
The
JABI LAKE MALL
Journal



ISSUE 3

THE EQUALITY ISSUE

*JLMJ talks to
Laila Johnson-Salami
about Female
Empowerment*



BEAUTY NEWS

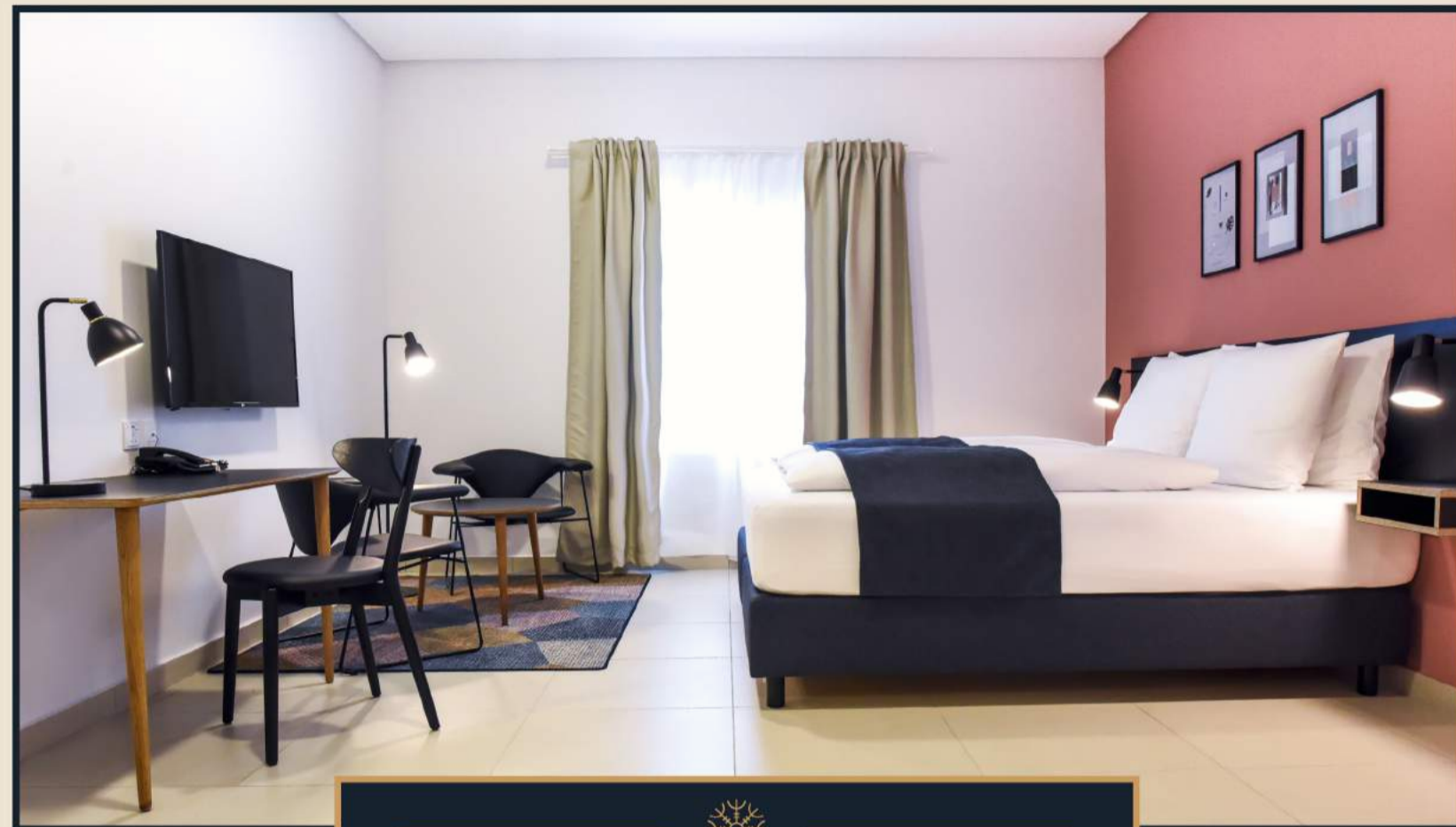
Lancôme celebrates
unstoppable women.

ROUNDTABLE

We discuss gender equality
with four businesswomen.

HOW TO

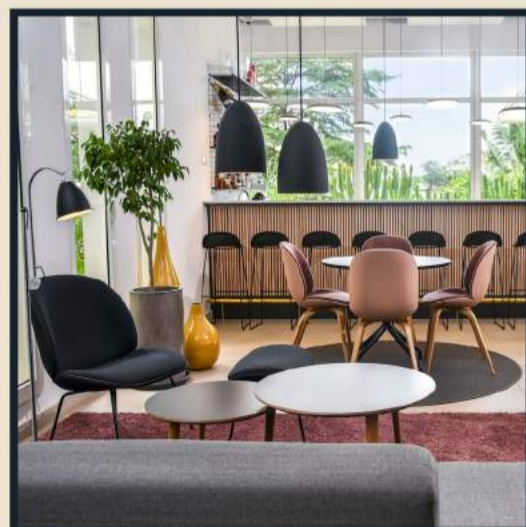
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THE EQUALITY ISSUE



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FROM THE MANAGER

Welcome to the third issue of the Jabi Lake Mall Journal. If you've been following us from the beginning, you'll know that our magazine showcases the amazing brands we have in-house and offers insights into the distinct shopping experience available to our visitors. Also present are key features relating to lifestyle, art and culture - wider talking points that we are passionate about at the mall.

As this issue launches over spring - a season of change and growth - our team is keen to highlight an important global conversation within: the subject of equality. March is known as Women's Month, as it celebrates International Women's Day and Mother's Day. As such, we felt it was a great opportunity to honour women's achievements within this issue and highlight efforts to empower women professionally and personally. Much of our customers and workforce is female and we believe in championing the issues that matter to them. In the upcoming pages, you'll find discussions with various women on the topic of equality and how female empowerment not only benefits our communities but also our economy and productivity. Additionally, we spotlight brands that we are proud to stock in the mall, particularly those who are creating initiatives to push for more industry inclusivity. There is also a useful guide on modern entrepreneurship that we hope both our female and male readers will benefit from.

Of course, our regular features are here too: Spring shopping suggestions for all, cinema listings and event recaps. As spring brings excitement for new things to come, we hope that you'll feel inspired by reading this issue of the JLMJ.

Lucas Omotosho

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ABOUT JABI LAKE MALL

Opened in 2015, the double level mall features contemporary architecture, with vibrant colour and pattern concepts throughout. Restaurants, cafes and fast food outlets surrounds a stunning triple height promotion court with a feature staircase.



VISIT US

Jabi District, Bala Sokoto Way, Jabi, Abuja, Nigeria



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If you are a photographer, writer or illustrator - or if you think you have a business or story we should be featuring - please contact us using any of the above.



