

What
Does
Labelle
Balloon
Do?

5 CELEBRITY
OWNED
BEAUTY
BRANDS 2022

+

10 LOOKS
THAT
PROVES
NIYI IS
KING OF
FASHION

ADENIYI

BRIDGING THE CULTURE

BEST DRESSED
CELEBRITIES AND
MODELS: OCTOBER

FIVE STEPS TO LAUNCH
YOUR FASHION
INFLUENCER CAREER

Labelleballoon@gmail.com





THE LXG COVE
PRESENTS

MEGA LEAGUE

BUY IN:
N1,000
WEEKLY

› **PRIZE** ‹

TO BE DETERMINED BY
NUMBER OF REGISTERED
GAMERS FOR EACH
GAMEWEEK



WE ARE LXG!

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League of Xtraordinary Gamers

Get drafted into any division of our private FANTASY PREMIER LEAGUE, gain promotion, avoid relegation and be crowned Ultimate Gamer.

Table Of Content

Editor Note

02

One of the few people who had a successful business before becoming famous is Niyi

Adeniyi bridging cultural gap

06-07

The Niyi ideals should be acknowledged and followed, whether you are a native or visitor.

Exclusive With Niyi

08-09

We sat down with Niyi Lawal as part of the celebration of the King of Fashion and Entrepreneur to learn more about his business and viewpoint.

10 Niyi's Look

10-20

Here are his top ten looks that demonstrate why he is the king of fashion.

WHAT DOES LA BELLE BALLON DO?

21-25

Labelle Balloon has been enhancing venues since 2020,

Best Dressed

26-36

Best dressed celebrities and models: October

Beauty Brands

37-42

Best dressed celebrities and models: October



In Nigeria, becoming a successful entrepreneur and influencer is not simple, especially for well-known individuals. There is pressure attached. Hard work, expertise, and frequently a small bit of luck is necessary. One of the few people who had a successful business before becoming famous is Niyi. Since Niyi Lawal was presented to the world via the reality television show "Big Brother Naija" season 6's "Shine Ya Eye," many have come to the conclusion that you don't need to be an entertainer before you join the show.



Due to the way he conducts himself on the show, Niyi continues to be one of the most respected #BBNAIJA naija alumni. We at Ranks Africa have decided to celebrate those who have achieved professional success and used their enterprises to have a positive influence on their industry as well as society at large. This is the driving force behind this magazine. This time around, Niyi Lawal, a successful serial entrepreneur and fashion influencer, is the subject of our focus story. You'll find this quite interesting. I have no question about that.

ADENIYI BRIDGING CULTURAL GAP

FASHION EDITION: NIYI LAWAL BRIDGING THE CULTURE

We have varied cultural backgrounds and origins, but Niyi Lawal managed to construct settings where he felt at home and blended in.

Even though there will always be cultural differences, Niyi was determined to connect people and bridge the gap as an individual. By addressing the root causes of our cultural divide, we may create a bridge across cultures on a global scale. Niyi is a Nigerian based in South Africa and is married to a South African.

Niyi realized that there would be fewer misunderstandings if we knew how to navigate delicately better. As a result, increased engagement and productivity are anticipated, which is why he employs his personality to build bridges by favorably interacting with and influencing others.

The Niyi ideals should be acknowledged and followed, whether you are a native or visitor.

In this article, we will share with you how Niyi Lawal is currently bridging cultural differences as an individual.

ADENIYI BRIDGING CULTURAL GAP

...bridging cultural gap

In this article, we will share with you how Niyi Lawal is currently bridging cultural differences as an individual.

- He understands his own values and opinions and acknowledges the possibility that others may hold varying ones
- He gained knowledge about the traditions of folks who live or work nearby.
- He acknowledges that his approach isn't always the best, but one among many.
- Even if they differ from his own, he respects other people's ideas and perspectives.
- Both his similarities and differences are valued by him because they both improve lives.
- Before passing judgment on others' views, customs, habits, etc., he takes the time to get to know them well.
- He values diversity so that he may contribute to making the world a more peaceful place for everyone.

Exclusive With Niyi

We sat down with Niyi Lawal as part of the celebration of the King of Fashion and Entrepreneur to learn more about his business and viewpoint. Read our discussion with the King of Fashion here.

FASHION EDITION: NIYI LAWAL BRIDGING THE CULTURE



Ranks: Tell us about brands

Over time, I've invested in a few businesses in various industries. The brands closest to my heart now are Labelle Balloon, a luxury decor company I run with my wife, League of X Gamers (LXG), a fantasy gaming company, and then there's The Niyi Lawal Brand, which also covers both the Closet Switch with Niyi and The Switch Experience.

