

34TH EDITION

APRIL 2024

FOURWALL

MAGAZINE

*SPECIAL
ISSUE*

50+
AFRICAN
TOP MODELS

EXCLUSIVE
QUEEN IJEH
MERCY SHARE
HER JOURNEY
IN MODELING
AND WINNING
A CROWN!

*Get
The
Look*

*Insider Tips from
the Pros on the
Latest Hair Trends
and Styles*

**MODELING
PORTFOLIO**

A modeling portfolio
should showcase
your best work and
highlight your
unique look.



**KING NDEE
PROSPER**

IJEH MERCY

- COVER GIRL
- THE JOURNEY
- SASH & CROWN

Our magazine aims to promote and create awareness for models to gain exposure, recognition and attract attention of potential clients and brands.



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Mr. Institution Nigeria 2023

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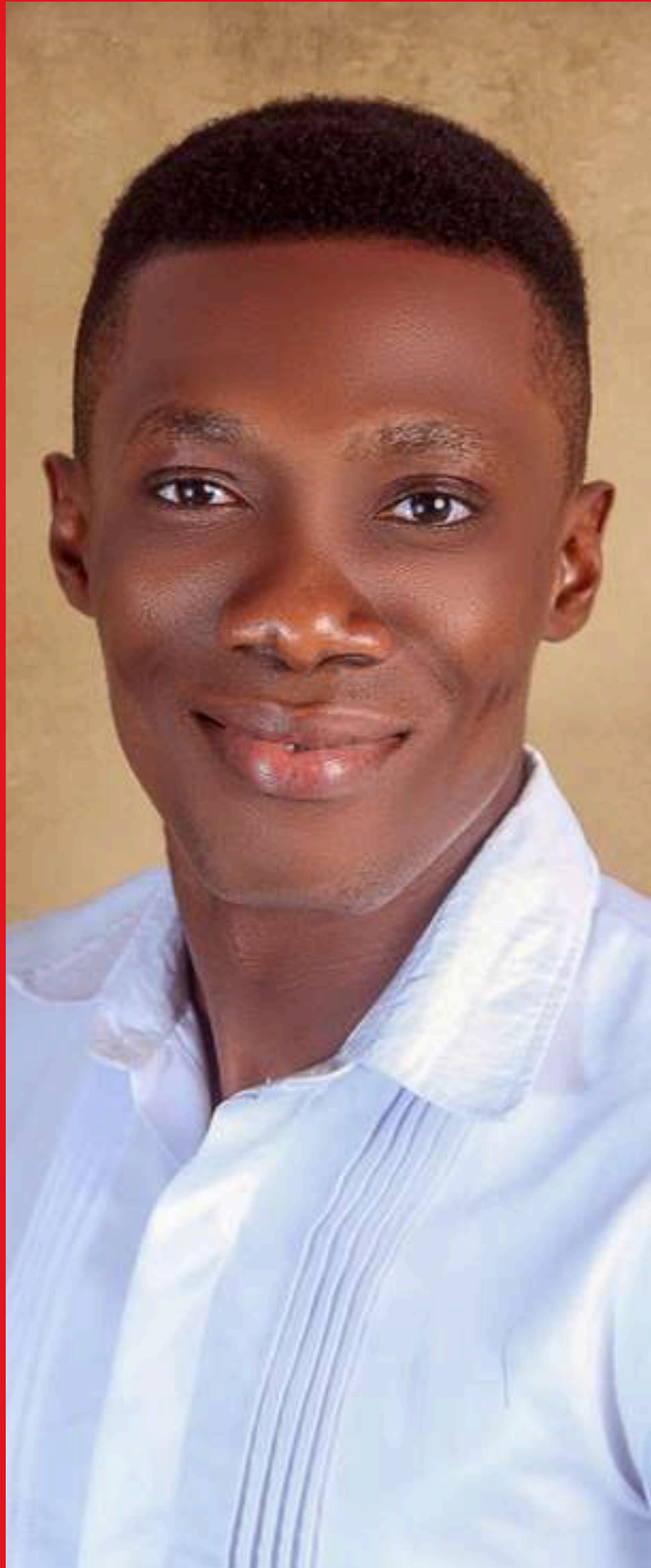
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EDITOR'S LETTER

Welcome to the 34th edition April 2024 special issue of Fourwall Magazine featuring King Favour Onyeche, winner of Mr. Institution 2023 and Queen Ijeh Mercy, winner No Makeup Queen Culture 2023.

