

ESSENCE

fierce, fun and fabulous!

Essence Returns to NYFW Exclusives

BY: MARIE-TÉRESE CUMBERBATCH FEBRUARY 12TH, 2020.

MAE OTTI.

Casual elegance.

Nigerian fashion house, [Mae Otti](#) is the last of our three headlining fashion houses from Continental Africa. The garments are made from Ankara which is sourced locally. Today we feature three bold, printed tops that can be paired with denim bottoms and heels, to create elegantly casual looks that will turn heads.

As a reminder, as an exclusive to our Fierce, Fun, and Fabulous blog readers, blog picks shown here can be pre-ordered before they are made available for purchase on the brands' websites. Use code **ESSENCEFW20** for a 10% off your entire purchase. For more looks like these visit the [Mae Otti site](#).

[ROSA PEPLUM TOP](#)

\$79.99

The peplum cut is an elegant, classic feminine style that gives the illusion of a narrow waistline, creating the coveted hourglass shape. This color palette calls to mind the seasons of fall, spring and summer - flattering to all skin tones, and can be worn year-round. You can also make this into a formal piece by swapping out the denims. For a continuous pattern look, pair with trousers, or skirt made from the same material. This is an option if you can find the trousers or skirt. Currently, those are not available on the website, but the designer will make custom pieces. You can send a message via [email](#) to Mae Otti for more information about customizing and bespoke options.

Contrast is always a great idea when wearing separates. The element of contrast intensifies the both color choices, and they complement each other. Our choice for a color contrast would be to pair with a red pencil midi-skirt, or emerald green, floor length slacks to take your look from elegantly casual, to semi-formal.

Handbag type: clutch, or satchel.

- ✚ Outer shell: Ankara print - 100% African Wax fabric
- ✚ Inner lining: Polyester
- ✚ Wrap Tie front
- ✚ Sizes: S- 3XL



Figure 1.

KIMPA HIGH-LOW TOP

This is a trendy style that features a longer hemline at the back. The shorter front accentuates the legs by elongating them. This style is flattering for all sizes, and the design features side pockets, which always come in handy. Can be worn with or without sleeved shirt. Color palette puts the Kimpa High-Low top in a neutral zone, making it compatible with a variation of colors. Kimpa serves spring vibes, summer vibes and brunch vibes. She is not lined, so this makes her lightweight and the perfect transition piece for spring and summer. This piece can also double as a cover-up for a swimsuit. Substitute gold or neutral color flat sandals for a chic-look when wearing Kimpa as a swimsuit cover up.

Handbag type: tote, satchel, or clutch.

- ✚ Fabric: Ankara print - 100% African Wax fabric
- ✚ Not lined
- ✚ Front button closure
- ✚ Sizes: S-3XL



Figure 2.

\$41.99

BIBI TOP

Bring the abundance of pizzazz with the multicolored, geometric patterned Bibi top. Bibi puts a stylish twist on the traditional buba top. The bow necktie adds extra flair to this already flattering, and glamorous design. Top is versatile for styling and can be paired with other solid colored bottoms. It features a button front closure that is concealed by the ties, and voluminous Juliette sleeves.

To bump your look up from elegantly casual, to ultra-casual or semi-formal, pair with an iro (traditional ankle length wrap skirt), or a fluted skirt in a solid color. Choose any color from the multitude in Bibi as your contrast color. Bibi is not lined, but the semi-weighted Ankara wax fabric will provide enough warmth for a cool spring day. As show in the picture, you can accessorize with a gele/ichafu (headwrap). Check our previous post for a tutorial on four elegant ways to tie a headwrap. Studded or small drop-earrings are recommended as jewelry choices. Bibi already makes her own statement and needs very little assistance from jewelry. Your choice of shoe will complete your look, and further determine which category your look falls into. If you wish to stay casual, pair with flats, or flat sandals. Use heeled sandals or pumps to take your look to the next level.

Handbag type: clutch, crossbody, or satchel.

- ✚ Fabric: Ankara print - 100% African Wax fabric
- ✚ Not lined
- ✚ Front button closure
- ✚ Sizes: S-3XL



Figure 3.

