



INTERVIEW

Feyisola Adeyemi

Multi award winning Nigerian born fashion designer based in the UK who was featured on Vogue UK is using her brand to inspire the next generation

Feyisola Adeyemi is a Nigerian born fashion designer based in the UK. She is using her brand to inspire the next generation of African fashion entrepreneurs in diaspora. Her Spring Summer 2016 collection was featured on Vogue UK after the magazine picked an interest in the designer following her remarkable achievements in the UK.

Can we meet you?

My name is Feyi.... Feyisola Adeyemi, a Nigerian-Irish multi-award winning fashion entrepreneur. I am very passionate and a proud daughter of Owo Kingdom in Ondo State. Born and raised in Lagos-Nigeria, studied Banking and Finance at the Lagos State Polytechnic Isolo, and holds a Bachelor of Arts (Honours) degree in Social Science from Dublin Business School, Dublin Ireland. I am also a qualified and highly experienced radio broadcaster/producer with a FETAC level 4 certificates. To the glory of God, am happily married with three handsome kids. I am the founder and the creative director of the high-end fashion brand, LuxuryByFeyi and the founder of SimplyGlamorousFashion media. I relocated from Lagos, Nigeria to Ireland in 2001 and from Ireland to the UK about four years ago to push my career further.

How was growing up like for you?

Growing up in the then Lagos was fun filled. Very nostalgic. With the care of very strict and loving parents, I couldn't have asked for more. We indulged ourselves like most kids of those days from middle-class homes. Weekend visit to Apapa Amusement Park etc. That was the time the crime rate was very very low if it existed at all. The period neighbours had the back of each other. I can reminisce on that period

forever....good old Lagos.

What is the definition of your personal style?

That depends on my mood though but naturally my everyday style is always simple because less is class, while my event appearance is always glamorous..

How has it been, breaking into the fashion industry in a foreign city?

Jess, it has been a very tough journey. To break in and be accepted as a designer, especially in the luxury end of fashion as a foreigner in the West, especially in UK, is not an easy thing. You have to work extra hard. You have to persevere. You have to be ready to break down all known and imaginary barriers. You have to overcome the fear factor. But above all, you have to always seek the face of God, at all times. I just bless God for the grace. He has brought me this far.

Has fashion always been an inborn passion or something that grew over time?

Fashion has always been part of me, a passion that has been with me since only God knows. I could recollect the flowery flowing Sunday and Christmas dresses of those days when I was about 5 years old or thereabout, very nostalgic. With neatly packed and bow laced hair my mum will dress us up for events. The passion for fashion has always been in me I must confess.

We all know combining a business and managing a family is not easy, but you have been to not only manage them but succeed at them all, what are your success secrets and tips?

It's just God. Managing the home front and business, especially luxury fashion business is not an easy thing but the grace of the almighty God has been there for me. I am blessed to have a very understanding husband and very supportive children. They encourage me to push harder to excel in my chosen carrier. You won't believe it that my family, especially my husband, has been my greatest critic. They understand my work load and schedule. On my part, I do my best to be the best wife I can be and the most adoring a mother can be to the glory of God. When I am not working, I make sure I spend quality time with my family. We share our highs and lows together. We pray together and do everything humanly possible together.

Any upcoming projects for luxurybyfeyi?

Yes, we have a very revolutionary fashion project coming, something that has never been seen in our clime. I am sure our clients and fans would surely love it but for now, let us keep it under wrap.

You had a launch (FEYI - luxe meets modest) recently in Lagos, how did that go and how has the acceptance of the fashion label been?

Yes, we took our brand to