In a world that constantly urges us to compare ourselves with others, it's essential to remember that each one of us walks a different path. Our journey is uniquely ours, shaped by our experiences, passions, and dreams. In this edition, we celebrate the spirit of individuality and delve into stories that inspire us to compete not with others, but with ourselves.

Our cover personalities, exemplify the beauty of self-competition, sharing how they find fulfilment by measuring their progress against their own goals rather than comparing themselves to others. In a candid interview, they reveal their secrets to winning pageant and proving that true success lies in pursuing our personal best. Let us remind ourselves that our journey is our own.



Abazu Emmanuel
CHIEF EDITOR



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MERCY IJEH

NO MAKEUP
QUEEN
CULTURE
2023

Ijeh Mercy Eberechukwu who hails from Delta state is an entrepreneur, IT Analyst, Media personality, Video Vixen, Model, Beauty pageant title holder and First bank IT Analyst was born in Lagos, Nigeria, to Mr. and Mrs. Ijeh. Working across a variety of genres, she is one of the most versatile and accomplished young talents today.

She spent most of her childhood in Lagos and Delta state. After her primary and secondary education, she attended the Federal University Of Technology Owerri (Futo) where she graduated with a second class upper in a Bachelors Degree in Information Technology (IT)

Mercy Ventured into pageantry at the age of 27, and emerged as the beauty pageant title holder of title NO MAKEUP QUEEN CULTURE 2023.



She contested for NO MAKEUP CHALLENGE AFRICA pageant and placed in the Top 3, taking home the IT TASK AWARD (INTERNET OF THINGS)' During the pageant camping. she has been recognised and commended for her charitable work and giving back to the community.

Employing her entrepreneurial business skills, Queen Mercy began her career as a Makeup Artist when she launched 'Mexi J glam back in 2021. The brand deals in all kind of Makeupover and has become a household name, no wonder that she was nominated for the Award for Entrepreneur Queen of the year 2024.

On her emergence as No Makeup Queen, Mercy has become a highly sought after name and face for top tier brands. She has been endorsed by one of the fast rising skin care brand 'Lora Glow Nigeria,' and has also been associated as an influencer for Explore Tech and Eneltech. These are to mention but a few.

She has made appearances in notable TV commercials for big brands, including Afia tv

As of April 4th 2024, Queen Mercy announced plans for her Pet project which will focus on ICT for girls, teenagers and ICT for the aged



NO MAKEUP QUEEN CULTURE 2023



SKINCARE ESSENTIAL

What Is Niacinamide?

Niacinamide is a form of vitamin B3 that helps to soothe redness, reduce hyperpigmentation and aid in hydration, per the National Center for Biotechnology Information (NCBI). The great thing about topical niacinamide is that it has minimal side effects, per the NCBI. Furthermore, Dr. Henry recommends the ingredient for its soothing and anti-inflammatory properties, and for those with sensitive skin. “It contributes to moisturizing the skin, and it also contributes to fortifying the skin barrier and reducing inflammation,” she says.

What Is Vitamin C?

Vitamin C is an antioxidant known for its brightening and anti-aging abilities in topical skin care applications, per the NCBI. There’s a good chance you already use a vitamin C serum or moisturizer in your morning routine to fight hyperpigmentation and dullness. There are many different forms of vitamin C found in topical skin care; L-ascorbic acid is vitamin C in its strongest and purest form, and it’s highly effective in topical skin care applications, per the NCBI.

