

AuraAtire

...THE FACE OF
MASS COMMUNICATION

*The Evolution Of Motherhood;
How Modern Fashion Trends
Influence Parenting Dynamics
pg. 3*

*Unveiling Elegance: what to wear for every
occasion pg. 5*

*The elegance unveiled:
A deep dive into the diverse world
of ball gowns in nigerian fashion
pg. 7*

*Auraatire:
Redefining fashion
through the lens of empowerment*

*Head of mass communication department
updates on fashion trends and campus culture.
pg. 2*

"Opportunity they say meets preparation and it's a beautiful blend"

HOD Mass Com

TABLE OF CONTENT

01

Head of mass communication department updates on fashion trends and campus culture.

03

The evolution of motherhood; how modern fashion trends influence parenting dynamics

05

Unveiling elegance: what to wear for every occasion

07

The elegance unveiled: a deep dive into the diverse world of ball gowns in Nigerian fashion

09

'I never learnt tailoring, it's a gift and with the help of youtube' Mimah Pambolo

11

Unveiling Nigeria's Rich Tapestry: A Journey Through the Elegance and Diversity of Nigerian Cultural Dress

13

Aura Atire

14

Celebrating diversity in fashion:a letter to the editors

HEAD OF MASS COMMUNICATION

DEPARTMENT UPDATES ON FASHION

TRENDS AND CAMPUS CULTURE.

By Uchechukwu Jesse ● FPN. ● 1st May 2024

Mrs. Sarah Iko Fowobaje, (HOD) of the department of mass communication, this day morning in an interview with the spokesmen from AuraAtire made a full statement on fashion and her view on fashion sense in the department.

The HOD stated that fashion sense differs based on the individual, referring to the students in school and around campus, she stated that the fashion sense of a mass communicator student should be different from another department. She further explained that factors such as religion, social media, background, and more could affect the fashion sense of an individual.

Mrs. Sarah who had been the HOD for about a year stressed that mass communication students should make assessments on their choice of fashion as they are pacesetters and mirrors to the nation.

'As mass communication students your fashion sense should be guided by modesty reason being that you will be interacting with different kinds of people, getting information you would have to meet with people therefore your training should have a way of inculcating good dress sense no matter the trends' she further stated in her interview section. She

further explained that how mass communicators dress determines the extent of their access to duties and the people in power in carrying out their jobs.

stated. She further explained that good fashion sense should be a normal tradition for mass communication students Good fashion sense should be a part of the job as they have tried to mould and mature department students to dress with integrity and prestige to be presentable when the time comes. She went further to blame social media as one of the causes of the students' poor choice of fashion sense of the students.

"I have come to the class from time to time and seen girls trying to copy Cardi-B, Rihanna and also same for the boys not minding the implication of those habits, once this becomes a habit the students lose consciousness of how they are supposed to dress she"

**"Opportunity they say meets
preparation and it's a beautiful
Blend.**

Furthermore, she explained that celebrities such as Cardi- B and the likes are brands and also represent other brands and as such try to sell their names or brands for profits. Still, on the matter of fashion sense, she stated that one loses opportunities because of how poorly they are dressed. On the issue of dress codes for mass communication students when asked, the HOD of mass communication explained that the management of the school was to be involved in such a decision. She referred to back in the days when mass communication students had dress codes, but the just passed administration kicked against the idea, the reason being that

students may feel like they are in secondary school and therefore countered the idea. "I am trying to see how we could our students to embrace professionalism when it comes to dressing we have a dress code for the week" She also glanced through the detailed information on what the dress code is for the week. The HOD went further to defend the weekly dress code stating that students get carried away by the independence on campus thereby dressing with poor fashion sense, but the idea of the weekly dress code keeps the students in check and not completely drift away from dressing correctly.

"You are in the business of news gathering and soliciting information which can come up any time there will be no permission asked " she stated clearly to explain that events take permission from no one, so therefore as a journalist communicator one has to be dressed properly and prepared. Still during the interview when asked to share her thoughts on trends and challenges of fashion journalism, she bluntly was disappointed with the turn fashion journalism is taking.

She pointed out a few observations stating that presenters of soft programs nowadays dress inappropriately and nearly expose sensitive areas. Therefore affecting viewers also stated that the embrace of the Western lifestyle could be cut back a little.