\$69.99

References

Figure 1. *Rosa Top*. [Digital image]. Retrieved from https://www.maeotti.com/products/rosa-top?_pos=1&_sid=57b35a78f&_ss=r

Figure 2. *Kimpa High-Low Top*. [Digital image]. Retrieved from https://www.maeotti.com/products/test-angel?_pos=3&_sid=57b35a78f&_ss=r

Figure 3. *Bibi top*. [Digital Image]. Retrieved from https://www.maeotti.com/products/test-angel?_pos=3&_sid=57b35a78f&_ss=r

February 11th, 2020.

NURANIYA.

Accessorizing with fabric.

No metal jewelry needed here. [Nuraniya](#) out of Cameroon, is known for their bold, creative and trendy style, designing for women of all stages, and all ages. Here's how a simple black top can achieve an elegant status with the use of handcrafted Ankara accessories. Bright bold colors pop, with a black canvas as the backdrop. Headwraps are another great way to cover up if you are having a bad hair day, or just do not feel to style your hair. They are a quick and elegant way to level-up your look. Below are the design details in case you want to pick them up before the show. If you enjoy coordinating your accessories with your outfit, this is the perfect option for you. Get a few plain tops and make your statement without saying a word! We've included an easy-to- follow video tutorial that demonstrates how to tie a headwrap.

NENE HEADBAND AND BANGLE SET



Figure 1.

\$39.00

Nene Headband and Bangle Set:

- Ankara 100% African wax fabric
- One size
- Striped
- Bag sold separately

AFUA BANGLES



Figure 2.

\$39.00

Afua Bangles:

- Ankara 100% African wax fabric
- One size
- Head wrap and collar sold separately

EASY HEAD WRAP TUTORIAL

Love the look and would like to try it, but not sure how to tie a head wrap? We've got you covered.

Check out this easy-to-follow video, where [Kilahmazing](#) shows how to tie a head wrap in four elegant styles to protect your tresses, and add extra chicness to your look. Soon, you will be tying and wearing it with confidence.



FIGURE 3. [WATCH NOW](#)

What you should know.

Cotton tends to dry out naturally textured hair even more. Recommended fabrics for head-wrapping are 100% silk, polyester, or satin. These fabrics are smooth and do not contribute to moisture loss from your tresses.

Additionally, cotton can cause the hair to frizz. Silk and satin scarves can be pricey, while cotton ones are more affordable so; here's a tip when using a cotton scarf to wrap your hair: First, wrap your hair with a scarf made from

silk, polyester or satin. Then, apply your cotton wrap over it. No one will see the foundation scarf underneath. You may also consider it a styling option if your foundation scarf gives some peek-a-boo action. This works only if it contrasts well with the head wrap.

Capsule dressing.

Take two shirts and make three outfits. If you are someone who likes to travel and prefers to pack light, then we recommend capsule-dressing. [Capsule dressing](#) is the art of recycling specific timeless wardrobe essentials and pairing them with other pieces to create multiple looks. The concept here is to reduce the amount of clothes that you would retain in your wardrobe's collection, or travel with; especially with the astronomical airline baggage fees that come as unpleasant surprises at the airport baggage counter. Capsule dressing will ensure that you travel light without having to compromise on your fashion sense.

[LERATO SHORTS](#)



Figure 4.

\$70.50

Lerato Shorts

- Ankara 100% African wax fabric
- Zipper closure
- Bold print
- Pants sold separately
- Sizes: S-XL

[LEWA SKIRT AND HEAD WRAP](#)



Figure 5.

\$77.50

Lewa Skirt and Head Wrap

- Ankara 100%
- Zipper closure
- Bold print
- Sold as two pieces
- Sizes: S-3XL

[SIMI SET](#)



Figure 6.

\$98.50

Semi Set

- Ankara 100% African wax fabric
- Striped
- Sleeveless long jacket and pants – sold as two pieces
- Sizes: S-3XL

Interested in converting your current wardrobe in a capsule wardrobe? According to [The Sustainable Edit](#), stylists suggest that your closet should have between 25 and 50 articles of clothing. Ideally, your collection would have 16 top pieces, 6 bottom pieces, 3 coats, 4 dresses, and 7 pairs of shoes. Capsule dressing has its **pros and cons**: **1.**

Pro/Con: It can make the wearer get creative with clothing, or maybe not. **2. Pro:** If you are on a budget but you are a shopaholic, capsule dressing can curb your propensity to purchase clothing on a whim. **3. Con:** Frequency with laundering will reduce the integrity of the garment more quickly.