Can You Use Niacinamide With Vitamin C?

For years, it was recommended to use niacinamide and vitamin C in separate routines because vitamin C formulations weren’t always stable, Dr. Henry says. Furthermore, per the Indian Dermatology Online Journal, when a vitamin C formula isn’t stable, it’s not as effective on the skin, and when you pair it with certain ingredients, like niacinamide, that can make both ingredients ineffective. Vitamin C serums can become unstable when the formula is exposed to air and sunlight. A good indication that your vitamin C serum is no longer stable is if it becomes a dark, amber color.

Today, formulations have improved and sometimes, niacinamide can be successfully paired with vitamin C, but you really have to pay attention to the products you’re using. In fact, it’s highly situational, but your best chance is to use vitamin C serum and niacinamide serum formulated to be used together. L’Oréal Paris recommends using L’Oréal Paris Revitalift Derm Intensives 12% Pure Vitamin C + E + Salicylic Acid Serum and L’Oréal Paris Bright Reveal 12% [Niacinamide + Amino Sulfonic + Ferulic Acid] Dark Spot Serum in the same routine to target dullness and dark spots. This way, you can confidently use both in the same regimen because the brand has formulated them with the intention to pair if needed.



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WHAT WERE THE CHALLENGES YOU FACED DURING THE CONTEST AND HOW YOU OVERCAME THEM?

Well i faced a lot of challenges then in as much as i got lots of support from my friends and family too but one of the challenges i faced was creating a loyal fanbase, and it wasn't easy getting people to help me achieve my goals.

WHAT WOULD YOU SAY STOOD YOU OUT FROM OTHER CONTESTANTS?

Well i must say it was my personality and confidence, in as much as there were lots of contestants who were far much better than me i still had this confidence that i would emerge as the winner even though it was really a tough contest, we had lots of people from different universities in Nigeria contesting for this, I never gave up i kept pushing.

WHAT WAS YOUR BEST MOMENTS DURING THE PAGEANT?

My best moment was when i was announced as the winner of Mr. institution Nigeria out of over 50 contestants from various universities.

HOW LONG HAVE YOU BEEN IN THE MODELING?

I started in 2020, though I wasn't consistent but I would say it's roughly 3 years now.

WHAT MOTIVATED YOU TO CONTEST FOR MR INSTITUTION NIGERIA PAGEANT?

My mom cause she always tells me that i can achieve whatever i want to as long as i dedicate my mind and also hard work to it.

HOW HAS BEING THE JOURNEY SINCE YOU WERE CROWNED?

EXCLUSIVE INTERVIEW WITH

**FAVOUR
ONYECHE**

**MR.
INSTITUTION
NIGERIA '23**

HOW DOES IT FEEL EMERGING MR INSTITUTION NIGERIA?

I felt so overwhelmed, and happy because i saw it as a stepping stone to greater heights and opportunities to come.

TELL US ABOUT YOURSELF?

I'm Onyeché Favour Chukwuemeka, born on 7th of July, i'm the first child out of three children. I hail from Ikeduru LGA, I'm currently a final year student of Imo state university studying Education Government.

It hasn't been so easy, but we keep pushing hard cause there is no gain without putting hard work to the title you carry Its your hard work that would expose you to the world.

WHAT HAS BEEN YOUR BIGGEST CHALLENGE IN MODELING?

Overcoming negative stereotypes about models and the modelling industry. In other words... They all think all male models are gay or something, My challenge might be trying to change their minds by showing them result.

WHO IS YOUR ROLE MODEL?

Nelson Mandela is my role model and mentor, i look forward to attaining greater heights than him.

IF YOU WERE NOT A MODEL, WHAT OTHER CAREER WOULD YOU HAVE PURSUED?

A lawyer cause it has been my dream career right from when i was a growing child, there is something special about them, i would love to attain soon.