Ranks: When did you first know you wanted to be an entrepreneur, and what was the point that really made you go for it?

As far back as my university days. especially when I considered the rate of unemployment in the country. I decided I wasn't going to gamble with my future in the Nigerian labor market.

Ranks: How would you describe your professional self?

I can be very demanding at times because I always strive for excellence, but generally I'd say I'm focused, goal-oriented, and easy to work with.

Ranks: What is the best thing about being a top brand influencer right now?

Aside from the pay, it is quite fulfilling to be able to influence and contribute to the growth and success of a particular brand.



Ranks: What do you wish someone had told you before you became an influential entrepreneur?

I wish I had been told that risk and reward don't always correlate. I had that double-your-money mentality. So, I was naive to think that investing in big would result in large dividends almost immediately. I learnt the hard way.



NIYI LAWAL BRIDGING THE CULTURE



ISSUE 18 | OCT 2022

Ranks: Where would you like to be in 5 years?

Thriving both professionally and personally

Ranks: Finally, what advice do you have for any young entrepreneur?

Be patient. Stay on the grind, keep your focus, grow the business slowly by reinvesting as much of your profit as possible, and grow your network.

Ranks: Who have been your biggest mentors in this industry, and what is the best advice they have ever given you?

I've had a lot of influence over the years, both in the entertainment industry and in business. I look up to successful young entrepreneurs like Akin Alabi, Shina Peller, Basketmouth, and Ayo Makun, to mention a few. Their ability to constantly innovate and stay relevant is inspiring and worthy of emulation.

Ranks: Tell us about your fans' views, wishes, and advice.

I am privileged to have a loyal fan base. My Niles are the best. Sometimes I feel undeserving of their adulation. They've been really supportive in helping push my brand, and long may that continue.

I look up to successful young entrepreneurs like Akin Alabi, Shina Peller, Basketmouth, and Ayo Makun, to mention a few - Niyi Lawal

NIYI LAWAL

Here are his top ten looks that demonstrate why he is the king of fashion.

FASHION EDITION: NIYI LAWAL BRIDGING THE CULTURE



FASHION KING

Adeniyi Lawal is skilled at carrying clothes. Niyi has in fact lived true to his name "Niyi," regardless of whether you envision him as native, corporate, or street style.

That's because he understands what



fashion is all about—basing his outfit on a number of essentials and then having fun with the final touches. His attire is always an inspiration. Here are his top ten looks that demonstrate why he is the king of fashion.

NEXT PAGE

FASHION EDITION: NIYI LAWAL BRIDGING THE CULTURE





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FASHION EDITION: NIYI LAWAL BRIDGING THE CULTURE















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WHAT DOES LA BELLE BALLON DO?

ABOUT LABELLE BALLOON

FASHION EDITION: NIYI LAWAL BRIDGING THE CULTURE



Labelle Balloon has been enhancing venues since 2020, providing contemporary balloon displays and a variety of centerpieces that can complement any venue. Labelle has quickly grown to become one of the leading luxury, modern, and bespoke balloon styling companies in South Africa.

We are a team of creative and dedicated celebration enthusiasts who aspire to make the world a happier place with our bold balloon and floral designs.

BALLOON

FASHION EDITION: NIYI LAWAL BRIDGING THE CULTURE

LABELLE



Through an initial free consultation, where ideas are exchanged and expectations discussed, we will create exactly the right atmosphere in an elegant and tasteful way. Our professional service and commitment to high standards of quality from start to finish has enabled our balloon decor



to transform some of Cape Town's finest venues for both private functions and corporate events.

LABELLE

BALLOON

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WHAT DOES LA BELLE BALLON DO?

**LABELLE
BALLOON**

**LA BELLE
BALLOON
MUSE**

FASHION EDITION: NIYI LAWAL BRIDGING THE CULTURE



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CELEBS FASHION

BEST DRESSED CELEBRITIES: OCTOBER - VOL.01

FASHION EDITION: NIYI LAWAL BRIDGING THE CULTURE



VOL.01



OCTOBER BEST SO FAR

The month of October is jam-packed with activities. We present to you the best-dressed models and celebrities of October in honor of this edition's feature story, and we're keeping a close eye out for all the best clothes and ensembles this month has to offer. The most fashionable celebs from October thus far are shown below.