References

- Figure 1. *Nene Set*. [Digital image]. Retrieved from <https://www.afrikrea.com/en/article/nene-set-twisted-bands-and-bangles-jewel-sets-multicolour-ankara-wax-for-her-ankara-ankara-wax-look/TRWEB8D>
- Figure 2. *Afua Bangles*. [Digital image]. Retrieved from <https://www.afrikrea.com/en/article/afua-bangles-cuff-bracelets-multicolour-ankara-wax-for-her-ankara-statement-pieces/JBAM86P>
- Figure 3. *Kilahmazing*. (2015, Oct 3). 4 Quick & Easy Headwrap/Turban Styles (Short Natural Hair & TWA Friendly). [Video file]. Retrieved from <https://www.youtube.com/watch?v=ha6iXTrwzWg>
- Figure 4. *Lerato Shorts*. [Digital image]. <https://www.afrikrea.com/en/article/lerato-shorts-shorts-beach-shorts-multicolour-plus-size-and-curves-casual-streetwear-ankara-wax-for-her-ankara-evening-wear/247IUTU>
- Figure 5. *Lewa Skirt and Head Wrap*. [Digital image]. <https://www.afrikrea.com/en/article/lewa-skirt-and-head-wrap-mid-length-skirts-flared-skirts-multicolour-none-all-ankara-ankara-wax-for-her-ankara-the-beautiful-days/YAKY4VB>
- Figure 6. *Simi Set*. [Digital image]. <https://www.afrikrea.com/en/article/simi-set-2-pieces-set-multicolour-all-ankara-ankara-wax-for-her-ankara-the-beautiful-days/TX1J4CV>
- "What to include in your capsule wardrobe". (2016, Jan 20). The Sustainable Edit. Retrieved from <http://www.thesustainableedit.com/what-to-include-in-your-capsule-wardrobe/>

February 10th, 2020.

TONGORO.

Chic Resort Wear

It is black history month, and we are closing out NYFW this Thursday, February 13th. For this series we will highlight three continental African Designers whose original designs we have the pleasure of showcasing. Tongoro's limited edition resort wear is daring, chic, and for the style conscious. We have picked some pieces from the designers' collections to showcase as a sneak peek. As an exclusive to our Fierce, Fun, and Fabulous blog readers, items shown here can be pre-ordered before they are made available for purchase on the brands' websites. [Tongoro](#) hails from Côte d'Ivoire (Ivory Coast), and this French West African label features chic ready-to-wear styles for men and women. Use code **ESSENCEFW20** at checkout to score 10% off your entire purchase.

The Marcory two-piece set: a full length, regular fit pants, and short sleeved shirt. Pants feature a draw string waist for comfort that can accommodate in-between sizes. Great as an ultra-casual styling option for a resort dinner.

[MARCORY SET](#)



\$163.32

- 100% silk
- Size: S – XL
- Drawstring waist pants
- Side pockets
- Button down front shirt

Osha is a beautiful, burning inspiration. Fabric design was hand-painted using a stencil, then draped and constructed to fit the body. This dress features a beautiful Bardot neckline that ties at the center of the décolletage, and cascades to the lower hip. It draws the eyes out, in and down, revealing a floor-length skirt with high slits for non-restrictive movement. Compliment this look with hand-crafted minimalist yet conversational-piece earrings, made from light weight brass.

[OSHA DRESS](#)



Figure 2.

[TONGORO EARRINGS](#)



Figure 3.

\$239.53

- Polyester
- Maxi sleeves
- Free form opening

\$65.33

- Handcrafted brass for pierced ears

These stunning pieces are fabulous styling options for your dinner at the Captain's table on your next cruise, or your life-of-the-party stint at an all-inclusive high-end resort. Osha and Tongoro earrings are a mesh of romance, sophistication and sensuality. We dare you to don these highly flirtatious pieces. You'll thank us later. Elegantly silhouetted shoes of any heel-height will complement the floor-length Osha.

Handbag type: evening clutch.