“For me, I see it like it is eluding professionalism because before anchoring a program you should be dressed properly” she stressed.

Mrs Sarah also added that communicators are carried away with the fact and sole aim of saving the magazine, airtime and other products of the profession while completely neglecting the key functions of journalism.

She also went further to state the key skills and knowledge areas if students wish to venture into fashion journalism.

“Photography is key when you want to do fashion journalism, your good sense of what makes a good picture is key because it is the composition of the picture that attracts your viewership” She also told AuraAtire spokesman that journalist agenda ability to set the right agenda should be the key sense and knowledge when venturing into any arm of journalism.

She stressed that the role of gatekeepers in fashion journalism is to filter inappropriate pictures before publishing it to the consumers.

“ If you don’t publicize and celebrate nudity, it will die a natural death”.

Furthermore, she stated that being a journalist is all about professionalism, and also being gatekeepers and agenda setters is being able to change the narratives of what journalism has become today.

She further stressed the fact that fashion journalist can influence their viewers and change their minds completely.

She finally advised that communicators who wish to take up fashion magazines and journalism have to identify what makes good fashion within the jurisdiction of what may be their respect and what fashion sense is embraced by them.

She explained that if publicizing the kind of fashion that is not familiar with the area of coverage of the journalist the goal intended in terms of viewership may not be achieved.

“This is a kind of northern setting, you will find out that the more dive into western dressing you may not get the viewership you intended like you would when publicizing the native nature of your area of coverage”.

Mrs Sarah then advised that new fashion journalists should study and know well about their area of coverage studying the pattern and reproducing or giving back what they embraced.



THE EVOLUTION OF MOTHERHOOD; HOW MODERN FASHION TRENDS INFLUENCE PARENTING DYNAMICS

INTRODUCTION

In today's rapidly evolving world, the role of mothers has transformed significantly.

By Uchechukwu Jesse ● FPN. ● 18th March 2024

No longer confined to traditional household duties, modern mothers are embracing multifaceted identities, juggling careers, family responsibilities, and personal aspirations. Among the many facets of their lives, one aspect that has gained prominence is their fashion sense. The modern mom isn't just about practicality; she exudes style, confidence, and individuality. This article delves into the realm of fashion among mothers, exploring how their choices impact not only themselves but also their children.

Gone are the days when motherhood was associated with sacrificing personal style for practicality. Today's mothers are rewriting the fashion narrative, blending comfort with chic aesthetics. From trendy athleisure wear to sophisticated office attire, the modern mom's wardrobe reflects her dynamic lifestyle. Moreover, the rise of social media influencers and fashion bloggers has empowered mothers to experiment with diverse styles, fostering a culture of self-expression and creativity.



A well-dressed mother exudes confidence, which is contagious. Children pick up on their mother's demeanour and internalize it. When a mother carries herself with poise and elegance, her children learn the importance of self-assurance and the impact it has on social interactions and personal growth. This confidence becomes a valuable asset that shapes their personalities and future endeavours.

The influence of a mother's fashion choices extends beyond her appearance; it significantly impacts her children as well. Children, especially during their formative years, observe and emulate their parents' behaviours, including fashion preferences. The way a mother presents herself serves as a powerful example for her children, shaping their perceptions of style, grooming, and self-confidence.