LANCÔME CELEBRATES UNSTOPPABLE WOMEN

To celebrate the launch of their Teint Idole Ultra Wear foundation, Lancôme gathered 13 unstoppable women with life changing stories, asking them to reflect on what makes them feel unstoppable. The campaign included beauty queen turned pilot, Powede Eniola Awujo, as one for their newest global partners representing Nigeria. These women and their achievements put female empowerment and the celebration of diversity at the heart of this campaign. A message that resonated with Powede as she comments, "I got to where I am today by being relentless in the pursuit of my dream".

The new appointment further cements the French brand's mission to promote inclusivity within the beauty industry, following on from their 2018 'My Shade. My Power' global campaign. Championing a host of powerful women from all walks of life, including Hollywood actors Lupita Nyong'o and Zendaya Coleman, each spokeswoman wears a different foundation shade across their campaigns to show the versatility of Teint Idole Ultra Wear Foundation on different skin tones. Thanks to pioneering L'Oréal Group chemist, Balanda Atis, who teamed up with Lancôme to create the broad-spectrum shade palette, the range now benefits from a deep pure blue colour that is used to create the rich darker toned foundations.

Now available in 40 shades, the Teint Idole Ultra Wear Foundation caters to multiple skin tones, from the lightest to the darkest, celebrating unstoppable women of every complexion.

Available instore at [ESSENZA](#) and [www.lancome.co.uk](#)

LAILA JOHNSON-SALAMI

“This Is Our Time As Young Women To Smash All Barriers”

The Lagos-based, multimedia journalist shares her perspective on gender equality in Nigeria and her experiences co-founding an organisation that empowers young women across Africa.

ON WE RISE

The We Rise Initiative is an NGO focused on empowering young women to rise above systemic oppression through sustainable initiatives. I co-founded the organisation in 2015 alongside a great friend of mine, Tracy Aryee-Quao, around the launch of the United Nations Sustainable Development Goals for 2030. We asked ourselves how best we could contribute to the goals and felt that a special focus on gender equality and education was a strong focal point to have. Both of us have always had a burning passion for human rights and justice, which for us starts with the empowerment of women (particularly the girl child). It is important for us to contribute to progress, and the provision of enabling environments across Africa for young women by influencing policy and orientation through strong programmes and targeted advocacy.

One thing I have learnt since the start of We Rise is that this is definitely the generation of women who are creating the groundwork and paving the way for other generations of women to rise. This collective responsibility is clear to me, not only through supporters of the organisation but our small team of volunteers who have kept up the pace and lost no momentum at all over the past five years. Growing an organisation isn't easy and some-

times I wonder how our volunteers are still motivated - it can only be that this is our time, as young women, to smash all barriers - and we know it.

ON GENDER EQUALITY IN NIGERIA

The major challenges faced by women in Nigeria today stem from barriers that should not exist to begin with. For example, one of the most dangerous ideas we have about culture is the notion that it defines us. It doesn't - WE define culture. By choosing to sit in certain cultures and traditions that clearly oppress women, we have chosen to leave ourselves behind. Global shifts will always occur and we have to be prepared to develop with the rest of the world. The only way to tackle this is through policy! Take Rwanda, for example, that had policies to ensure a percentage of women were employed in certain fields after the Genocide - also because the nation had a high population of women as many men lost their lives. Take India, for example, who received a recommendation from the UNDP in 2004 to increase girl child enrollment by just 1% in order to increase their GDP by \$5.5 billion. It all boils down to policy! As it currently stands, we do not have strong enough policies to ensure that women are not oppressed by cultural biases, nor do we have a culture of enforcement. What policies do we have in

place to close the gender gap in education for example? What policies do we have on family planning for the security of women, especially in rural Nigeria? This lack of policy is a lack of response to tackling gender imbalances. Until we tighten up this framework, the progression of women will always fall behind.

Several things need to be done to address the issues. Firstly, we need more women appointed into the polity and other influential sectors - it is only right that women are at the helm of affairs to serve as a voice for other women. We also need the voices of women to become louder - we have to take up space. Look at the effects of the global #MeToo movement for example. Taking up space is KEY. Secondly, we need to understand the importance of educating our young children - on their rights and what is right - from now.

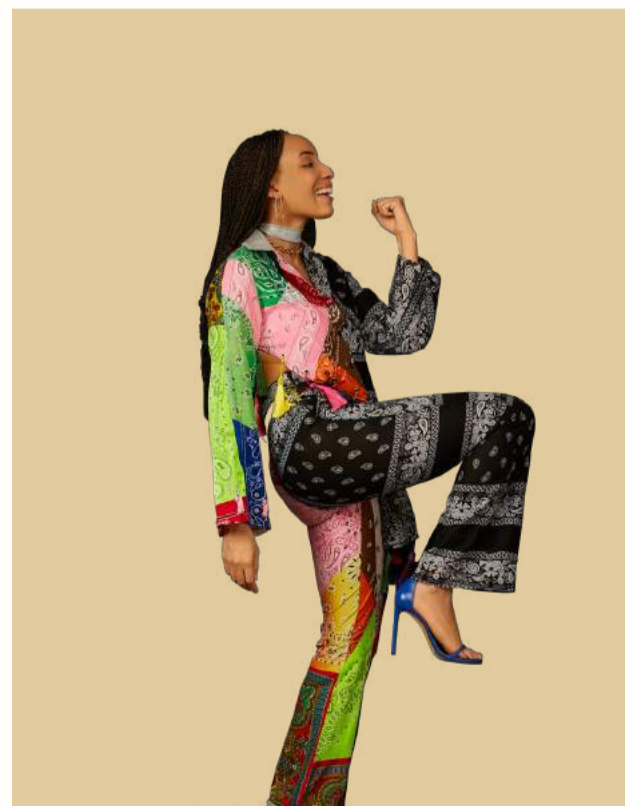
ON PERSONAL EXPERIENCES

I've faced several challenges as a young woman in my industry over the past three years. I have had my voice deliberately silenced on several occasions, I've experienced unfair treatment and criticism solely by virtue of being a woman. I've also had the extra added pressure that every woman in the media has of ensuring that one is "presentable" at all times - a pressure that I don't see being applied to my male colleagues. I've faced several challenges because I'm a YOUNG woman, which somehow is a double threat in Nigeria today. But we continue to push with perseverance and pave the way for more women. My mum is my greatest role model, she was the first feminist I ever knew, and her subtle yet powerful approach to the development of women is a model I hope to replicate across the world throughout my lifetime.

ON FUTURE CONSIDERATIONS

I would simply like to see young women being given the same opportunities as everyone else. I'm motivated by the fact that I was born into a generation of fearless and vocal women and that comes with a lot of power. As women, we have collectively had our voices silenced for far too long and global progression has lagged behind. Surely then, we're the catalyst for change.