WHICH BRANDS ARE LOOKING FORWARD TO WORK WITH?

Well, I'm drawn to brand that embraces Creativity, diversity and innovation in their vision I'm looking forward to work with Calvin kien, Nivea etc. and I'm also open to exploring various opportunities that resonates with my values.

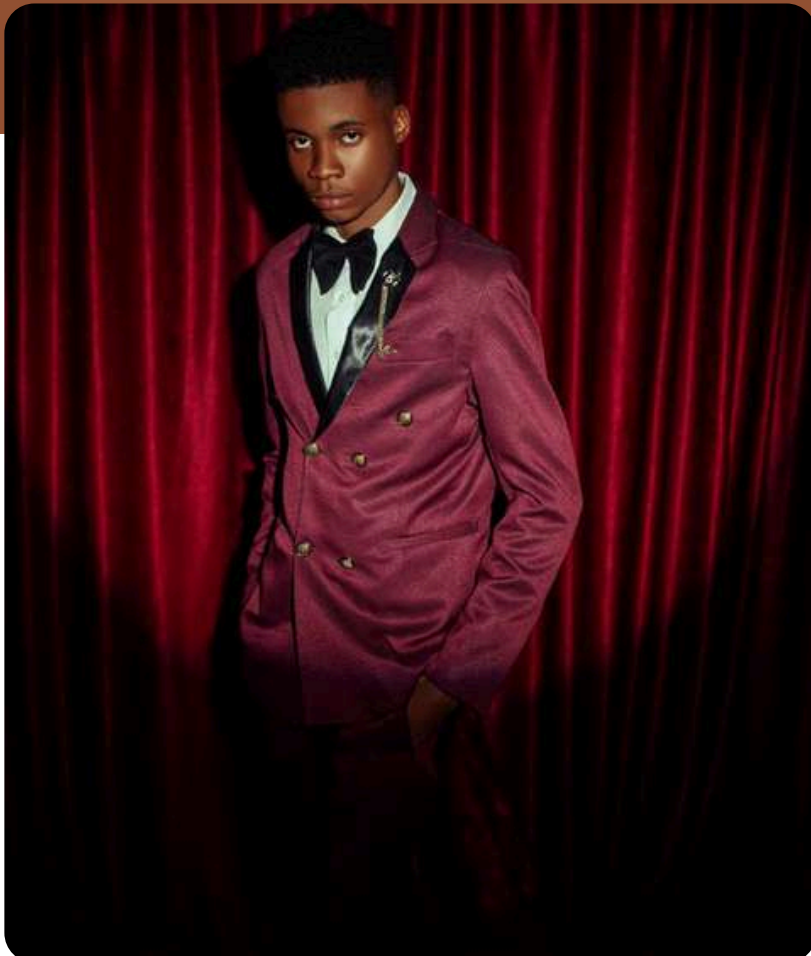


WHERE DO YOU SEE YOURSELF IN THE NEXT 5 YEARS?

Well i see myself achieving a whole lot, mentoring multitude of young men and women, having my own business and also a Figure to look out for.

WHAT ADVICE WOULD YOU GIVE TO THOSE ASPIRING TO CONTEST FOR MR INSTITUTION NIGERIA?

You all should embrace Uniqueness, simplicity, you can achieve anything as long as you set your mind and energy to it.



ABOUT FAVOUR ONYECHÉ

I'm Onyeché Favour chukwuemeka who hails from Ikeduru LGA in Imo state. I am a fashion model and also a pageant king, currently the Mr. institution Nigeria. I am a final year student of Imo state university, studying Education Government.

I have been modeling for over 3 years now and it has been a competitive world on its own and it has helped built self confidence to a greater level, modeling has helped me explore the world of photography making me develop the skills and seeing the beauty in photography.

I'm a very passionate and hardworking personality Who works hard to achieve his goals and dreams in life and also make sure I impact positively in the lives of people around me.