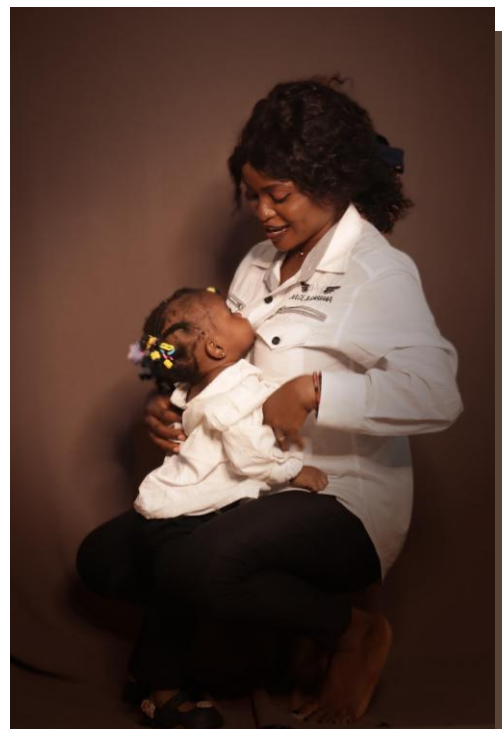
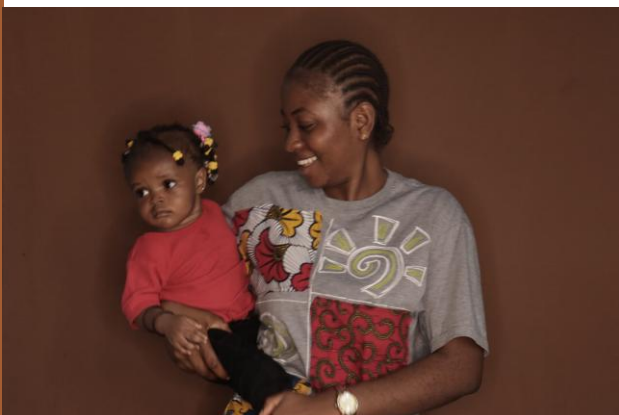
Mothers serve as primary role models for their children, and this extends to fashion choices. A stylish and confident mother instils a sense of pride and self-assurance in her children. They learn that dressing well is not just about vanity but also self-respect and presentation. Moreover, observing their mother's fashion evolution encourages children to explore their sense of style, fostering creativity and individuality from a young age.



Fashion is a reflection of culture and societal trends. By exposing their children to diverse styles and cultural influences, mothers broaden their children's perspectives and instill an appreciation for diversity. Whether it's celebrating traditional attire or embracing global fashion trends, mothers play a pivotal role in nurturing cultural sensitivity and social awareness in their children.

While fashion is undoubtedly important, modern mothers also prioritize practicality and functionality in their clothing choices, especially concerning their children. Comfortable yet stylish outfits allow mothers to engage actively with their children, whether it's playing at the park or attending school events. This balance between fashion and functionality teaches children the importance of practicality without compromising on style.

The modern mom embodies a fusion of elegance, confidence, and practicality in her fashion choices. Beyond being a personal expression, her style influences her children's perceptions, attitudes, and behaviors towards fashion and self-image. By embracing their individuality and setting positive examples, modern mothers are not just fashion icons but also influential role models shaping the next generation's fashion sensibilities and beyond.



UNVEILING ELEGANCE:

WHAT TO WEAR FOR EVERY OCCASION

By Susan Omobolaji ● FPN. ● 18th March 2024

In the intricate dance of life, our attire often serves as our silent narrator, speaking volumes about who we are, what we value, and where we're headed. Whether it's a casual outing, a formal affair, or a spontaneous adventure, selecting the perfect ensemble is akin to crafting a masterpiece—one that reflects both our individuality and the spirit of the occasion. So, let's embark on a journey through the sartorial landscape, exploring the art of dressing for every moment.

As the sun casts its warm embrace upon the earth, there's a certain allure to dressing with effortless ease. Picture yourself strolling through a quaint cafe or enjoying a leisurely day at the park. Embrace the laid-back elegance of a flowing maxi dress, adorned with vibrant floral patterns that echo the blossoms around you. Pair it with woven sandals and a straw hat to exude an air of relaxed sophistication. Let your accessories speak of your free-spirited nature—a bohemian-inspired necklace or a stack of bangles adding a touch of whimsy to your ensemble. In the realm of business and career, dressing the part is not merely a formality—it's a statement of intent, a manifestation of confidence and competence. Step into the boardroom with poise and authority, clad in a well-tailored pantsuit that commands attention.

Opt for classic hues like charcoal or navy, exuding timeless sophistication. Pair it with a crisp white blouse for a touch of understated elegance, and complete the look with sleek pumps and minimalistic jewellery. Let your attire speak volumes about your

professionalism and prowess, leaving an indelible mark on all who cross your path.