@lailajohnsonsalami



Photographer BOLAJI ODUKOVA Stylist TINU ADESUGBA Designer SANUSI LAGOS



WOMEN IN BUSINESS ROUNDTABLE



Dolly Kola-Balogun
Curator and Founder of
Retro Africa



Rosemary Udo-Imeh
Teacher and Founder of SHE
Center & Saros VR



Jessica Bongos
Singer-Songwriter



Lape Saleh
Architect and Designer

Keeping the theme of Women's International's Day 2020 #EachforEqual in mind, Jabi Lake Mall Journal invited four women from different professional backgrounds to discuss their experiences in their respective industries as women and explore how female empowerment works to benefit the country as a whole.

JLMJ: What have your experiences in your industry been like as women?

ROSEMARY: I don't think the challenges I have had have been because I am a woman. I think I have even made headway because I am a woman and I use that to my advantage. I always play the 'woman card'.

[EVERYONE LAUGHS]

People trust me with their children. So I think that being a woman has been an advantage.

LAPE: I've always felt that being a woman is not a disadvantage. You can be a woman and just use that to your advantage.

JESSICA: I don't focus on being a woman because it's art. I don't see how being a woman or a man really affects what I do. I work hard and I feel like I'm respected even though I remember a few incidents where being a woman has been a disadvantage to me. For example, I was looking for management one time. I had reached out to a gentleman and he was telling me, "You are a woman, I wouldn't know what to do with you because women come with a lot of wahala". Those were his words. He said, "You can have a show and you will tell me you cannot perform because you are on your period".

[EVERYONE GASPS]

I'm serious he said that or "Your budget is more because you have to do hair and makeup and buy this outfit". So I was a bit offended. But apart from that, I come professional, I do the job, I get paid.

DOLLY: Well, I think it's twofold. There are disadvantages and advantages and I've experienced both. I think in the contemporary art world, it's a double-edged sword as well. On the one hand, a lot of women, especially in the last few years, have emerged as leaders and influencers in the contemporary art scene. The major power players in Nigeria for contemporary art, at the moment, are women and so it feels like that's happened organically. It didn't happen through any special programme or any emphasis on gender recognition. But on the other hand, the people we do represent, which are the artists, a lot of [them] will tell you that being a woman in contemporary arts is very difficult because [some] collectors choose not to buy work from women. They feel like the work is not as impactful, the message doesn't really have that much of an influence. So, there are definitely some gender-based disadvantages but I, for one, have never found that my gender is a disadvantage as I grew up in a very woman focused family. So I believe that women can do anything and are capable of doing as much and more.

JLMJ: Do you think we need more female empowerment in our country?

LAPE: After reading *Lean In* by Sheryl Sandberg, I understand now that women have unique things about themselves that actually holds them back without them knowing. So for example, if in a class, a professor asks a question, a woman is unlikely to raise her hand so the way to even that out is to simply ask questions turn by turn. There's also [a thing] about how women are more likely to be interrupted than men when they're speaking. This happens a lot, and in fact, the study that I read was one for architecture specifically. They studied a group of students presenting their work and female students were more likely to be interrupted almost 10 times as much as men. So you can imagine trying to speak and say something and get interrupted after a while you lose your flow and then you can't really speak anymore. If society realises that, okay, women are different - we're not less, we are not more, we're just different - from men, you create a

level playing field.

ROSEMARY: I agree. I come from a very traditional family [and] from a young age we are taught to use our womanhood. We are different, that doesn't make us less. In fact, I was taught by my mom that it makes me more powerful to own my womanhood. Our uniqueness should be recognised and in the workplace, this uniqueness should be catered for. That is the level playing ground.

JESSICA: I agree. In terms of really owning your womanhood, I think that is the biggest form of empowerment that we can have.

DOLLY: I agree to a certain degree. I think that the problem is that we often don't look at the country holistically and so we think that our personal experiences are representative of the country as a whole. I think a lot of us were privileged enough to come from very understanding and encouraging families but there are a lot of women who don't have that advantage or privilege. Look at Northern Nigeria in particular, I think that there are large discrepancies in terms of education levels for women, as opposed to the South. In most parts of Northern Nigeria more than 50% of women, between the ages of 15 to 24 don't have any access to secondary education. When it comes to gender equality, we need to provide women with equal amounts of opportunity. So if the woman wants to be a housewife or a teacher, then she should be allowed to do that, but if she wants to be an engineer, she wants to be a scientist, she should also be granted that opportunity. By not giving those women the opportunity to have access to that kind of education, we're holding back half of the population. Women are 50% of the population, which means that you are by default rendering redundant about half of your workforce. From basic economic statistics, that doesn't really make much sense - any country should want to maximise their workforce. And I think that in the South we have made a lot of progress - still more to be done certainly - but there's lots left of the country that still needs legislative preference to empower women.

LAPE: I actually disagree.

ROSEMARY: Can I add something? I hear you but people keep on saying "People in the North". We see the woman in the North with her hair covered and we want to rescue her but sometimes she doesn't want to be rescued...

LAPE: Some of the strongest covered women are uneducated Northerners. I used to fall in love with them because you'd be surprised [at] the amount of business they were doing within their own communities. So I think maybe there's a certain standard that we think is an empowered woman: an educated woman that has the freedom of speech, but there's power in what they do on their level. I just find that the likes of 'The Northern Woman' is a bit of a stereotype.

DOLLY: The problem with that view is that it doesn't address the basic fundamental issue of equal access to opportunity. You talk about [stereotype but] it's not a stereotype because the numbers are pretty clear. I think it's trivialising the issue to say that they still do well in their own context. Yes, they do. I think that's great. And that's a testimony to the tenacity of women but it's not a matter of wanting to do well in your context, it's a matter of being able to do as well as anybody irrespective of where you are. You shouldn't be in Yobe [State] and have a disadvantage, you should have an equal opportunity as if you were in Lagos or in Johannesburg or in New York. So what I'm saying is that every woman should have that opportunity and if after having that opportunity [they] decide that what [they] want to do is to be a small business owner in a localised environment then that is [their] prerogative. And it's not about demonizing this particular region or creating stereotypes. Ultimately, it's about addressing disadvantaged groups and giving them the opportunities that they don't

have. And that policy should be nationwide.

ROSEMARY: I believe that to empower women, it's about our mindset. There's an example we make, where you lock someone up in a cage for so long and when the door is open, he just doesn't know how to come out. So the government and the policymakers will make the policies but the mindset of the woman has to change.

DOLLY: I completely agree with you on that front. Neither of what we're saying is mutually exclusive, it shouldn't be an either-or situation. Advocating for cultural change [or] mental change shouldn't be at the expense of legislative changes. They should be simultaneous. And sometimes you might have cultural change that is ahead of your policy and your government and sometimes you have government initiatives that are ahead of the cultural mindsets of the people at the time. It's ultimately up to the individuals. I don't believe in forcing women or anybody to adopt any kind of stereotype or any wall. I just believe in levelling the playing field and creating equal opportunity.

