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END

shadesofgrey



## RESTAURANT AND LOUNGE

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You've shown up here today because you believe, and believing is all we need.

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*Editor's  
Note*

In Style

*Esther Nweje*



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*“Fashion is  
present-continuous,  
so should our  
investment  
in it be.*

# ESTHER NWEJE

Arguably the most successful personal brand and lifestyle consultant in Nigeria. Esther Nweje is in a class of her own. The multi-talented TV and red carpet host who has put in at least a decade in the industry is the CEO of Zinny Styles, an image consulting agency, and host of the His and Hers TV series a lifestyle support broadcast program. In this chat with (magazine name) independent and sparkling Esther speaks on her motivation, and why the fashion industry needs more hands among other things



HHTVS: Please can we meet you?

Esther: Quite interestingly I will love to start off reechoing that my name is Esther Nweje, I am an image consultant, fashion enthusiast and analyst, event and red carpet host, as well as a TV presenter.

INTERVIEWER: Wow that's a lot of fire there. Quite an interesting resumè already. So when did you decide to build a career in fashion and lifestyle?

ESTHER: I will say as far back as I can remember picking my own dress for Sunday service, as against what my parents and elder ones would select for me. I have always been fashion conscious. But precisely 7 years ago

I decided to take styling as a profession, founded a company, wrote a book, started a TV show and a fashion event.

INTERVIEWER: That's quite a long time. What informed your decision to take up fashion and Llifestyle as a career?

ESTHER: I think I believe in the truism that says "you are created to solve in the world, your greatest discomfort" I am very touchy when fashion pieces are not assembled right, when the language of colour is ignored, when the deep tone of textile texture is not heeded to, when the human anatomy



*Africa is supposed to be a leading fashion exporting continent by now. It is called fashion statement because each time a piece is woven together communication is released.*



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**I**s in direct dissonance with the fashion pieces worn on it. I am very uncomfortable with the way people understand and fail apply simple etiquette thereby living a very disorganized life. I am also very uncomfortable when large corporations are at risk because of the broken image of a staff member. My challenges became my craft. (she laughs)

HHTVS: Esther, please don't rain down on my outfit, let me go home with my esteem intact (laughs). The Nigerian Fashion industry is experiencing a boom as against couple of years ago when people still depended fully on Italian, Dubai and American shopping. Do you think the African fashion industry is growing slowly or are we at the right pace?

Esther: Trust me, Africa is supposed to be a leading fashion exporting continent by now. It is called fashion statement because each time a piece is woven

together communication is released. Africa is blessed with interesting stories, of war, of culture, of languages, of tribes, we have a history so rich, and we are meant to be communicating that history by pushing out more pieces that carry the African statement. So yes we are coming behind. "Ebuka's Agbada" is a classical example of the African statement.

The Nike use of African patterns for the Nigerian World Cup kit, Is another classical example of African fashion statements. We need more of it.

INTERVIEWER: I totally agree with you. But do you think there is a market for fashion in Africa? I mean will people buy? If more persons decide to come into the industry and make more African statement?

ESTHER: that's like asking, won't people prefer to walk naked? This same people go shopping in Dubai, this same people will screenshot a Niki Minaj or Beyonce style and ask their local tailor to replicate it. So why won't they buy? All we need to do is to understand how to produce relevant pieces not ones that will lie on shelves but one that will be in demand, build solid fashion brands. obviously branding increases value. As the case with the worlds leading fashion brands, market our pieces right and train people on why it's important to wear African statements. People can afford anything they need so badly, so we have a responsibility to appeal to their needs.

INTERVIEWER: what do you think we should do better to improve the position of Africa in the global fashion market.

ESTHER: It's time we start teaching branding and marketing to our designers. We should also help them build personal brands, because, people buy you first before they buy your products. More investors should come into the fashion industry, investors in fashion media, fashion medics, fashion events, etc. Fashion is present continuous so should our investment in it. Multi million dollar companies should partner With fashion events. Our educational curriculum should be adjusted to accommodate styling

and fashion even if it's at the polytechnic level. More collaborations with international designers to help open the African market up for export. Government policies should be stretched to accommodate indigenous fashion brands. Better economic and political environment for business and organisations, mainly women organisations should encourage pieces by African brand's. The list is endless, but this can be a start.

INTERVIEWER: whew!!! I think Africa needs more Esthers. So tell me, aside from styling, image consulting, personal branding, hosting and presenting, what should we not be surprised to see Esther Nweje do?

ESTHER: (she laughs) obviously I am a lot, but you will never miss me being an HR expert.

INTERVIEWER: Thank you for sharing with us. We are sincerely grateful. We will love to interview you soon again if you don't mind.

ESTHER: the pleasure is mine. My doors are open as long as it alligns well with my schedule.







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