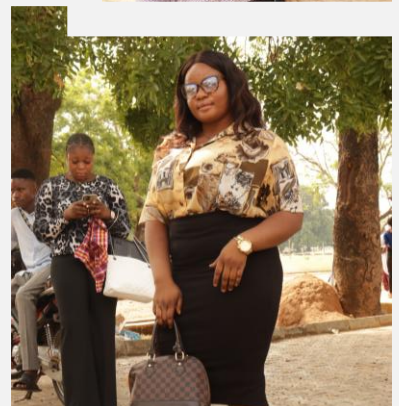
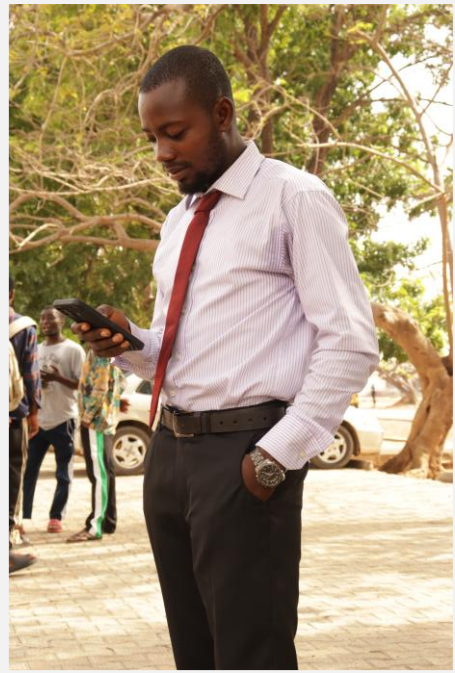
As twilight descends and the world transforms into a realm of magic and mystique, it's time to embrace the allure of evening wear. Whether it's a romantic dinner date or a glamorous gala, let your attire shimmer and shine like the stars above. Slip into a figure-hugging cocktail dress, bedecked with sequins that catch the light with every movement. Opt for hues that evoke opulence and allure—deep burgundy, midnight blue, or emerald green. Accentuate your ensemble with statement jewellery—a dazzling necklace or chandelier earrings that add a touch of drama to your look. With every step, exude confidence and grace, embodying the essence of timeless elegance. No longer confined to traditional household duties, modern mothers are embracing multifaceted identities, juggling careers, family responsibilities, and personal aspirations. Among the many facets of their lives, one aspect that has gained prominence is their fashion sense.

The modern mom isn't just about practicality; she exudes style, confidence, and individuality. This article delves into the realm of fashion among mothers, exploring how their choices impact not only themselves but also their children.

Gone are the days when motherhood was associated with sacrificing personal style for practicality. Today's mothers are rewriting the fashion narrative, blending comfort with chic aesthetics. From trendy athleisure

wear to sophisticated office attire, the modern mom's wardrobe reflects her dynamic lifestyle. Moreover, the rise of social media influencers and fashion bloggers has empowered mothers to experiment with diverse styles, fostering a culture of self-expression and creativity.

Life is an adventure, and every moment is an opportunity to embark on a new journey. Whether it's a spontaneous road trip or a weekend getaway, let your attire reflect the spirit of wanderlust and exploration. Embrace the comfort and versatility of athleisure wear—a sleek pair of leggings paired with a cosy sweatshirt and sneakers that are ready to conquer any terrain. Opt for earthy tones and breathable fabrics that allow you to move with ease and freedom. Don't forget to accessorize with a backpack or crossbody bag, perfect for carrying your essentials as you venture into the unknown. Embrace the thrill of the unknown, and let your outfit be a testament to the boundless possibilities that lie ahead. In the tapestry of life, our wardrobe serves as a canvas—a reflection of our personality, our aspirations, and our dreams. With every outfit we choose, we weave a story—a narrative of who we are and who we aspire to be. So, whether you're embracing the casual charm of a sunny day or stepping into the spotlight of a glamorous evening, remember to dress not just for the occasion, but for the journey that lies ahead.



THE ELEGANCE UNVEILED: A DEEP DIVE INTO THE DIVERSE WORLD OF BALL GOWNS IN NIGERIAN FASHION

By Elisha Nkosi, Faith Patrick • FPN. • 1st May 2024

In a soaring celebration of Nigeria's vibrant cultural tapestry, Air Peace's cabin crew has taken flight in a stunning display of traditional attire. Embracing the nation's diverse heritage, the airline's crew members have donned attire reflective of Nigeria's myriad ethnic groups, showcasing a harmonious fusion of tradition and modernity at 30,000 feet above ground. This homage to Nigeria's rich cultural mosaic not only adds a distinctive flair to the in-flight experience but also serves as a powerful symbol of unity and pride for passengers and crew alike.