JLMJ: How does women's empowerment benefit everyone?

LAPE: Dolly said it earlier on. If you have 50% of your population illiterate and who don't have equal access to opportunity, you are losing out. Everyone loses in that scenario - the community, state government - but I think what is really lost if a woman is not empowered is the impact she has. Economically speaking, psychologically speaking, socially speaking, the community suffers.

JESSICA: The more empowered the woman is, the better society is for it. It has a trickle-down effect. If a woman is empowered, it trickles down to the household, to businesses, to her own place in society. Holding back women I think would be very dangerous and I'm just hoping that in the years to come, there'll be more avenues for empowerment for women.

DOLLY: Yeah, I agree. I think women empowerment ultimately enhances the value of any society. Women are 50% of the workforce, of the population, and if you isolate one half then you only get half of the potential.

JLMJ: 2018 was dubbed the Year of Women and since we have had an increased global conversation around women's rights, whether the #MeToo movement or the Times Up initiative. Have you felt a shift in focus on women's issues either personally or professionally?

LAPE: No. Over here, I don't think that message has even been translated at all. Unfortunately, with most movements, especially when it's social media-driven, it ends up having a bit of a backlash as well. So there's the derision that follows when you mention #MeToo [people] are like, "Women! You people have come with your wahala again". It overpowers the sentiment. When a woman puts herself forward and says, "This is what happened to me", there is a mixed reaction. There is one hand that is like "Who the hell is she? She's lying!" and then there's the other hand that's like "She should be believed no matter what". So these movements were wonderful especially [overseas] because it really put a lot of fear into people who thought they could just keep on doing that kind of crap. Over here, it will take a little more.

JESSICA: Personally, for me, I was very inspired by the women who

came out and it made me feel like God forbid, if this happens to me, I could speak and potentially be listened to, even though our justice systems are different (Bill Cosby went to jail, Pastor Biodun did not go to jail, he's back on the pulpit). But at least I feel like personally I can speak out and get some people in my corner, some social media feminists - they will fight for me. I felt stronger just from seeing that movement happen and it's been successful. Professionally, not really. But personally, yes.

DOLLY: I don't know. I think men are more apprehensive as a result of this awareness campaign. It has definitely trickled down a little bit to Nigeria. Our justice systems are completely different, our social mentality, everything is completely different. Something that might be taken seriously in the West might be just derided and laughed at in Nigeria in all honesty. But I think it's very important that at the very least if these people can't gain justice in the court, they should have justice in the court of public opinion. And so because of that I support the movement. I actually have a friend, her name is Fakhriyyah Hashim, [who] started the Northern-Nigerian version of the #MeToo movement called #ArewaMeToo and she's received so much backlash. She's received a lot of hate, she's received all sorts of criticism because she dared to speak out.

LAPE: Sorry to digress, I want to ask, what is it about abuse that makes a woman keep quiet first?

ROSEMARY: It's our mind. We've been trained to hold it back. So when we talk about empowerment, it's lifting the thing that is in our mind. That's how you empower us, to tell us it's okay.

JESSICA: I think the stigma around the culture that we live in, there's a lot of stigma around it. So if we don't create safe spaces or environments for our children to even speak when these things happen, how are you going to feel safe to go to the police?

DOLLY: Just on a final note. In response to that question, one major way in which that movement has really impacted us in Nigeria is that expo

that was done by the BBC on sexual assault. That was really major in UNILAG and Ghana as well, where girls were able to come out anonymously and also publicly, and the professors were fired, both in Ghana and in Nigeria. I think that definitely spread the momentum.

JLMJ: How do these conversations challenge men?

JESSICA: [These conversations have] rubbed some [men] the wrong way. Not a lot of men are happy about it, especially the egotistical ones that are like, "What's happening? Where did this even come from? This is not what I grew up learning about".

DOLLY: Yeah, definitely. There's definitely a backlash and that's to be expected. Anybody that is in a position of power and sees that position of power being challenged, instinctively they fight back or lash out because it's a threat to your position. On the other hand, I'm also seeing a lot of men that are very understanding, that are very supportive. And the truth of the matter is there's not been a single woman's rights issue in the world that has ever progressed without the support of men, it's not possible. So the idea is to try to, not just to shame men, it's to convince them. It's to make them understand that they should be on your side and that this is something that needs to change. And so I'm seeing a lot of that. My stepdad comes from

the North, I've grown up with him since I was six, I grew up with him longer than I grew up with my own father, but he is actually one of the most feminist-oriented men that I know. And he genuinely believes in equality of the sexes. And I think that perhaps a couple of generations ago, he might not have been in that situation so it's definitely had an impact on the psyche of men and the way they raise their children and the opportunities that they give to their daughters. I think it's a positive thing.

LAPE: I like the idea that men are beginning to speak out more for women because now they feel more comfortable.

JLMJ: How can we involve men in the fight for female empowerment?

ROSEMARY: Showing them statistics of how advantageous it would be for them to be on our team.

LAPE: For them!

DOLLY: Yeah. You hit the nail on the head.

JESSICA: I guess just having the conversation, so not just being quiet, speaking up. If you have male friends talk about certain issues or things that you know that have happened to [other] people that you know, and try to get them involved. I don't think we'll be able to get all men on board. Not all men have the patience to understand what we're fighting for, so we can only just try and get as many as we can on our side.

ROSEMARY: But I think eventually we'll get all men.

DOLLY: I don't think it's possible to get all of anybody.

LAPE: You can't even get all women.

DOLLY: I've watched countless Nigerian videos where interviewers have gone to women and asked women point blank, "Do you believe that Nigeria should be able to have a female president?" and a lot of them said "No". A lot of women don't believe that women should reach the highest level of office. For you to say that you don't believe a woman should be president means that you believe that there are certain traits that women have that are inherently inferior, that are not suited for the highest office. And that's a problem for me.

ROSEMARY: I am an advocate for education, our orientation of our women and our men should change from the grassroots. When you bring up a child and in school and you talk about these issues, a child grows up understanding that it's not okay to treat a woman this way. And these are the people that will grow up and be the men in the future. So we start from the grassroots, in schools, in the subjects we teach them, in our presentation, start from there.

JLMJ: When the world is truly equal, what does it look like to you?

ROSEMARY: My imagination is working very hard.

[LAUGHTER]

LAPE: Very hard. I always say this thing that, I may be uniquely positioned to carry a child and give birth to a child and nurse that child for years but there is nothing about me that makes me better at sweeping. There's nothing about me that makes me better at washing plates. We have the same ability, in fact you probably have better ability because you have more energy...

