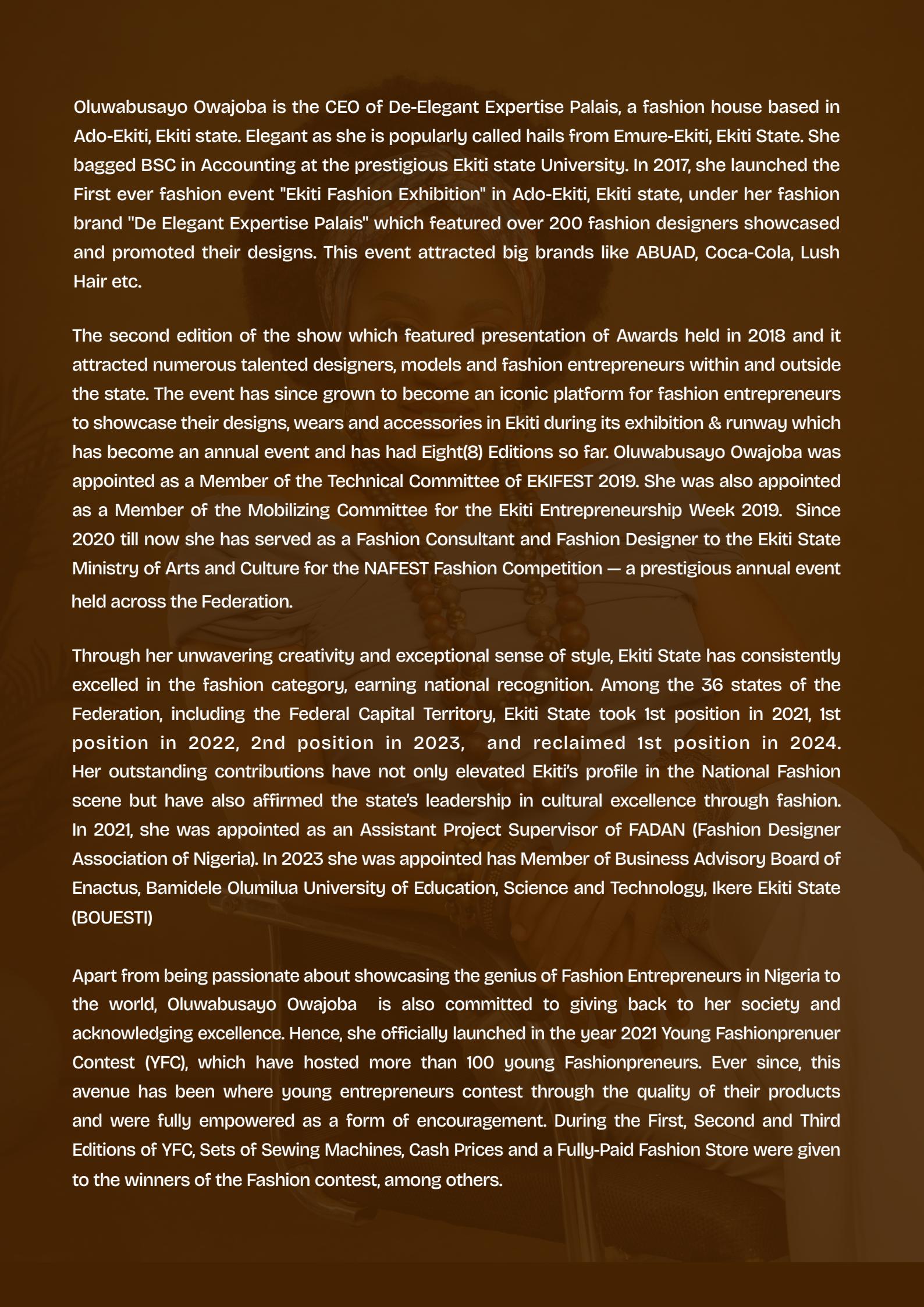
The Profile of

Oluwabusayo Owajoba

CEO, De-Elegant Expertise Palais,

Convener,

Ekiti Fashion Exhibition,
Young Fashionpreneur Contest



Oluwabusayo Owajoba is the CEO of De-Elegant Expertise Palais, a fashion house based in Ado-Ekiti, Ekiti state. Elegant as she is popularly called hails from Emure-Ekiti, Ekiti State. She bagged BSC in Accounting at the prestigious Ekiti state University. In 2017, she launched the First ever fashion event "Ekiti Fashion Exhibition" in Ado-Ekiti, Ekiti state, under her fashion brand "De Elegant Expertise Palais" which featured over 200 fashion designers showcased and promoted their designs. This event attracted big brands like ABUAD, Coca-Cola, Lush Hair etc.

The second edition of the show which featured presentation of Awards held in 2018 and it attracted numerous talented designers, models and fashion entrepreneurs within and outside the state. The event has since grown to become an iconic platform for fashion entrepreneurs to showcase their designs, wears and accessories in Ekiti during its exhibition & runway which has become an annual event and has had Eight(8) Editions so far. Oluwabusayo Owajoba was appointed as a Member of the Technical Committee of EKIFEST 2019. She was also appointed as a Member of the Mobilizing Committee for the Ekiti Entrepreneurship Week 2019. Since 2020 till now she has served as a Fashion Consultant and Fashion Designer to the Ekiti State Ministry of Arts and Culture for the NAFEST Fashion Competition — a prestigious annual event held across the Federation.

Through her unwavering creativity and exceptional sense of style, Ekiti State has consistently excelled in the fashion category, earning national recognition. Among the 36 states of the Federation, including the Federal Capital Territory, Ekiti State took 1st position in 2021, 1st position in 2022, 2nd position in 2023, and reclaimed 1st position in 2024. Her outstanding contributions have not only elevated Ekiti's profile in the National Fashion scene but have also affirmed the state's leadership in cultural excellence through fashion. In 2021, she was appointed as an Assistant Project Supervisor of FADAN (Fashion Designer Association of Nigeria). In 2023 she was appointed has Member of Business Advisory Board of Enactus, Bamidele Olumilua University of Education, Science and Technology, Ikere Ekiti State (BOUESTI)

Apart from being passionate about showcasing the genius of Fashion Entrepreneurs in Nigeria to the world, Oluwabusayo Owajoba is also committed to giving back to her society and acknowledging excellence. Hence, she officially launched in the year 2021 Young Fashionpreneur Contest (YFC), which have hosted more than 100 young Fashionpreneurs. Ever since, this avenue has been where young entrepreneurs contest through the quality of their products and were fully empowered as a form of encouragement. During the First, Second and Third Editions of YFC, Sets of Sewing Machines, Cash Prices and a Fully-Paid Fashion Store were given to the winners of the Fashion contest, among others.

AWARD RECEIVED

- Fashion Designer of the year, Are Afe Babalola Beneficiaries Worldwide 2020
- Fashion Designer of the year, Ekiti Future Awards 2022
- Certificate of Appreciation for Voluntary and Meritorious services as an ASSESSOR at Ekiti Enterprise Challenge 2024,
- Award of Recognition for immense contributions and support to the progress The Directorate of Educational Technology, Innovation and Entrepreneurship (DETIE), Federal University Oye-Ekiti (FUOYE)