Nigeria, with its diverse ethnic groups and cultural influences, boasts a fashion scene that is as multifaceted as it is dynamic. In recent years, there has been a resurgence of interest in traditional attire, spurred by a growing appreciation for indigenous textiles and craftsmanship. Ball gowns, traditionally associated with Western formalwear, have undergone a fascinating transformation in Nigerian fashion, incorporating elements of traditional attire to create unique and striking silhouettes.

One of the defining features of Nigerian ball gowns is their vibrant colour palette. Drawing inspiration from the country's rich cultural heritage, designers often opt for bold and vibrant hues that reflect the vibrancy of Nigerian life. From vivid shades of red, yellow, and green to rich earthy tones, Nigerian ball gowns exude a sense of joy and celebration, making them perfect for special occasions such as weddings, galas, and cultural festivals.

In addition to their striking colors, Nigerian ball gowns are also distinguished by their intricate embellishments and exquisite craftsmanship. Traditional beading techniques such as the Yoruba "aso oke" and the Igbo "akwete" are often incorporated into the design, adding a touch of luxury and sophistication to the garments. Hand-embroidered motifs inspired by Nigerian folklore and mythology further enhance the beauty of these gowns, transforming them into wearable works of art.

Furthermore, Nigerian designers have been instrumental in redefining the silhouette of the traditional ball gown, infusing it with elements of Nigerian fashion to create contemporary yet culturally resonant designs. Off-shoulder necklines, plunging necklines, and asymmetrical hemlines are just a few of the modern twists that designers have introduced, adding a sense of freshness and innovation to this timeless garment.

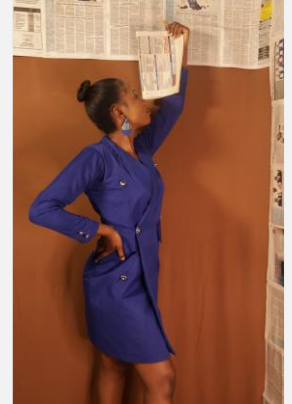
One of the defining features of Nigerian ball gowns is their vibrant colour palette. Drawing inspiration from the country's rich cultural heritage, designers often opt for bold and vibrant hues that reflect the vibrancy of Nigerian life. From vivid shades of red, yellow, and green to rich earthy tones, Nigerian ball gowns exude a sense of joy and celebration, making them perfect for special occasions such as weddings, galas, and cultural festivals.

The diversity of Nigerian ball gowns is perhaps most evident in the range of fabrics used. While satin, silk, and tulle remain popular choices for their luxurious drape and texture, Nigerian designers have also embraced indigenous textiles such as "dire" (tie-dye fabric), "Ankara" (wax-printed fabric), and "aso oke" (handwoven fabric). By incorporating these traditional fabrics into their designs, designers pay homage to Nigeria's rich textile heritage while also promoting sustainable fashion practices.

Moreover, Nigerian ball gowns have gained international recognition in recent years, thanks to the growing influence of Nigerian fashion designers on the global stage. From red carpet-events to fashion runways, Nigerian ball gowns have been worn by celebrities and fashion icons, garnering praise for their boldness and originality. Designers such as Mai Atafo, Deola Sagoe, and Lanre Da Silva Ajayi have been instrumental in showcasing Nigerian fashion to the world, bringing attention to the country's rich sartorial traditions.

In conclusion, Nigerian ball gowns represent a harmonious fusion of tradition and modernity, weaving together elements of Nigerian culture and global fashion trends to create garments that are as timeless as they are contemporary. With their vibrant colors, intricate embellishments, and diverse fabrics, these majestic creations serve as a testament to the creativity and ingenuity of Nigerian designers, captivating audiences both at home and abroad. As Nigeria continues to assert its influence on the global fashion stage, the allure of Nigerian ball gowns is sure to endure, inspiring generations of fashion enthusiasts with their beauty and elegance.