DOLLY: Funny enough when men do women's roles. I mean, who are

"A truly just world would be a world in which there is equality of opportunity and access. When I can see a president of Nigeria as a female one day."

the top chefs in the world? Who are the top fashion designers in the world? These things are so called women's [roles]. Women in Nigeria are the ones who are doing all of the sewing but the top fashion brands in the world are men.

LAPE: Even in Nigeria.

DOLLY: The top chefs in the world are men. People say cooking is a woman's role but when they want to professionalise it, the men get the Michelin stars.

[ALL LAUGHING]

ROSEMARY: I think a world that is equal should be a balanced world. I think we're created equal. Our Creator likes the spice of life, that's why he created us yellow, blue, orange and whatever colors we are and I think that it would be a world where you would be where you were called to be and be in glory doing the best you would.

JESSICA: Hmm that's a loaded question for me. I'd say it would be a world where it would be okay for gender roles to be reversed without judgement. Like Dolly said before, there's nothing wrong with being a househusband; like your wife is killing it in the corporate world and you are an amazing father and you can do laundry better if that's what you are naturally inclined to do then fine, no one is judging you. So I think it would bring peace and contentment. No one is fighting for anything, I'm doing what I want, I'm doing what I feel I have the right to be doing and I feel like I'm being treated equally.

DOLLY: Same thing for me. As I said in the beginning, a truly just world would be a world in which there is equality of opportunity and access. When I can see a president of Nigeria as a female one day.

LAPE: But the fact that there's a possibility. I don't mean possibility in terms of like 'I can dream of it', I mean the fact that it could actually happen, that a man was chosen not because he was a man and a woman was chosen not because she was a woman. It doesn't matter. The fact that it can happen is what's exciting I think. But the fact that we know that it can't happen right now is really a very clear sign that we are not in that society, we are very far away from it.

DOLLY: We have never had a female Governor in Nigeria by the way.

LAPE: Yeah.

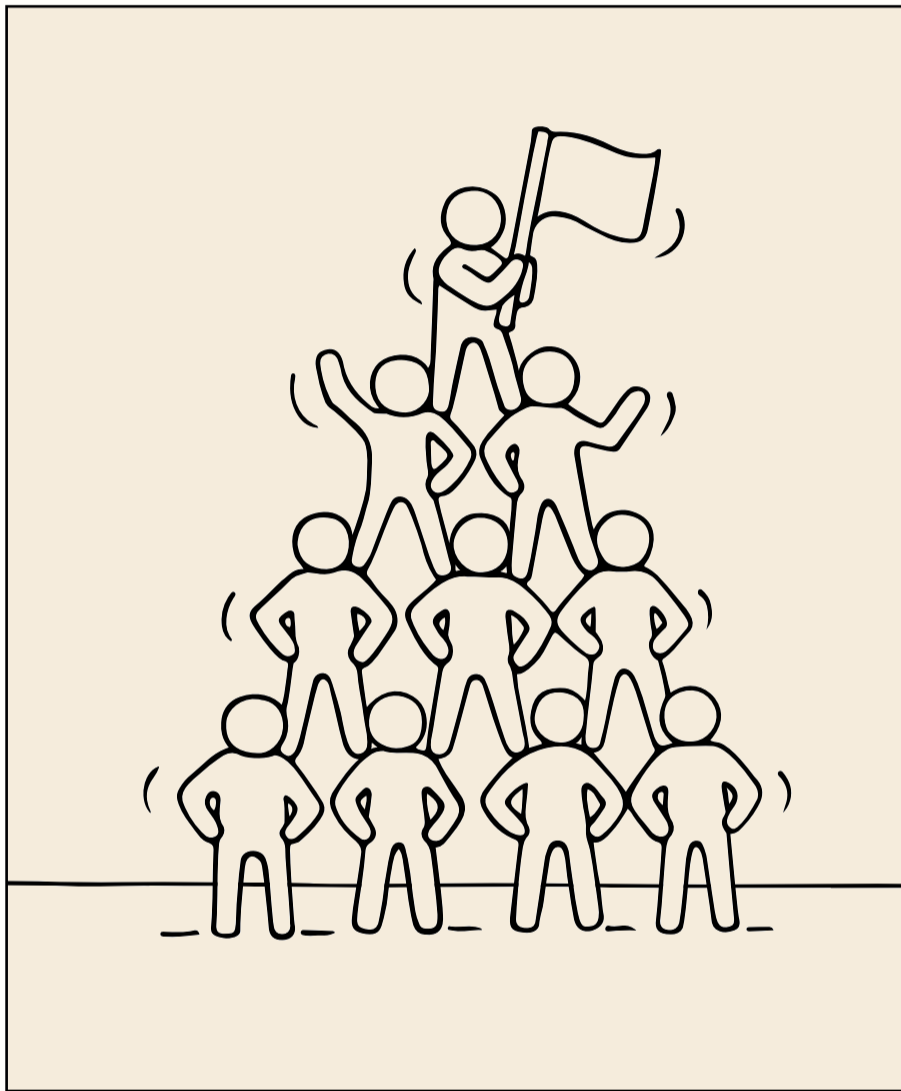
DOLLY: Not a single one.

MASTERCLASS – 10 Tips to Build a Successful Brand

HOW TO

The way a company brands itself is everything – it will ultimately decide whether or not a business survives. – Richard Branson.

Your brand is the end to end system of your revenue stream. It goes beyond your logo and tagline to pinpoint what you do or what identifies your goods or services as distinct from another seller. And it feeds into everything behind your company, whether your vision, design or the partnerships you create. Here we remove some of the mysteries surrounding the development of brands and provide a quick breakdown of the key advice any founder needs to succeed.



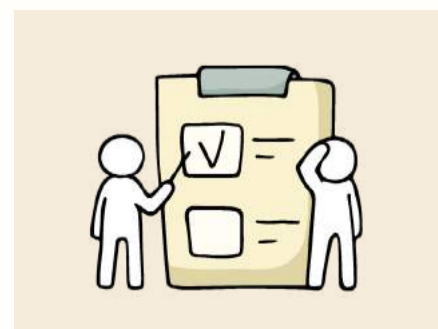
1. Define Your Brand's DNA

Every successful brand has a powerful purpose behind it. By defining what your brand is, you create the foundation for all other components to build upon, from branding to marketing. Identify the key qualities that embody your brand by asking yourself these

three questions: *Why does your business exist?; What problem do you help your clients solve?; Why should people care about business?* Answering those questions helps direct your brand core values, which will be the thread that links all aspects of your business together.

3. Craft A Brand Mission Statement

Specifying your mission statement is an opportunity to communicate your company's goals, ethics and culture all in one clear and straightforward sentence. Everything should reflect that mission, from your logo to your tagline, voice, message, and personality.