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Prosper Ndee, a native of Isialambanno, Imo State, is a Computer Science student at Imo State University. Alongside his studies, Prosper thrives as a model, dancer, graphic designer, and video production editor. He was crowned as the Mr. IMSU in 2023, he is known for his charisma and stage presence.



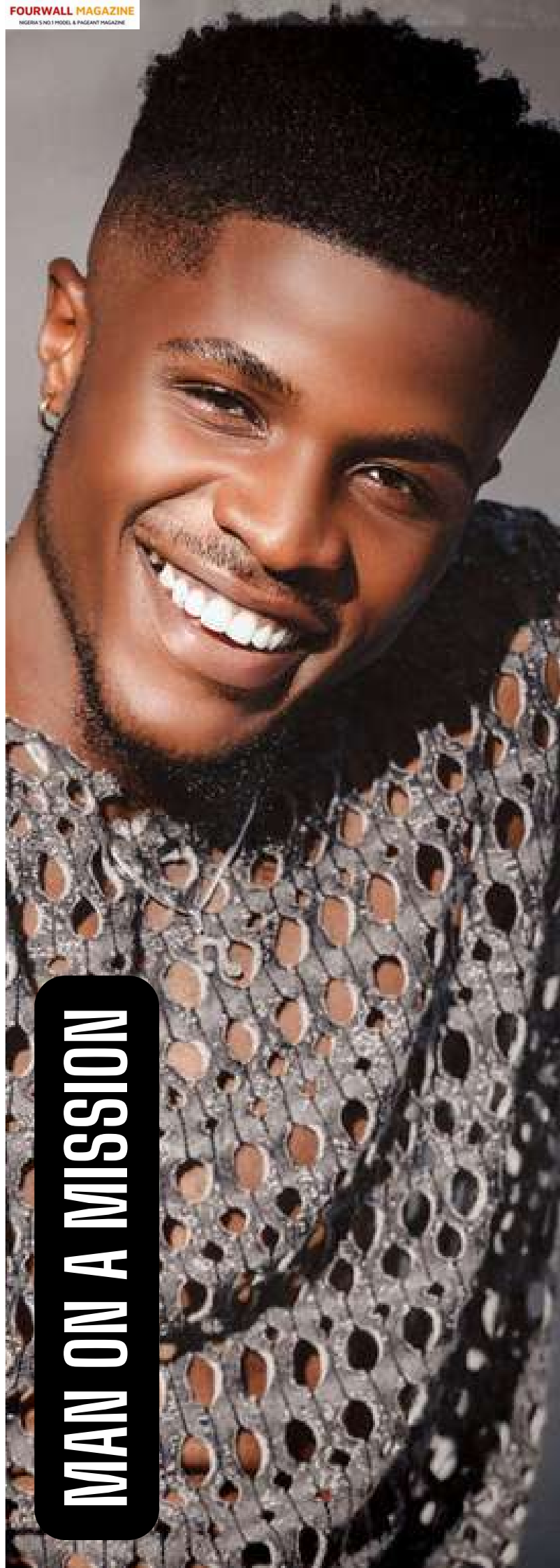
Inspired by reality TV star and former Mr. Nigeria Prince Nelson Enwerem, Prosper aims to achieve as much as his role model.

Beyond his artistic endeavors, Prosper is a passionate advocate for environmental conservation and tourism in Nigeria. He actively promotes sustainable practices and community involvement in preserving Nigeria's natural beauty.

PROSPER NDEE

Driven by his passion and diverse skill set, Prosper aims to excel in his career while making a positive impact in his community. With unwavering dedication, Prosper Ndee is set to shine in both entertainment and environmental activism.

Believing in the power of a beautiful smile, Prosper faces challenges with positivity, often saying, "Just smile, confuse your problem with a smile." With this mantra, he continues to move on through every challenge in life, with a smile.



