

CONSUMER DELIGHTS



MallforAfrica debuts as 2014 APP

MALLFORAFRICA.COM, a new lifestyle mobile application has debuted as the third highest-ranking lifestyle App on the Apple App Store. By this rating, the MallforAfrica App has emerged as the highest rated App ever targeted at an African audience.

The MallforAfrica App, is an online mall with over 80 of the top US brands in the world, including Amazon, Carters, Payless, Macy's and Walmart. Major UK brands that are popular amongst Africans, such as Marks and Spencer, Next, Zara, Selfridges and T.M. Lewin are also available in the online mall.

Speaking Chris Folayan, a Silicon Valley entrepreneur, who along with his brother Tope Folayan founded MallforAfrica to address the issues Africans face with buying products from outside the continent said they strategically launched the App on the Android and Windows platforms first, because these platforms, particularly the Android platform have the higher number of users within the continent and especially in Nigeria, which is the first market they are targeting.

"However, as Apple devices become more popular, we have had to expedite the launch of the App on Apple App platform and are quite pleased with the reception from users," Folayan said.

Over a little period of time, MallforAfrica continues to be one of the leading e-commerce sites on the African continent and is growing both in terms of its customer base and physical footprint in Nigeria.

"What makes us different from other e-commerce sites is the fact that we also have physical locations close to our customers where they can pick up their products that they order from the major brands that are in our mall", says Tope Folayan, who oversees the company's African operation. Folayan noted.

It is estimated that the MallforAfrica App gives shoppers access to over 8 billion items, across the 80 stores in the online mall. This makes the mall's inventory larger than all the physical malls in Nigeria combined.

Mall for Africa app download is also available for Windows, iOS and Android devices in their respective App Stores.



L-R: Assistant Brand Manager, Dark and Lovely< Iretiogo Etsaghara; Beautiful Beginnings Mum & I Pageant Princess, Precious Olatunde; General Manager Consumer Products Division, L'Oreal Central West Africa, Sekou Coulibaly; Human Resources Director, Enitan Ashley-Dejo and the Group Marketing Manager, Ogbemi Kesiena at the grand finale of Dark and Lovely Beautiful Beginnings Mum & I Beauty Pageant for School Children in Lagos, recently.

Absolut Vodka organises Art Party

AS a mark of its continuous support for creativity and transformation through Art, Absolut Vodka recently organized the 2014 Art Party at the prestigious Lagoon Crest in Lekki.

The party which was a showstopper created opportunities for Vodka to showcase the arts and styles in Lagos; it was a reflection of colours and vibrancy, celebrating the power of individuals who transform their environment through

creativity and vision.

Speaking at the party Akintayo Akinseloyin, Brand Manager, Absolut Vodka Nigeria said his company is supporting creativity and transformation in young people because they are the links to relate and partner with the Art community.

"The Absolut brand will continue to connect with talented individuals via exclusive events which inspire positive change and

brings exciting experience to consumers." He said.

To resonate with the 'Transform Today' initiative, Absolut Vodka branded the Lagos skylines with moving lights, artistic impressions, unique colourful canvases, and talented Arts in Party with signature cocktails.

The Art Party created close interactive and cerebral moments, with picture and fun painting spots, artistic gallery and pumping DJs on

the wheels of steel to achieve a unique and never before consumer experience.

It was a fusion of excitement and shinning glitz in the night, opening opportunities for interactions with other celebrities like Olisa Adibua, 2Shots, Denrele, Beverly Osu and Zeal of BBA, Gideon Okeke of Tinsel, Didi Madumforo, Viki Money, Tony Nwakalor, Muna Abi (former MBGN winner), Prinz, and Tillman to mention a few.

Fayrouz selects top ten teams in L'original

AFTER rigorous online screening, natural premium soft drink Fayrouz has announced the ten most fashionable teams who will move to the next level of the L'original Expression competition.

These teams of Originals beat over 350 teams who registered for the competition and will battle to scale through the final stage, which will see only two teams compete for the grand prize.

The ten semi finalists include: Applause, Belle AFrique, Creative Lights, Echo, Elan, Elite, Eureka, FIB, Loud Tribe

and Secret Project.

The regional, which will be hosted by Ebuka Obi-Uchendu, will be held at the Golden Royale Hall in Enugu on the 7th of June. The top teams will be flown in from different parts of Nigeria to showcase their tasks. Top R&B singer, Praiz will be the main performer for the night with DJ Spinall on the wheels of steel.

Fayrouz has also revealed that there will be surprising aspiring international artistes who will thrill guests and Fayrouz lovers during the event.

The L'Original regional

judges include creative duo, Gozel Green and fast rising designer, Adebayo Oke-Lawal of Orange Culture. They will select the final two teams who will move to the grand finale set in Lagos in July with style icons, Mai Atafo, April by Kunbi and KinaButi as grand finale judges.

The Fayrouz L'Original Expression show will discover and promote different teams of four creative minds which consist of a Fashion Designer, Make-Up Artiste, Photographer and

a Model. These teams will create original designs to win the sum of \$20,000 as well as many fashion opportunities of a lifetime.

Since inception, Fayrouz has differentiated itself as Nigeria's only natural premium soft drink within a market of various products filled with chemical ingredients such as artificial additives, preservatives and sugar substitutes. Fayrouz has proven its originality with this unique formulation and stands out as a unique brand for its counterparts to follow.