'I NEVER LEARNT TAILORING, IT'S A GIFT AND WITH THE HELP OF YOUTUBE' MIMAH PAMBOLO

By Endurance Folorunsho. FPN. 1st May 2024

Miss **Mima Madami Pambo**, the visionary founder and owner of **Mimah's Vogue**, stands as a beacon of inspiration in the dynamic world of fashion. Her journey from conceptualizing her brand to its meteoric rise is a testament to her unwavering passion and determination.

With a keen eye for elegance and an innate understanding of feminine allure, Miss Mima embarked on her odyssey into the realm of fashion armed with nothing but her creativity and a burning desire to make a mark. The genesis of Mimah's Vogue, she reveals, came to her in a moment of serendipity, as she sought a name that would encapsulate the essence of beauty and style. It was during a casual gathering with friends that the epiphany struck, leading her to the French word "Vogue," resonating with its connotations of grace and fashion-forwardness.



Yet, the path to success was not without its share of challenges. Miss Mima candidly acknowledges the hurdles she faced, from cultivating a loyal customer base to navigating the delicate balance between pricing her creations competitively without compromising quality. The quest for premium materials and the perpetual need to expand her arsenal of equipment posed formidable obstacles, demanding resourcefulness and resilience in equal measure.

However, her unyielding passion for fashion fueled her determination to surmount these obstacles. From her formative years, Miss Mima's affinity for haute couture was unmistakable, a flame ignited in childhood that burned ever brighter with time. Drawing inspiration from her innate sense of style and leveraging online resources like YouTube tutorials, she honed her craft with an unwavering resolve.

Crucially, Miss Mima credits her seasoned fashion designer auntie for providing invaluable mentorship and practical guidance during her formative years. The fortuitous convergence of circumstances, as her auntie's equipment found a temporary refuge in their home, allowed Miss Mima to immerse herself in the art of tailoring, refining her skills and nurturing her creative instincts.

In her sage advice to fellow fashion enthusiasts, Miss Mima underscores the importance of self-awareness, emphasizing the significance of understanding one's body type, shape, and skin tone in selecting the perfect ensemble for any occasion. Moreover, she exhorts aspiring fashionistas to embrace innovation and fearlessness, urging them to chart their own paths with unwavering confidence and a willingness to push the boundaries of conventional wisdom.

As Mimah's Vogue continues its ascent, propelled by Miss Mima's indomitable spirit and unwavering commitment to excellence, it serves as a testament to the transformative power of passion and perseverance in the pursuit of one's dreams. With each stitch and design, she leaves an indelible imprint on the fabric of the fashion industry, a trailblazer inspiring countless others to dare, dream, and redefine the very contours of beauty and style.



Unveiling Nigeria's Rich Tapestry: A Journey Through the Elegance and Diversity of Nigerian Cultural Dress



Nigeria, the giant of Africa, is a land brimming with vibrant cultural heritage, expressed vividly through its diverse array of traditional attire. From the intricate weaves of the Yoruba to the dazzling beads of the Igbo, and the resplendent robes of the Hausa-Fulani, Nigerian cultural dressing is a testament to the country's rich history, traditions, and identity.

In the southwestern region of Nigeria, the Yoruba people boast a rich tapestry of cultural attire. Adorned in (Aso Oke), a hand-woven fabric made from locally sourced materials, the Yoruba attire is a visual feast of colours and patterns. Women don the graceful (iro and buba), while men exude regal elegance in the (agbada) or the flowing (danshiki). Each garment tells a story, reflecting the wearer's social status, lineage, and celebratory occasions.

Venturing eastward, the Igbo people showcase their heritage through their elaborate attire, characterized by vibrant colours and intricate designs. The (isiagu), a traditional embroidered top, is a symbol of prestige and cultural pride among Igbo men. At the same time, women dazzle in the George wrapper, adorned with beads and motifs that signify wealth and beauty. The Igbo attire is not just clothing; it manifests identity and belonging, deeply rooted in centuries-old customs and beliefs.

In the northern region, the Hausa-Fulani people exhibit a unique elegance in their traditional attire. The flowing gowns of the men, known as babarigas, and the colorful wrapper of the women, are a sight to behold. Adorned with intricate embroidery and embellishments, Hausa-Fulani attire reflects the region's rich Islamic heritage and nomadic lifestyle. From the flamboyant turbans to the intricately beaded veils, every garment is a masterpiece of craftsmanship and cultural expression.