When you tell others what you do, whether a client or a potential investor, you should be telling them your brand mission statement and it should give a clear feel for the brand and get them excited to engage with you. A good mission statement should be meaningful, authentic, inspiring and concise. That single statement should be able to address who you are, who you're targeting, what your brand provides and what the positive outcome will be. For example, while Nike's tagline is *Just Do It*, their mission statement is "To bring inspiration and innovation to every athlete in the world". Clear, impactful and exciting.

2. Establish Your Unique Selling Point

Competitor research is a key element of brand development, the goal is to differentiate from the competition and establish what makes your brand stand out and unique. Research what your competitors are doing well and where

they are falling short, this will inform where your brand can fit into the market and what you can offer that no one else is offering. This could be features of your product or services, but should also encompass the value that your brand provides to your customer's life. It may be authenticity, affordability or efficiency - pinpoint precisely why your customer should choose to engage with you over any other brand.



4. Identify Your Target Audience

Understanding who will buy your product is the basis on which your marketing strategy will be built, as well as most other key decisions your company will make in its lifespan. Ultimately, the better you know your customer, the bet-

ter you engage with them and the more likely that they will convert to sales. Connecting with your audience requires a mix of data and intuition. By creating detailed customer personas or archetypes, you'll be able to paint a clear picture of your customer's behaviour and lifestyle. The key is specificity, remember if your brand is for everyone then it's really for no-one! Picture your customer as a real person. Consider geography, age, parental status, income, motivations, goals, pain points, brand affinities, online status, education level, etc. Go on social media platforms such as Facebook and Instagram to find real examples of your target customers and don't be afraid to reach out to them directly for feedback.

6. Determine Your Branding

The most exciting piece of the brand-building process is to create a brand logo and tagline for your company. This logo will appear on everything that relates to your business. It will become the visual recognition of your company. So be willing to invest the time and money by creating something exceptional to reinforce the visual identity for your business. Hire a professional designer or branding agency with relevant experience to help your brand stand out. A designer can also develop brand guidelines, to ensure consistency for any future application of the logo and associated brand color palette or fonts. A strong brand style guide will include the logo size and placement, color palette, typography and fonts, iconography, photography/image style, and web elements. Make sure to be consistent with this and don't keep changing your branding in the future, the inconsistency will confuse your customers.



7. Cultivate A Brand Voice

Your brand voice is how you communicate with your customers and how they respond to you. It could be professional, friendly, authoritative, technical, promotional, conversational or informative. Ultimately, you want to choose a brand voice that resonates with your target audience, so you have the strongest chance of connecting with them. Use the internal dialogue of your clients, this is particularly important when publishing blog articles or social media posts. Also, maintaining a consistent voice will aid your brand image to become recognized on multiple channels.

9. Establish Your Brand Culture



A brand's culture is its personality. The norms that govern how employees approach their job. It is the difference between whether your company encourages group work or individual focuses, whether it promotes innovation or prefers to follow the rule book.

It informs the type of people you'll hire and even signals to customers about how you like to operate as a company. To begin with, set out a set of core principles that define how you like to work as a brand. For example, Twitter's brand culture centres around the idea that happy employees make effective employees, and as such, they host regular company outings and events to bond and strengthen their team. Remember there is no set template for the 'right' company culture. Each brand needs to define its own culture in line with its business strategy and values.

5. Build A Brand Story

A brand story is an opportunity to communicate on a human level, making a direct emotional connection with your consumers. Having a compelling brand story can also prove to be a powerful tool for a brand's PR, helping to keep marketing tools down. When



building a brand, tell customers succinctly who you are. Your narrative should be powerful and inspiring from the very beginning. Most importantly, when creating a brand story, address not what your product can do but why it is important to your customer. Your brand is the sum total of how people experience you and goes beyond visual identity and marketing messages. Look for ways to wow people in their meetings with you. See every encounter as an opportunity to uplift your customers and leave them feeling better about themselves, not just your brand.

8. Define Your Business Model

A great idea is the first step but it's the business model that will turn that concept into a company. That means figuring out how to manufacture a product so it can be sold at a competitive price, appropriate sales channels, marketing strategies and maintaining long term customer relationships, various revenue streams, overall cost structures, as well as your key resources, key partners and key activities. It might all sound a bit overwhelming but an easy way to work through this is to download a Business Model Canvas template from Google, that will help guide you to compartmentalise the strategic management of your brand. Bear in mind that founders shouldn't see their initial blueprint as set in stone. The Business Model is a 'living' document and will change as you grow and get feedback from customers.

10. Incorporate Feedback Loops Into Your Brand

To stay successful, every aspect of your brand needs a feedback loop. Feedback loops are simple to understand: you produce something, measure information on the production, and use that information



to improve. A constant cycle of monitoring and improvement. If a company isn't measuring data on its work, how can it improve? Customers, employees, teams, departments, production areas, and nearly everything else should contain feedback loops. Encourage reviews of the various aspects of your brand from the relevant people on different platforms, whether online or in person, and don't be afraid to pivot to ensure your brand is performing to its best ability.



Temi Osinfade

GETTING TO KNOW

Introducing the face behind our newest brand instore T.T.DALK

Creative Director and CEO of T.T.DALK, Temilade Osinfade, launched his brand in 2007 after studying Public Health at Babcock University. With a personal love for business and fashion (regularly receiving praise for his clothes and shoes, which he customised himself), he went on to create a brand that was not only famous for its simple yet sophisticated slippers and shoes, but would also redefine the Nigerian footwear industry in the years to come. Here, Mr. Osinfade shares more about the inspiration behind the brand, the keys to quality design in manufacturing and his goals for the year ahead.

What inspired you to create T.T.DALK?

The footwear industry was discouraging in-terms of having good Nigerian footwear brands that people could reckon with. So I created T.T.DALK.

Describe the brand and what separates T.T.DALK from other luxury leather accessories brands?

T.T.DALK is where simplicity, elegance and style converge to form a perfect brand. Built with a fashion-conscious intelligence on the current trends in leather accessories, footwear, apparel and crafts, it was created to redefine the Nigerian Fashion Industry by designing innovative ideas in the world of fashion, art and lifestyle.

Tell us about some of the recent highlights for the brand.

We just launched a store in Jabi Lake Mall. We also launched a Luxury Bespoke line and a client call shop for all our products on our website.

Any personal favourite pieces in your collection?

Our Black-Gold Collection is one of our best selling leather slippers collection.

In your opinion, what is the major key to quality design?

You must understand your product and the market you want to sell to. There are no shortcuts because sustaining a business requires a great foundation, so always do your research about a design before you hold the pen.

The manufacturing sector in Nigeria is a little disorganized. What challenges did you face in regards to setting up your brand?

'Made in Nigeria' has always saturated the market even before

I started my business but human resource in fashion has always been a huge challenge. What we need are more Fashion Design and Retail courses in schools starting from secondary education. We need our leather tanneries to work effectively and we need more foreign investors. We need the system to work efficiently to encourage tourism, so people come and experience our beautiful culture and art.

