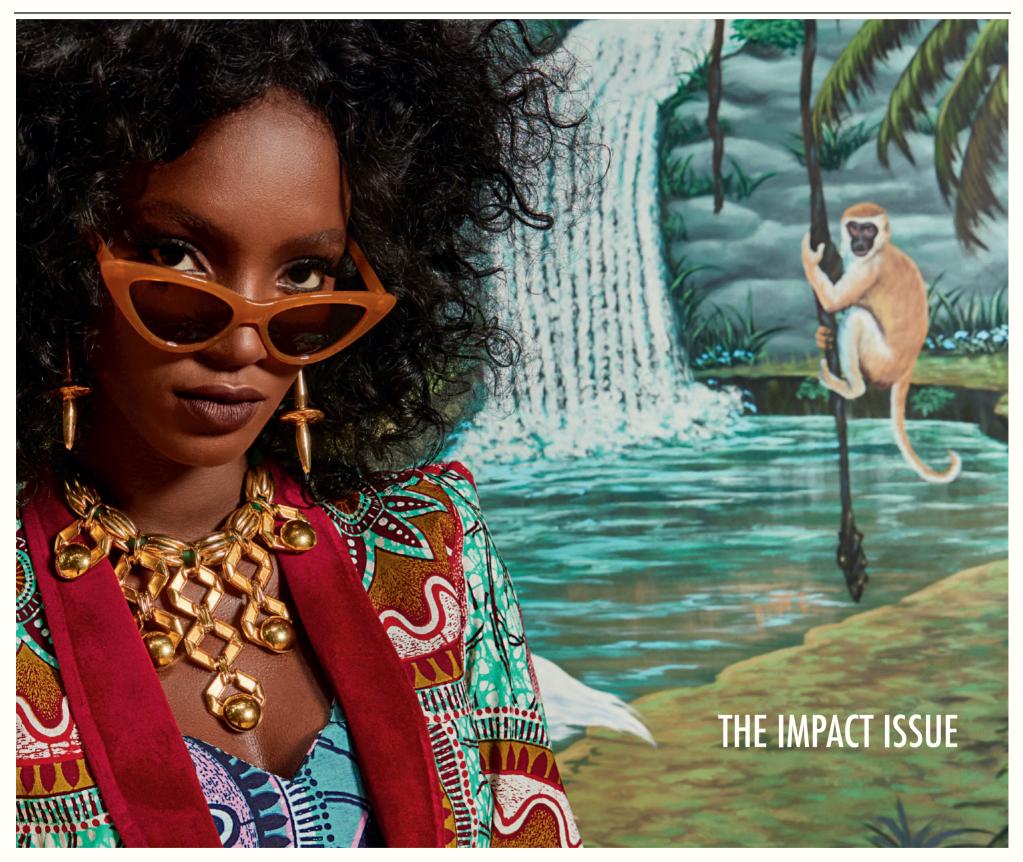
### The



# JABI LAKE MALL

Journal

**JUNE 2019** 



### **BOLD ROMANTICS**

Vlisco collaborates with Style Temple designer on A/W Lookbook.

### THE ESCAPE

Highlights from a trip to Tanzania.

### JOHNNY ROCKETS

The American restaurant franchise is coming to Jabi Lake Mall this summer!

# celio\*



# THE IMPACT ISSUE



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### FROM THE MANAGER

n behalf of Jabi Lake Mall, I am pleased to present you with the first edition of Jabi Lake Mall Journal, our new quarterly magazine designed to showcase the spectacular brands we have under our roof. It promises to be entertaining and informative; in this maiden issue you'll find topics of interest covering Lifestyle, culture and insight into the distinctive shopping experience which all our visitors enjoy at Jabi Lake Mall.

Jabi Lake Mall is a home for premium luxury brands offering world class service complemented also by low-end brands representing a perfect mix to appeal to all, the first of its kind in Nigeria's capital city, Abuja. Spanning 25,000 square metres of grade-A shopping space from a unique waterfront location on the shores of Jabi Lake, its splendid contemporary architecture was designed with connoisseurs of fine taste in mind. Outdoors, a lakeside boardwalk and entertainment area features restaurants and café environment with exceptional views over the water.