MAN ON A MISSION

Queen DEMAIN JUDITH

FACE OF IMSU 2023

Demain Judith, a 23 year old, model, and site manager, who is extremely interested in rural planning and the political process that is focused on the development and design of land use. She is currently pursuing a bachelor's degree in urban and regional planning. She was born first of 6 wonderful siblings, and she was taught to understand that smart work and hard work put together with prayers, pays-and it's a major way to success.

Its important to note that she lives a life of happiness assembled with love and makes sure the air around her is conducive. Aside being a student, Judith loves reading, researching, traveling, in every case trying to refine herself and for the records She is sanguine, Judith also enjoy herself and time In front of cameras, taking pictures, and would say modeling is good with her.

Judith practices fashion designing for males occasionally and wish to stretch out in the future. She also joins her uncle who is an engineer, visit building site and help with some paperwork's since it helps her get practical knowledge of her course of study.

Judith's philosophy of life is that everyone merits humane treatment particularly those in rural areas, they are entitled to an improved system of living and as such access to attainable social amenities.



INTERVIEWING TIPS FOR A MODELING CAREER.

Working through an agency is the most common way for a model to get work. Doing well in a modeling interview is key to getting your foot in the door. Whether you were contacted by the agency or are going in on your own accord, you need to present yourself in the best light to make a lasting impression. This means you'll have to rely on more than just your good looks to ace the interview. Prepare with our interviewing tips for a modeling career!

Do Your Research

Research the agency, so you know what kind of models they represent as well as what their body style, portfolio, and other requirements are. This ensures you fit the criteria and are well-prepared for the interview. Many agencies put this information on their website, but you can also call them.

Prepare a Portfolio

A portfolio is one of the most effective tools an aspiring model has. Agencies may specify the number and type of photos you need to have in your portfolio. The minimum is generally one portrait photo and one in upright body position. You can also include simple poses such as sitting, profile and looking over your shoulder. You usually don't have to smile, but you may wish to have some pictures with varying facial expressions to show versatility. The clothing you wear should be tight-fitting, such as swimwear, tank tops, and skinny jeans. Do not wear any make-up in the shots, as the agency needs to see how you look completely natural.

Prepare a Resume

This document provides the interviewer with the most pertinent information about you at-a-glance. It contains information on your past modeling work, any training as an actor or any awards. Also a list of shows or publications you've appeared in, as well as any educational background you have in fashion or a related field. You can also include your body measurements, including height, weight, bust, waist, hips, inseam, dress size and shoe size. Some agencies though require you to put this information in a separate document called a "comp card".

Take Care of Your Appearance

Your hair, nails, and skin must be clean, neat and free of blemishes. You will want to look as natural as possible, so use a sparing amount of make-up. This may include a little bit of foundation, mascara, eye shadow, and lip gloss.

Practice Modeling

The interviewer will assess how well you pose and walk, so practice beforehand to make sure you've at least got the basics down. Watch videos and look in magazines to get ideas for poses, facial expressions and how to walk a runway. Try things out in a mirror to make sure it looks good, then ask family members and friends to watch and give you some pointers. Practice maintaining your composure in any situation.

Think of Answers to Common Questions

Modeling interviews usually involve some standard questions. These most often include questions about how long you've been modeling, any especially notable shows or publications you've appeared in. It may also be about the type of modeling you want to do (e.g. commercial, fashion, etc.), and why you want to work with that particular agency.



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Our passion is fueled by the desire to guarantee quality delivery and customer satisfaction through our products.



If you are looking for that one stop exclusive fashion brand, search no more, we are here to help you elevate your fashion style.

7 STYLING TIPS FOR CURVE MODELS

2. Define your waist

Cinching waists helps to project a slimmer waistline and provides an hourglass figure. It is recommended to wear high waist belts for shorter people, as it will elongate their overall appearances and make their legs look longer. Tuck the belts with loose fitted fabric to avoid the “bulging effect”. Avoid wearing thick belts as it can bring attention to the width of a person, which completely defeats the purpose of the cinched effect.