Tell us where you felt the turning point came in the evolution of your brand that was a game-changer for you.

Everyday for us is game changing because we grow daily. We have done shows in Nigeria, Ghana, and London and we deliver our products globally. But the greatest achievement is having a business that has been impactful in the Nigerian economy. It has really redefined the Leather Industry and been an inspiration to many youths. It's just a blessing and I am very thankful.

What are your hopes for 2020?

Our goal is to be recognized globally amongst the top best leather fashion goods brand from Africa.



Visit the T.T.DALK store to shop for leather accessories and shoes.
www.ttdalk.ng @ttdalk



APPLE IPHONE 11 PRO

A transformative triple-camera system that adds tons of capability without complexity. An unprecedented leap in battery life, and a mind-blowing chip that elevates machine learning and pushes the boundaries of what a smartphone can do. Welcome to the first iPhone powerful enough to be called Pro, it's time to elevate your phone technology. Comes in two sizes with four finishes. Available now at **ROYALLINE**.



L'OCCITANE DIVINE HARMONY SERUM

Winner of the Beauty Bible 2017 Platinum award when used with Divine Harmony Cream, L'OCCITANE's most advanced anti-ageing serum targets all visible signs of ageing. Proven to help firm and smooth the skin, brighten the complexion, lift and redefine facial contours. Available at **L'OCCITANE** store.



SAMSONITE MIXED MESH SPINNER SUITCASE

If you're planning a trip away this Easter, then this is THE travel companion to bring along. Samsonite Luggage has brought one of the toughest spinner cases to the market with this 55cm cabin case which comes from brand new Mixmesh collection. Proving very popular for the user who requires a great looking hard shell cabin suitcase that is both affordable and light-weight. Now available at the **SAMSONITE** store.



LANCÔME IDÔLE EAU DE PARFUM

Powerful in its simplicity, Lancôme's Idôle is an alluring scent based on the perfect marriage of beauty and strength, ideal for a new generation of iconic women. Touches of jasmine recall the breezy subtlety of just-washed linens, a reassuring feel for those looking for a fresh and romantic fragrance this spring. Available at **ESSENZA**.



GUESS LADIES GOLD WATCH

This GUESS Ladies watch features a gold case with crystal detailing, sunray champagne multi-functional dial and polished gold bracelet. The perfect spring statement piece for any GUESS girl this season. Available at **TIMEKEEPERS**.



LEVI'S TRUCKER JACKET

Denim is a classic staple for spring and who does denim better than LEVI'S? Since creating the first ever pair of blue jeans back in 1873, the American label has gone on to become one of the world's most iconic denim brands to date, designing timeless pieces for your spring wardrobe. Available to purchase from the **LEVI'S** Store.

THE SPRING EDIT

The Jabi Lake Mall team highlight some of their favourite pieces instore for spring



BEATS BY DRE STUDIO³ WIRELESS HEADPHONES


Experience music like never before with the Beats Studio³ Wireless Headphones. With Pure Adaptive Noise Cancelling (Pure ANC) features that block out all distractions and preserve sound, you'll feel even closer to your music. Fast Fuel technology ensures that with only 10 minutes of charging you can be on your way faster, storing up to 3 hours worth of playtime. Available at **ROYALLINE**.



LOVE MOSCHINO EMBELLISHED HEART FLAP CROSSBODY BAG

Love Moschino first burst into the fashion scene in the 80s, enticing the masses with its playful personality. Bright colours, heart motifs and repeat logo prints frequent the collection. Exude an edgy-cool aura with this crystal-embellished heart crossbody bag. Comes with a slim chain shoulder strap. Available at **S P LUXURY**.

FILM LISTINGS

What to watch this spring at 

Canon



Authorised Retailer



Capture Life with exciting offers on Canon Products



U4/U5, Jabi Lake Shopping Mall, Plot 1265A, Jabi District, Cadastral Zone, B04, FCT, Abuja CONTACT: 08058695077 | 09053921200
L92, Ikeja City Mall, I76/I94, Obafemi Awolowo way, Alausa, Ikeja, Lagos.. CONTACT 08112658264 | 08096683253



Mulan

Epic Fantasy

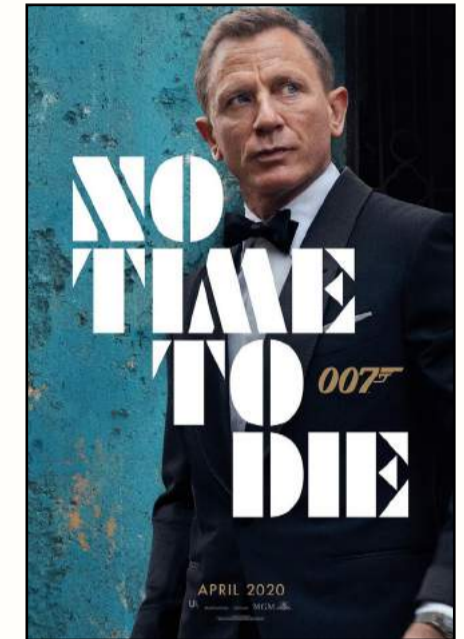
A live-action adaptation of Disney's 1998 animated film of the same name, the film follows a young Chinese woman who disguises herself as a male warrior to save her ailing father from serving in the Imperial Army and fighting northern invaders in China.



A Quiet Place II

Horror

Following the events at home, the Abbott family now face the terrors of the outside world as they fight for survival in silence. Forced to venture into the unknown, they realize that the creatures that hunt by sound are not the only threats that lurk beyond the sand path. Directed by John Krasinski and starring Emily Blunt.



No Time to Die

Spy Thriller

Daniel Craig returns as the globe-trotting spy James Bond. Recruited to rescue a kidnapped scientist, he finds himself hot on the trail of a mysterious villain, who is armed with a dangerous new technology.



The Lovebirds

Romantic Comedy

On the brink of breaking up, a couple gets unintentionally embroiled in a bizarre murder mystery. As they get closer to clearing their names and solving the case, they need to figure out how they, and their relationship, can survive the night. Starring Issa Rae and Kumail Nanjani.



Black Widow

Fantasy Adventure

Scarlett Johansson stars as Black Widow (aka Natasha Romanova) in the newest Marvel release. The story follows the character in her quests as a freelance operative between the films Civil War and Infinity War.



The Woman in the Window

Psychological Thriller

An agoraphobic woman living alone in New York begins spying on her new neighbours, only to witness something she shouldn't. Starring Amy Adams.

SOCIAL REEL

Remembering the season's best events and highlights



AFRICANA STORE OPENING

The Africana Couture store celebrated its grand opening at Jabi Lake Mall earlier this year, proudly supported by Remy Martin and Cointreau and attended by special guest and Big Brother 2019 finalist, Seyi Awolowo.