Last month the Mall recorded over 500,000 visits with steady growth in footfall month on month and year on year, this and the fact that there is no other ultramodern Mall of this standard in Nigeria, has created the best business environment for retailers. It is without a doubt, setting out to become Nigeria's ultimate retail and entertainment destination.

I would like to take this opportunity to sincerely thank our loyal shoppers for patronizing us tirelessly since the Mall's launch in 2015 and also welcome new visitors to "Join our Circle" at Jabi Lake Mall. I hope you all enjoy this first issue of the Jabi Lake Mall Journal.

Lucas Omotosho

JABI LAKE MALL CENTER MANAGER | Lucas Omotosho SENIOR MEDIA AND MARKETING MANAGER | Maya Ekah DESIGN AND PRODUCTION | Postscript London PRINTING | Park Communications



Cover Photography courtesy of Vlisco

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Issue 1, May 2019 © Windsor Real Estate



## 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



### **CONTACT US**

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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.



O pposites coexist in Vlisco's new fabrics collection, named Bold Romantics. The patterns feature baroque flowers and trimmings, but also bold cars and boxing gloves, all in a sophisticated palette that includes pink, blue, mint, and a brand-new hue of purple, inspired by a fairy garden of hyacinths. Romantic yet powerful, the woman in our lookbook is a force of nature, a heroine overcoming trials in order to fulfill her dreams.

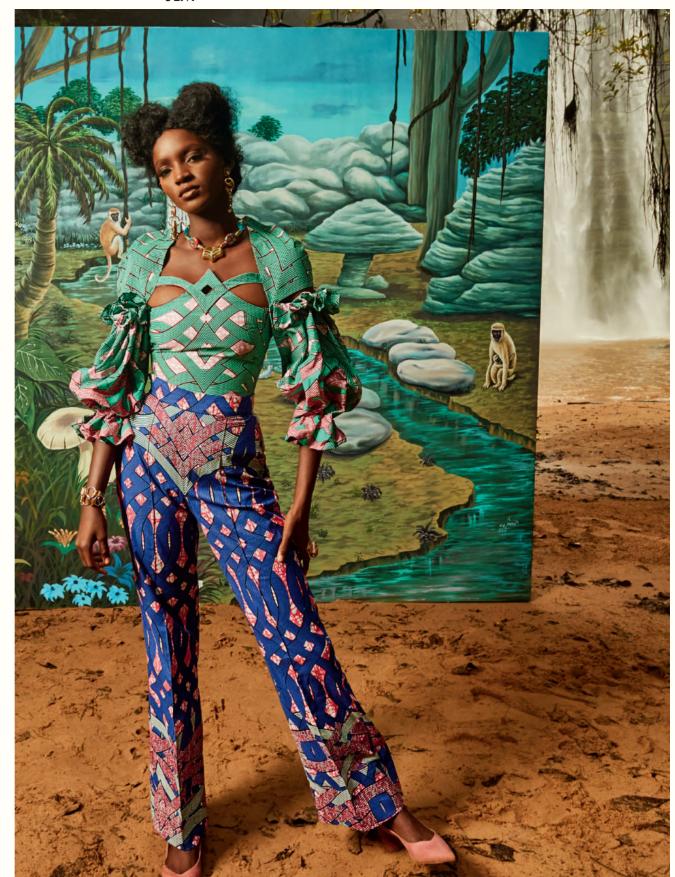
Vlisco is known for collaborating with talented African designers who have the gift of sparking their imagination with inventive and unexpected ideas, one such designer is Og Okonkwo, the founder of Style Temple, a prestigious fashion house in Abuja.

See more at http://www.vlisco.com/ www.styletemple.ng

Vlisco fabric is available at the VLISCO store.