Beyond the major ethnic groups, Nigeria's cultural diversity extends to its numerous tribes and communities, each with its distinct style of dressing. From the flamboyant attire of the Efik and Ibibio people in the south-south region to the colorful beads and feathers of the Tiv and Idoma in the middle belt, Nigerian cultural dress is a mosaic of colors, textures, and symbolism.

The resurgence of interest in Nigerian cultural dressing is not just confined to the shores of Nigeria but has transcended borders, captivating audiences worldwide. Nigerian fashion designers, such as Deola Sagoe, Lisa Folawiyo, and Mai Atafo, have gained international acclaim for their innovative fusion of traditional attire with contemporary designs, showcasing the timeless elegance of Nigerian cultural dress on global runways.



Moreover, social media platforms have played a pivotal role in promoting Nigerian cultural dressing, with hashtags like #AfricanFashion and #NigerianStyle garnering millions of followers. Influencers and celebrities alike proudly flaunt their Nigerian heritage, inspiring a new generation to embrace their roots and celebrate the beauty of diversity. However, amidst the celebration of Nigerian cultural dressing, challenges persist. The globalization of fashion has led to the dilution of traditional attire, with Western styles often overshadowing indigenous designs. Additionally, the rise of counterfeit products has threatened the livelihoods of local artisans and weavers who rely on traditional craftsmanship to sustain their communities.

In response, initiatives such as the "Wear Nigerian" campaign have emerged, urging citizens to support local designers and artisans by embracing Nigerian-made products. Furthermore, educational programs aimed at preserving traditional weaving techniques and garment construction have been implemented to ensure the continuity of Nigeria's cultural heritage for generations to come.

As Nigeria continues to evolve on the global stage, its cultural dressing remains a source of pride, unity, and identity. From the bustling markets of Lagos to the international catwalks of Paris, Nigerian attire continues to captivate hearts and minds, transcending borders and bridging cultures. In a world yearning for authenticity and diversity, Nigeria's rich tapestry of cultural dress serves as a beacon of hope, reminding us of the beauty that lies in embracing our roots and celebrating our differences.



AuraAtire

Omale Mercy, Abigail Ayuk, Uchechukwu Jesse. ● FPN. ● 1st May 2024

In the ever-evolving world of fashion, where trends come and go like whispers in the wind, there exists a realm where style meets substance, where garments transcend mere fabric to become symbols of empowerment and self-expression. Welcome to AURAATIRE, where every stitch tells a story, and every design embodies the spirit of empowerment.

Founded on the principles of inclusivity, diversity, and empowerment, AURAATIRE has emerged as a beacon of change in an industry often criticized for its exclusivity and narrow standards of beauty. From its inception, the brand has been committed to celebrating the unique beauty of every individual, regardless of size, shape, ethnicity, or gender identity.

At the heart of AURAATIRE's philosophy is the belief that fashion should not only adorn the body but also uplift the soul. This ethos is reflected in every aspect of the brand, from its inclusive sizing to its diverse casting choices. AURAATIRE's runway shows are a celebration of diversity, featuring models of all ages, sizes, and backgrounds, walking side by side to showcase the beauty of humanity in all its forms.

But AURAATIRE's commitment to empowerment goes beyond the runway. The brand actively collaborates with grassroots organizations and non-profits to support causes related to gender equality, and body positivity. Through these partnerships, AURAATIRE aims to use fashion as a platform for social change, challenging harmful stereotypes and promoting a more inclusive and compassionate world.

Central to AURAATIRE's design philosophy is the idea that clothing should be both stylish and functional. Each garment is meticulously crafted to not only flatter the body but also provide comfort and versatility. From tailored suits that empower women in the boardroom to flowing dresses that inspire confidence on the dance floor, every piece in the AURAATIRE collection is designed to empower the wearer to embrace their authentic selves with pride.

One of AURAATIRE's most iconic pieces is the Empowerment Dress, a symbol of strength and resilience. Made from sustainable materials and featuring a timeless silhouette, the Empowerment Dress is more than just a piece of clothing – it's a statement of empowerment. With its flattering fit and classic design, it's a garment that transcends

trends, serving as a reminder that true empowerment never goes out of style.

