

Fashion from our world

•Nigerian designers steal show in New York

By CHRISTY ANYANWU

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Nigerian designers stormed New York city recently. They were ably represented at the fashion week Couture and the Mercedes Benz fashion week. The owner of the franchise for the couture fashion week International Business Consortium Nigerian Limited, Mrs Joan Okorodudu led a team of tested designers from Nigeria. From Zizi Cardow, Lanre Da-Silva Ajayi, Alero owner of Hallero and of course, Joan Okorodudu of House of Jola all displaying out fits from their various houses.

The couture fashion week witnessed the likes of world class designers like Walid Atallah, Soucha, Ruben Campos, Andre Aquino and so many others. However, our own Nigerian team started off with Lanre Da-Silva who did not dissappoint the crowd Lanre displayed her signature in a manner that constantly seen her raising the bar at all time. Her clothes were vintage and of course, very sophisticated

Lanre ended up with Diana Ross ‘I’m coming out and I want the world to know.’

Da-Silva has been a champion for Nigerian models as evidenced again in New York where you used all hismodels who came to New York with Bunmi Ademokoya, Isi Atagamen, Omoye Eromosele, Faith Amadi and Uzodinma Ugwuanyi. Lanre was followed by award winning Zizi Cardow and of course she wow the crowed with her collections and ended her show with the blue and black masterpiece which was the crowd favourite of her collections. Zizi walked on the catwalk and you should have thought she was a model herself. Her collections were very classy and the crowd gave a cheer when she came out to take a bow. Zizi’s collections were Africa meets West and very alluring. Next came Hallero who wowed the crowed with her collections.



Photos: Cornelius Oyemade

- [Fashion & Beauty Index](#)

Okorodudu was the last to showcase and she showed her latest work and an amazing combinations of fabrics from Nigeria and the West and with her signature designs fully geared towards the youth she light up the runway with her male designs that had appliques and very urban and jackets that simply says this is my signature. Nigerian team had a lot of people who came to the show.

The climax of the Nigerian show was when Joan Okorodudu with Bayo Haastrup on one side and Nyanya Mbuk on the other side closed her show with our National flag colour green white green which she specially made for the show. Ask why she said it was symbolic in this time where some Nigerians do not want to be identified by Nigeria and the fact that she has a Nigeria flag as a broach and wrist band she said this was her way of branding Nigeria.

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