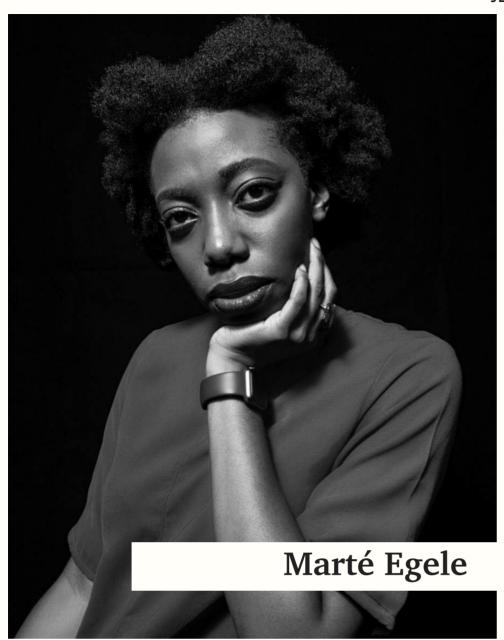












# GETTING TOKNOW

Introducing the most exciting new industry talents

Luxury leather bags and accessories brand Marté Egele was born out of a yearning for individuality and a desire to create unique, high-quality products through the fusion of African culture and Western style. Here, founder Uche Egele shares more about the inspiration behind the brand, how she's representing Nigerian style globally and the time Beyoncé wore one of her mini bags.

### Why did you create Marté Egele?

I wanted to create unique and beautiful pieces that will resonate with people and bring so much lasting happiness when they see them and own them.

### Describe the brand. What makes it different?

Marté Egele is a handmade leather goods brand built on the principles of friendship, freedom and a sunny, extraordinary personality. What makes it unique is how I put a spin on designing these handbags, small accessories and scarves into wearable modern art with functionality, carrying a Western and African vibe along with it.

### Who is your demographic?

The brand is for that individually-minded person. They are solid with who they are and where they want to go. My brand blends seamlessly into their lives.

### What was the inspiration behind the latest collection?

My new found knowledge of the culture I returned to and my close friends formed my latest collection.

### Any personal favourite pieces and why?

The Ese Mini because it challenged me to create something that hasn't been done before, and also God directed me throughout, like He does all my pieces.

### To what extent do you represent contemporary Nigerian style within your collections?

The uniqueness and boldness of my colors and designs, with the African handweaving touch, places my brand right there with the evolving growth of who the contemporary Nigerian customer is.

### What do you feel makes Nigerian style and fashion standout?

Nigerians definitely are giving the international market a run for their money. We create bold and eye grabbing pieces that everyone can't help but have a piece of. The spice and eccentric nature of the designs shows how colorful and adventurous Nigerians are.

#### What has the reception been like internationally for the brand?

It has been amazing with influencers, celebrities and retail and ecommerce stores carrying the products. The reach has been from Ghana, London, France, Spain to others. I'm so happy buyers are able to experience a little bit of what the brand can offer.

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

The recent highlights for the brand has definitely been Beyoncé carrying the Ese Midi, Chimamanda Ngozi Adichie carrying the Vivian Flat Clutch and the website launch.

#### What is the ultimate drive behind the brand?

To build the brand as a full fledged lifestyle heritage brand, leather accessories is just a start.



Marté Egele bags are available at the GREY VELVET store.



### MANGO CROC EFFECT BAG

This cross body bag by Mango is a cute way to tote around your essentials this season. We love how the crocodile effect adds serious style points to any evening outfit. Available at the MANGO Store.



### **BLACK GIRL SUNSCREEN**

A sunscreen made by women of colour for people of colour, because we can get sunburned too. Filled with natural ingredients, this not only protects your skin from the sun but also doubles as a moisturizing lotion. Plus, it drys completely clear so it's perfect to use before any outdoor activity or even under your favorite makeup products. Now available at the CASABELLA Cosmetics store.



### EMMETT LONDON

Fantastically light and unbelievably soft, this season's printed shirts on linen are an excellent addition to your summer wardrobe. A light blue background with a bright hawaiian themed print, the perfect shirt for holidays in the sun. Available at the **EMMETT LONDON** Store.