In a world where fast fashion dominates the market, AURAATIRE stands apart as a champion of sustainability and ethical production. The brand is committed to minimizing its environmental impact by using eco-friendly materials and practices throughout the production process. From sourcing organic cotton to partnering with fair-trade factories, AURAATIRE is dedicated to creating fashion that not only looks good but does good as well.

As AURAATIRE continues to grow and evolve, its commitment to empowerment remains steadfast. Whether through its groundbreaking runway shows, its support of social causes, or its sustainable and inclusive designs, AURAATIRE is leading the charge for a more equitable and compassionate fashion industry. In a world where appearances often deceive, AURAATIRE serves as a reminder that true beauty comes from within – and that fashion has the power to uplift, inspire, and empower us all.

CELEBRATING DIVERSITY IN FASHION:

A LETTER TO THE EDITOR

By Endurance Folorunsho. ● FPN. ● 1st May 2024



Dear AURAATIRE Editorial Team,

I hope this letter finds you well. As an avid reader of AURAATIRE, I wanted to take a moment to express my gratitude for the incredible work your team does in showcasing the dynamic world of fashion. Your magazine consistently pushes boundaries, celebrates individuality, and champions diversity within the industry.

In an era where inclusivity and representation are more important than ever, AURAATIRE stands out as a beacon of progress. Your commitment to featuring models of all shapes, sizes, ethnicities, and backgrounds not only reflects the reality of our world but also sends a powerful message of acceptance and empowerment.

One of the many reasons I turn to AURAATIRE for fashion inspiration is because of its ability to showcase the beauty of diversity. Seeing people who look like me, as well as those who don't, gracing your pages reaffirms the belief that fashion truly is for everyone. It's about self-expression, creativity, and confidence, regardless of who you are or where you come from.

Moreover, I applaud AURAATIRE for not only showcasing diversity in its imagery but also its content. Your magazine consistently features articles and stories that highlight the experiences and perspectives of individuals from various walks of life. Whether it's discussing cultural influences on fashion trends or spotlighting emerging designers from underrepresented communities, AURAATIRE consistently fosters important conversations and amplifies diverse voices.

As we continue to navigate an ever-evolving fashion landscape, I urge AURAATIRE to remain steadfast in its commitment to diversity and inclusivity. By doing so, you not only enrich the fashion industry but also inspire countless individuals to embrace their uniqueness and celebrate the beauty of diversity in all its forms.

Thank you once again for your dedication to redefining beauty standards and fostering a more inclusive fashion community. I eagerly anticipate each new issue of AURAATIRE and look forward to witnessing the continued impact of your work on the fashion world.

Warm regards,

Mr Mba Kingsley.

EDITORIAL BOARD

EXECUTIVE EDITOR

Uchechukwu C Jesse

DEPUTY EXECUTIVE

EDITOR

Folorunsho Endurance

ASSISTANT EDITOR

Elisha Nkosi

VISUAL/SENIOR

DESIGNER

Ogundipe Sussan

Omobolaji

CONTRIBUTORS

Ayuba Regina

Ayuk Abigail Ojong

Agai Emmanuel Simon

Imaobong Loveth Essien

Earnest Myaga

Godfrey Precious Nneoma

PHOTOGRAPHER

Faith Patrick

DIRECTOR, PRINT

PRODUCTION

Ogundipe Sussan

Omobolaji

HIBREED



Step into Style with Hlbreed Footwear! 🇵🇸 Elevate your fashion game with the trendiest footwear from Hlbreed Footwear. Our collection blends comfort and style seamlessly, ensuring you stand out wherever you go. From sleek sneakers to elegant heels, your shoe dreams are covered!

Follow us on Instagram (@hybreedfootwear) and Facebook (@hybreedfootwear) for exclusive updates, promotions, and style inspiration.

Don't miss out – join our fashion community today! For inquiries and orders,

call us at 0703 097 6147. Step up your style game with Hlbreed Footwear – where comfort meets chic! ☀️



AuraAtire First edition No.#1

The secret of fashion Fashionista's choice new season
Perfection at its peak