Set off a Bardot neckline with a cinched waist and floor-length full flare. This design never fails as a compliment to the feminine shape. This maxi-romper gives the illusion of a dress until you move. Asymmetric, multicolored batik patterns create geometric patterns, with extroverted personalities – bold and outstanding. Bare neckline allows room for large, statement jewelry.

[AZIRI JUMPSUIT](#)



Figure 4.

\$216.70

- 100% silk
- Lined
- Zipper closure
- Side pockets

The Aziri jumpsuit places emphasis on the texture and design element of the fabric that is crested by the art of batik. Batik is a 2000+ year old Indonesian technique, used to create patterns for solid colored textiles. It works best with natural textiles like 100% silk, 100% cotton, and 100% linen. The process involves the use of a dye-resistant wax that is layered on to the fabric in between dye treatments. The wax is then removed to reveal the pattern. The desired pattern is dependent on the artisan creating it. The design possibilities are endless, and fabric usually has a unique, organic design. For airy and light maxi-rompers like Aziri, we recommend wedge heels, flat or heeled sandals. Hoops or earrings that cascade to the décolletage will be quite flattering as accessory options.

Handbag type: crossbody, tote, clutch, satchel.

Please visit [Essence](#) to RSVP as our guests. Seats are limited, and will be filled on a first come, first serve basis.

References

Figure A. Cumberbatch, M-T. (2020, Feb 11) *Essence returns to NYFW 2020*. [Screenshot image]. Retrieved from https://twitter.com/Essence?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor

Figure 1. *Marcory Set*. [Digital image]. Retrieved from <https://www.tongoro.com/shop-mogo/marcory-set-2>

Figure 2. *Osha Dress*. [Digital image]. Retrieved from <https://www.tongoro.com/shop/bobo-dress>

Figure 3. *Tongoro Earrings*. [Digital image.] Retrieved from <https://www.tongoro.com/shop/tongoro-earrings>

Figure 4. *Aziri Jumpsuit*. [Digital images]. Retrieved from <https://www.tongoro.com/shop/aziri-jumpsuit-runway>



Figure A. Essence is back in New York for Fashion Week 2020. Models are wearing designs from West African French design house - Tongoro.

ADDENDUM

Statement of Purpose.

Our original [Essence](#) started as a print magazine in 1970 for black women. Fast forward to now, our interactors are still mainly women of color, but also include men of color who are interested in the accomplishments, and lifestyles of black people around the globe. We make our content accessible to our targeted audience through our print magazine, on the web, and our social media platforms.

Interactor Analysis.

1. **AGE:** Our intended interactors are those who are 15 -80 years old.
2. **GENDER:** Our content is relevant to all genders but is predominantly geared toward women.
3. **EDUCATION:** Interactors should have at least a sixth-grade education, but they should also be able to understand complex concepts to understand some of the content.
4. **CONTEXT:** To be able to view our content, our audience should have access to the internet and a device that can connect to it. For interactors who are accessing the digital content, there is no restriction on area.
5. **CULTURAL PERSPECTIVE:** Our target audience is mainly in the United States, Canada, The Caribbean, and Africa as it focuses on the heritage and culture of black people. However, it reaches audiences in other countries not listed here where black people live.
6. **SOCIO-ECONOMIC:** Our intended interactors are those who can afford internet access.
7. **EXPERTISE:** Our audience is well versed about many of the topics covered in this magazine which makes the information come under scrutiny for facts, culture-specifics, and relatable content.
8. **ATTITUDES:** Our target audience has a favorable attitude towards the topics presented and discussed by Essence.

TRUSTED WRITER REVIEW.

Expertise: Software Engineer

Email: joshdeveloper90@gmail.com

Date: February 18, 2020

QUESTIONS I ASKED:

What did you think of the layout of blog posts?

Is the writing concise?

Do you think that readers will enjoy this blog and be excited for the fashion show?

Are there any suggestions that you would make to improve this presentation?

REFLECTION.

I went to Josh again about this creation of mine. He thought it to be a good read and would be interested to attend the show if he lived in New York. He did help me with some ideas on how to expand the writing for the designers' collections. Trying to come up with ideas to meet the requirements for these assignments is very challenging; especially for the short time for them to be completed. I am still working on being more concise with my writing.