### NIKE PRESTO REACT

Nike offers a sneaker of a very special kind with the Presto React. A flexible upper, custom lacing and heel and tongue loops complete the Presto package and offer not only a comfortable but also an extremely stylish sneaker that will inspire everywhere! Available now at the NIKE store.



### TOM FORD COSTA AZZURA **ACQUA EDT**

Stand out from the crowd with Tom Ford's newest perfume. With harmony of sea and land; the fusion of salty sea waves and beachy woods, this is a scent which can be worn by both men and women. Available at the ESSENZA store



# THE SEASONAL **EDIT**

The Jabi Lake Mall team share their favourite new and exciting pieces from instore



### RAYBAN CLUBMASTER **SUNGLASSES**

For the first time ever the Clubmaster, an absolute icon of the Ray-Ban collection, has created exclusive wood versions, to give you a one-of-akind, contemporary look. Comes in your choice of walnut, maple or cherry wood combined with different coloured rubber insides. Available now at HOUSE OF LUNETTES.



### FITBIT INSPIRE TRACKER

Every part of your day impacts your goals, so Fitbit Inspire tracks all-day steps, distance, active minutes and calories burned to encourage you to get active and motivate you to reach your health and fitness goals. It's water resistant too, so you can wear it in the shower, pool and BEYOND. Available at the **HARMONY** Store.



#### MINISO WATER BOTTLE

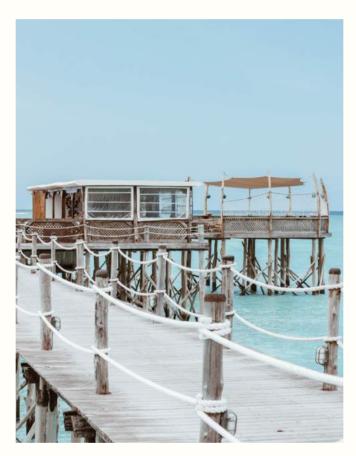
Plastic production is negatively impacting the planet, with single-use plastic as the main problem. You can do your part to reduce plastic waste by investing in a reuseable bottle. We recommend the 2018 iF Design Award winner: Miniso's 'Water Cube', a glass bottle with a silicon cover inspired by the natural form of bubbles. Practical and innovative! Available at the MINISO Store.

### THEESCAPE

A trip to Tanzania will expose the eyes to sights unseen and hospitality unparalled

Two years ago, photographer Sylvia Chuku travelled to the beautiful Eastern African paradise of Tanzania - a trip that would forever be imprinted on both her heart and mind. Here's she shares a photo journal from her adventures, as well as some highlights on where to stay and what to do.

Sylvia Chuku is an artist and self-taught documentary photographer based in London, United Kingdom focused predominately on documenting the beauty of various African countries through visual storytelling.