FASHION EDITION: NIYI LAWAL BRIDGING THE CULTURE

BEST DRESSED OCTOBER

S A V A G E

ISSUE NO 18

FASHION EDITION: NIYI LAWAL BRIDGING THE CULTURE

BEST DRESSED OCTOBER

K U N L E A F O L A Y A N

ISSUE NO 18

FASHION EDITION: NIYI LAWAL BRIDGING THE CULTURE

BEST DRESSED OCTOBER

K H A L I D A H A L U

ISSUE NO 18

FASHION EDITION: NIYI LAWAL BRIDGING THE CULTURE

BEST DRESSED OCTOBER

B E L L A O K A G B U E

Wale_Visuals

ISSUE NO 18



B U R N A B O Y

FASHION EDITION: NIYI LAWAL BRIDGING THE CULTURE

BEST DRESSED OCTOBER



G R O O V Y

Facetime Pictures

ISSUE NO 18

FASHION EDITION: NIYI LAWAL BRIDGING THE CULTURE

BEST DRESSED OCTOBER



D O Y I N S O L A D A V I D

PHOTOGRAPHED BY JHAY JHAY

ISSUE NO 18



RANKS
africa
M a g a z i n e

ISSUE 18 | OCT 2022

FASHION EDITION: NIYI LAWAL BRIDGING THE CULTURE

BEST DRESSED OCTOBER

A S I S A T O S H O A L A

ISSUE NO 18

FASHION EDITION: NIYI LAWAL BRIDGING THE CULTURE

BEST DRESSED OCTOBER

BEAUTY TUKURA

ABAYOMI
AKINAINA
PHOTOGRAPHY

ISSUE NO 18



SEGUN OLUSEMO

Beauty Brands

5 celebrity-owned beauty brands 2022

Issue No. 02



The fact that several of your favorite celebrities have created their own beauty lines shouldn't come as a surprise. You can choose from 16 of the top celebrity-owned beauty brands that we've compiled. Many Celebrity Beauty Brands Get a Lot of Hype, but Only These 11 Are Really Worth It.

Next Page

BEVERLY OSU

FOUNDER:
OCB Skin

ERICA NLEWEDIM

FOUNDER:
STARGIRL Skin

FASHION EDITION: NIYI LAWAL BRIDGING THE CULTURE



"SASKAY"
TSAKUTE
JONAH
FOUNDER:
BlackGirlFly Lipcare

BAMIKE ADENIBUYAN

FOUNDER:
BAM BEAUTY Products



KIM OPRAH

FOUNDER:

KIM's Secret

FASHION INFLUENCER CAREER

FASHION EDITION: NIYI LAWAL BRIDGING THE CULTURE

FIVE STEPS TO LAUNCH YOUR FASHION INFLUENCER CAREER

This tutorial is a must-read for anyone wishing to enhance their game as a fashion influencer or as a current fashion content provider. It may also be applied to other brand influencing areas.

AN INFLUENCER IN FASHION IS WHAT?

What does being a fashion influencer entail in 2022, first and foremost? Simply described, it's someone who produces fashion-related content and shares it on social media to engage their existing audience and gain new followers.

This fashion-related material will be sponsored by businesses in some cases, while other posts will be made entirely for the purpose of offering free value and retaining a following.

5. SHOW YOUR FACE

This entails putting yourself in your target audience's shoes and speaking to them in a personable and understanding manner.

The most popular Instagram creators have highly intimate relationships with their followers. They publish Reels with voiceovers, participate in Lives, and join Stories.



INDUSTRY >

CAN I BE A FASHION INFLUENCER?

If they are prepared to put in the effort, anyone may become a fashion influencer on any platform. It involves more than just shooting a picture or a video and uploading it online. Building a resilient community is another important goal.

TO GET STARTED, ALL YOU NEED IS A LOVE OF FASHION AND A FREE INSTAGRAM CREATOR ACCOUNT.

1. KNOW YOUR NICHE

Having a niche in the larger fashion world is crucial. This could be your personal fashion sense, such as alternative clothing, or the products you mention, such as slow and sustainable.

2. KNOW YOUR AUDIENCE

Know your audience before you start writing your material. Know who you want to reach out to as a potential audience. By doing this, you may improve both the content you publish and your message.

3. STAY CURRENT WITH FASHION

To succeed as an Instagram influencer, you must be able to keep up with the fast-paced fashion business.

It could be useful to follow top fashion influencers across several channels for inspiration because digital fashion consumers enjoy new material. Look at their most well-liked posts to learn what is effective for them.

4. CONSISTENTLY POST NEW CONTENT

Be aware that you must feed the Instagram algorithm in order to maintain it content. It won't display your work to as many of your followers when it's unhappy, which will reduce the number of likes, comments, and saves you receive.

It's crucial to maintain consistency and make frequent posts because of this.

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