ESSENZA PERFUME LAUNCH

Leading luxury fragrance and lifestyle brand, Essenza, celebrated the launch of five new bespoke fragrances last December at Jabi Lake Mall.



Hosted by ex-Big Brother housemate, Kim Oprah, the event was supported by the champagne producer Lanson, as well as global entertainment network, Fashion One.



AFRICANA STORE PHOTOGRAPHY by @mindmaze_wrgo
ESSENZA PHOTOGRAPHY by @helabase

#NOCHILDALONE

SOS CHILDREN'S VILLAGES NIGERIA

Jabi Lake Mall is pleased to champion initiatives that are not only supporting our local communities but also creating change for the future. In honour of Children's Day in May, we have chosen to spotlight and promote SOS Children's Villages Nigeria. After visiting their centre in Abuja, we were truly inspired by the work the organisation is doing, the effectiveness of the services provided and the happy faces of the children impacted. As such, we were keen to get involved and amplify the message behind the initiative: that every child deserves a loving and safe family environment to call their home.

Helping to spread their message is step one and we hope you'll be interested to learn more about the initiative here, as well as read up on their full mission statement available on their website www.sosvillages-nigeria.org. Step two is financial support. The organisation could not survive without donations and sponsorships from the community. Over the last year, we have kept two small donation boxes in the mall - on the upper level and the lower level floors - to encourage our shoppers to donate whatever and whenever they can. Please do keep an eye out for these boxes on your shopping visits to the Mall, give generously where possible and work with us to raise more awareness for SOS Children's Villages Nigeria.



#NOCHILDALONE

As a child, you need someone who can stand by you no matter what. Someone who holds you close when you are young and believes in you when you are ready to take on the world.

Yet today, 1 out of 10 children are separated from their families, abandoned, neglected or forced to live in an abusive environment. The effects of this often last a lifetime and repeat themselves from one generation to the next, creating a harmful cycle.

SOS Children's Villages Nigeria is here to break this cycle, and to prevent it from happening in the first place. As a service provider, working with local communities and partners in different parts of the country, their main aim is to offer the possibility of creating a family environment to care for children across the world living in difficult circumstances. They work to strengthen struggling families so they are not separated, and when this is not possible, they ensure that children and young people have other care options that not only fit their needs, but that also help them overcome the traumas they often carry with them.

HOW YOU CAN HELP

In Nigeria, SOS Children's Villages has been active since 1973, and has presences in Isolo-Lagos, Owu-Ijebu, Ogun State, Gwagwalada-Abuja, Jos-Plateau State, Ibadan-Oyo State and Kaduna-Kaduna. They currently offer loving homes and alternative child care to over 200,000 beneficiaries across their Family Based and Family Strengthening Programmes, with the aim of ensuring that 'No Child Grows Up Alone.' A great deal of their work depends on the support of sponsors and donors, without which, SOS Children's Villages would not be possible.

Here are some ways that you can help raise funds for SOS CVN and help make a difference to a child's life:

1. Donate via Bank Transfer

Bank Payment Channels
U.B.A: 1005805025
Zenith Bank: 1010633084
Eco Bank: 3302021660

Account Name: SOS Children's Villages Nigeria

2. Donate Online

Visit our website: www.sosvillages-nigeria.org/donations/donate

3. Donate in Person or Over the Telephone

Call 07000000018 or 08112994466 or visit our National Office at 29B, Haile Selassie St, off Thomas Sankara Street, Asokoro, Abuja, Nigeria

4. Donate at Jabi Lake Mall

Visit our donation boxes in the mall - on the upper level and the lower level floors - and give whatever you can. Every little helps.

THE MAP

A stress-free guide to getting around the mall



U16 S Two Emmett London	U23A Bruno's Place	U32A Ancient Flavours
U17 Africana X	U24 Silverbirds Cinemas	U33 Sumptuous Meals
U18 Touch of Michelles	U24A Mareh Atelier	U33A Pappa Roti
U19 T.T. Dalk	U25/26 Bata	U34 Ancient Flavours
U20 Makari D Suisse	U27 Uber	U35 Hong Xing
U21 Sketchers	U28/29 Louis Valentino	U35A As e Dey Hot
U21A Storage	U29A Louis Valentino	U35B Buka
U21B Storage	U30/31 Essenza	U35C Donut Factory
U22/23 Vacant	U32 L'Occitane	U36 Burger Meal
	U32B Maison OUD	U37 House of Lunettes

U38/39/40 Mango	KIOSK Mobile Outfitters
U41 Globacom	KIOSK Ovis Massage
U42 Windsor Real Estate	KIOSK 9 Mobile
U43 ONNO	KIOSK F-Click
U44/45 Miniso	KIOSK African Things
U46 Xavier	



GROUND FLOOR STORES:

L2 Vacant	L13 Vacant	L32 Game
L3 Mooba	L14 Shiwot	L33 Maxtivity
L4 ATM Gallery	L15 Samsung Mobile	L34 Yobella Kids
L5 Coccodrillo	L16 Mondo	L34A Yobella kids zone
L6 Shoprite	L17 Eternal Furnitures	L34B Babes 4 Life
L7 Nett Pharmacy	L18 GNC	L35 Kilimanjaro
L8-9 Jiu Hua	L19 Samsonite	L35A Ice Cream Bar
L10 Vacant	L19A Clinique	L36 Levi's
L11 Diva House	L19B Harmony	L37 Ennzo
		KIOSK NIKON
		KIOSK KRYOLAN
		KIOSK Maybelline
		KIOSK Readers R Leaders
		KIOSK VIP
		KIOSK Petals and More
		KIOSK Frost Cakes
		KIOSK Juice and More

L19C Cascades Luxury	L23 Vacant	L56 Bombay to Beirut
L20 Watch Gallery	L24 T.M Lewin	L56A Vacant
L20A Swatch	L25 Gene Bendi	L57 Cilantro
L20B MAC Cosmetics	L26 SP Luxury	L57A Johnny Rockets
L20C Turkwin	L27 Vacant	L58 Domino's Coldstone
L21 Pandora	L28 PEP	L58B Da Chimney
L21A House of Tara	L29 PEP	L59 Vacant
L21B Havaianas	L29A PEP	L60 Argungu
L22 Cath and Reina	L30 NIKE	L61 Centre Management Center

L38 Sholly Optical	L48 Time Keepers
L39 Celio	L49 Health Plus
L40 Maybrands	L50 Opticka Vision
L41 Vacant	L51 Zachs
L42A Creamy Planet	L52 Royalline
L44 Pinkberry	L52A Siegner Sabithos
L45 Wax and Wicks	L53 Prize D Studio
L46 Office Everything	L54 Ruff N Tumble
L47 Vento	L55 Alva Lingerie

MANGO

SHARED MOMENTS
YUCATÁN, MEXICO

DISCOVER THE SPRING/SUMMER '20 STORY
AT [MANGO.COM](https://www.mango.com)