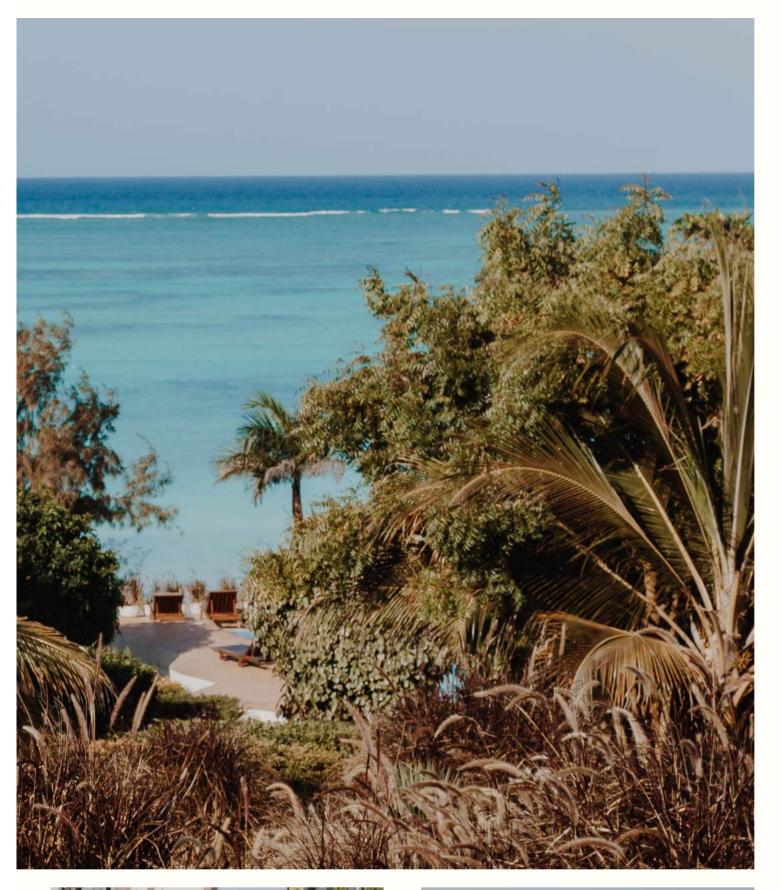




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### CHECKLIST FOR TANZANIA

Sylvia lists her top recommendations for Tanzania

#### **STAY**



#### **HYATT REGENCY DAR ES SALAAM**

The five-star hotel's superb waterfront location, spectacular views of the harbour and the Indian Ocean, and proximity to the city's International Airport ensure it is among the best-situated luxury hotels in Dar es Salaam. The perfect base to explore the highlights of this exciting and historic city from.

### **EAT**



### CAPE TOWN FISH MARKET

Overlooking the Msasani Bay, Cape Town Fish Market offers all the elements that make Dar es Salaam so special. With local fishermen launching not too far away, most ingredients from the menu are locally sourced, from fresh seafood to sushi, as well as select meat dishes. Friendly service and a lively ambience, this is a dinner experience not to be missed.

### **VISIT**



#### **ZANZIBAR**

Just off mainland Tanzania in the turquoise-blue Indian Ocean, the island of Zanzibar holds white sand beaches, billowing sailing boats and smiling locals. Stroll through the narrow streets of Stone Town, marvel at the ancient Arabic buildings that look like film sets or laze under palm trees, cocktail in hand - Zanzibar has something for everyone.



# JOHNNY ROCKETS IS COMING TO JABI LAKE MALL!

Ahead of the August 2019 launch of their new store at the mall, Johnny Rockets Managing Director, Christopher Nahman, shares thoughts on what our customers can expect from this American franchise.



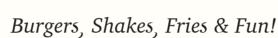








### **OUR MISSION**





Founded on the belief that everyone deserves a place where they can escape from the complicated world, Johnny Rockets opened its first restaurant on June 6, 1986 on the iconic Melrose Avenue in Los Angeles, California. What once was an all-American restaurant has now opened its doors to attain a truly global presence. We draw inspiration from cuisines and culture from all over the globe, while staying true to the American classics. Our servers share their passion for food with their superb customer service. Johnny Rockets is reclaiming the past and infusing it with the future.



### ON THE JOHNNY ROCKETS VISION

The Johnny Rockets brand stands for great traditional American food and hospitality. When people walk into a Johnny Rockets location, we want them to leave their troubles and stresses at the door, eat a delicious burger or shake or have a cold beer and take in a match, all while enjoying our first in class service and casual hospitality.

#### ON JABI LAKE MALL

We see Jabi as the Abuja equivalent of Lagos' Lekki. Although Jabi is already viable as its own restaurant and bar market, we believe it will have a steeply upward trajectory over the years ahead as has been the case with Lekki over the last decade or so. Jabi Lake Mall is the premier retail and entertainment center in Abuja and with its beautiful views of the Lake and lovely ambient conditions, we believe we can create a new and unique outdoor setting in which our customers can enjoy our food and service.

#### ON THE NEW STORE

Shoppers should expect the same great quality Johnny Rockets food at Jabi Lake Mall. The decor and concept will be similar to our upstairs Wuse II sports bar but during the day, we will maintain a family friendly ambiance.

One major difference is the outdoor component. We expect our lake-side terrace area will be very popular and will offer a new experience for our customers.

### ON CUSTOMER SERVICE

Johnny Rockets fosters a family approach to service and encourages its staff to view each other the same way. Everyone works together to ensure guests needs are met immediately and perfectly. Our staff learned long ago that when our company does well, they do well. Service Charge disbursements and tips are higher when sales are great and sales can only be great if everyone works together to satisfy our guests.

### ON MENU FAVOURITES

Burgers and Shakes! This is the quintessential combination of any successful Johnny Rockets location. We also have the freshest beer in town since we sell so much of it it doesn't spend a lot of time in our kegs and fridges. Customers also love our chicken wings, nachos, salads, sandwiches and our brownie sundae is to die for!



### **Chef Emeka**

### Celebrity Chef

As the Executive Head Chef at Hélène's Food Co in Abuja, Emeka Vincent-Eloagu (Chef Emeka) is pioneering modern culinary experiences by reinventing traditional Nigerian dishes through the use of refined French techniques. With a Grand Diplome in Cuisine and Patisserie from the prestigious Le Cordon Bleu in Paris, he is keen to bring his vision of Nigerian fusion food to a worldwide audience, repeatedly selling out his famous food tours from Lagos to London, New York to Toronto.

Now he has launched his much-anticipated cookbook, a personal journal of 35 easy but impressive recipes for anyone to cook at home. As a longtime friend of Jabi Lake Mall, he has kindly shared an exclusive from the new book here with our readers - a special recipe passed on from his sister that never fails to impress from friends and family alike.



Chef Emeka's new cookbook is now available to purchase at the READERS ARE LEADERS bookstore.

### SPOTLIGHT

"As much as I remember, this recipe is my Sister Jennifer's. She would make it on Sundays if she was feeling inspired and it was always lip-smacking delicious. I've recreated this dish several times for friends and it's always a hit back to back, mostly because it's so stress-free to create but packs a punch. Paired with boiled rice or couscous it's a one pot wonder!" - Chef Emeka

### POTATO CHICKEN GRAVY

Gourmet perfection in 6 simple steps!



#### **INGREDIENTS:**

- 4 chicken thighs (or any other part with the skin on)
- 3 medium size Irish potatoes
- 3 large carrots
- Celery
- Leeks
- Red and green bell peppers (Capsicum)
- 2 cups of Chicken stock
- Salt
- Chilli flakes
- Black pepper
- Large onions
- 3-4 cloves of garlic
- 3 tablespoons of vegetable oil

### **COOKING INSTRUCTIONS**



Season chicken with salt and pepper. Brown chicken in heated pan with vegetable oil and then take out of pan.

Sautee onions, garlic, carrot, leek and celery in the same pan. Deglaze with chicken stock and add chopped potatoes.

Allow the potatoes to cook for about 10 minutes before adding browned chicken. Cook for another 10 minutes before removing the potatoes.

Put potatoes into a blender and puree.

Pour blended potatoes back into the pot season with black pepper, salt and chilli flakes.



Add the chopped red and green bell peppers and simmer on low heat for 5 min-



Serve with rice or couscous.

### THEROUNDUP

A selection of Abuja based influencers we love to follow on social media. All doing outstanding work and growing exponentially in their respective niches, we love them even more for their support of Jabi Lake Mall and its amazing brands.

### @kachi\_of\_staples



Kachi Opara is a Nigerian Fashion, Lifestyle and Interior decor blogger living in Abuja. She has been blogging about fashion and lifestyle for two years and recently decided to include a Home & Living category to her blog because it is something she is very passionate about. Kachi says "I find the process of converting an ordinary space into a home very enjoyable and I hope to also inspire you as I go along". She also runs a Youtube channel of the same name, Kachi of Staples, where she shares random bits about her everyday life, blogger events, DIY home décor, fashion and lifestyle.

**ONYEKACHI OPARA** 

Read more at http://www.staplesandstyle.com/

### @kuyetbamai



Kuyet Bamai is an award winning fashion blogger, social media strategist and photographer. Born and raised in Kaduna state, Nigeria, Kuyet is currently working as a content creator and brand promoter in Abuja while completing his National Youth Service (NYSC). With thousands of followers on his Instagram and blog, he is one of the few men's fashion and lifestyle blogger's that have evolved rapidly in Nigeria's capital city since his start in 2015. Kuyet has been nominated for the Nigerian Teens Choice Awards for Best Fashion Stylist Of The Year 2016 and was recently awarded the Fashion Blogger Of The Year Award by a Nigerian bloggers agency called The Blogger Point.

**KUYET BAMA** 

Read more at https://kuyetbamai.wordpress.com/

### @salmahxoeats



ALMAH ABUBAKAR

Salmah Abubakar is a food enthusiast and food photographer based between Abuja, Nigeria and the United Kingdom. Her passion for food and dedication has earned her a loyal Instagram following that trust her foodie reviews because they are always spot on, accurately conveying the taste, presentation of a restaurants food, the ambience of its location, decor and customer service. Her Instagram reviews also include beautiful food photography and prices of the various dishes she has sampled.

See more at https://www.instagram.com/salmahx-oeats/

# SOCIAL RECAP

Remembering the season's best events and highlights

















Village in Abuja.

JAMROCK PHOTOGRAPHY by Ifeanyi Osbert RYDEFIT PHOTOGRAPHY by Vantage Photography

# #500SHOESFOR500FEET OUTREACH

PHOTOGRAPHY by Temilade Adelaja

With the success of the Rydefit 24 Hours Spinning Marathon in partnership with Jabi Lake Mall, Ace Charity donated 500 'Shoes That Grow' to the children at LEA Primary School.

T A 7 ithout shoes, children are vulnerable to soil-transmitted diseases and parasites that can cause illness and even death. Children who get sick miss school, can't help their families and suffer needlessly. And since children's feet grow so quickly, they often outgrow

> donated shoes within a year, leaving them exposed to illness and disease. Shoes-That-Grow are designed to expand 5 sizes in order to last for several years, supporting children's growth.

> A massive THANK YOU to everyone who donated and everyone who took the time out to give back. With your help, we have been able to support these children with their education in part, and plant 500 smiles on 500 fac-

es!



# FILM LISTINGS

What to watch this summer at Silverbird Cinema



### The Lion King

Musical Drama

Simba, the son of Mufasa and the Prince of the Pride Lands, hopes to follow in his father's footsteps. Mufasa's brother, Scar, plots to betray Mufasa and take over the Pride Lands, forcing Simba into exile, where he will meet Timon and Pumbaa. Simba will have to face his destiny to be King.



### Spider-Man: Far From Home

Superhero Action

Following the events of Avengers: Endgame, Spider-Man must step up to take on new threats in a world that has changed forever.



### **Downton Abbey**

Period Drama

The continuing saga of the Crawley family and the servants who work for them in the English countryside in the early 20th century.



### **Toy Story 4**

Adventure Comedy

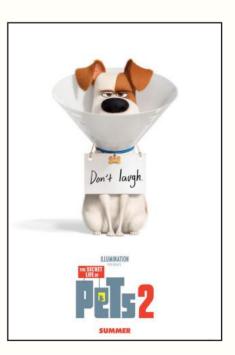
Woody, Buzz and the rest of the gang embark on a road trip that turns into an unexpected reunion with Woody's long-lost friend Bo Peep. They soon start to realize that they're worlds apart when it comes to what they want from life as a toy.



### Fast & Furious Presents: Hobbs & Shaw

Action

When cyber-genetically enhanced anarchist Brixton (Idris Elba) gains control of an insidious bio-threat that could alter humanity forever, Hobbs (Dwayne Johnson) and Shaw (Jason Statham), two sworn enemies, will have to partner up to bring down the only guy who might be badder than themselves.



### The Secret Life of Pets

*Adventure Comedy* 

The Secret Life of Pets 2 will follow summer 2016's blockbuster about the lives that our pets lead after we leave for work or school each day.

### THE MAP

A stress-free guide to getting around the mall