3. Avoid rounded toe shoes

Often rounded shoes can have the impact of making anyone look shorter. A look overall can be elongated by wearing pointed or open toe shoes. This will make the legs look longer and well-balanced.

4. Utilise strategic Patterns


Patterns can be a tricky matter when it comes to balancing an overall look. Bold coloured, thick patterns can give the impression of a different body size and can bring attention to the wrong body parts. Whereas, smaller and darker coloured patterns can complement the style and the form. For example, smaller polka dots can make the figure look a lot more flattering than bigger ones.

5. V Necks are the Best

V neck tops can elongate the appearance of the waist. V neck tops can help direct focus from any problematic area to the bust area. This can also make the look more feminine and playful.

6. High Waist Bottoms compliment anyone's figure!

High waisted pants or skirts with pointed or open-toe shoes are often great pairs that elongate the look, beautifully. To complete the look, wear a semi-fitted top which ends on the waistline if not slightly under.



With the modelling industry adapting and changing every day, the demand for curve models is increasing. The “body positivity” movement has prompted agencies and industry to start to embrace bodies of all shapes and sizes. Therefore, everyone has a chance to celebrate their bodies, both in and out of the industry!

With the curve modelling sector growing and changing, so is the clothing industry and people are becoming a lot more aware of what clothing suits their body type.

1. Ensure you get your sizing right

It is important to wear the “right size” clothing. Try avoiding wearing sizes that are too small for the body, as it accentuates the wrong areas. On the other hand, wearing loose clothes can make you give a wrong impression of your overall body structure and sizing. The better the sizing, the more flattering it looks. That being said, when shopping feel free to try out different sizes of clothes, as a lot of brands are known to have different clothing sizes under the universal size numbers.



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MODEL PORTFOLIO: HOW TO CREATE A MODEL PORTFOLIO

A professional model portfolio can help you secure a modeling agent, book modeling work, and achieve your career goals. Learn the elements of a great model portfolio and how to build your portfolio book step-by-step.

What Is a Model Portfolio?

A model portfolio, or modeling portfolio, is a digital or printed photo book used in the modeling industry by professional models and their agents to demonstrate a model's look, body type, versatility, and abilities. Aspiring models use portfolio books to gain representation from modeling agencies, display examples of their work to potential clients, and build their modeling careers.



7 Key Elements of a Model Portfolio

When creating your portfolio, choose the best photos to represent your look. Depending on the type of model you'd like to become, a professional model portfolio includes some or all of the following elements:



- 1.1. Beauty shot: If you hope to excel in fashion modeling, you may want to include a beauty shot using a professional hair stylist and makeup artist to achieve the types of photos found in fashion magazines. Unlike your headshot, which should show your natural look, beauty shots can display more dramatic looks and different hairstyles.
- 2.
- 3.2. Contact information: Include your contact information so potential clients and modeling agents can reach you. Include your email address, phone number, social media handles, and general location (such as New York or Los Angeles).

1.3. **Emotional shots:** If you want to be a commercial model, you'll want to include photos that display a range of facial expressions, from happy, smiling shots to serious, dramatic looks.

1.4. **Full-length shot:** Also known as a body shot, this photo shows your body type and physique. If you want to be a commercial model, include full-body pictures of yourself in different outfits. Many high fashion models have a swimsuit shot in their modeling photos.

1.5. **Headshot:** A good headshot shows your face and hair from the shoulders up. This photo should display a natural and honest look without heavy makeup or styling distortion.

1.6. **Location shot:** If you hire a professional photographer for your portfolio photo shoot, they can help you choose various locations for your photos that best suit the type of modeling you hope to pursue.

1.7. **Statistical information:** Include informational stats about yourself, such as your age, body measurements, and hair and eye color. If you have any physical features you think a potential client might want to know about, like tattoos, include that information, too.

How to Build a Model Portfolio

To build your model portfolio, follow this step-by-step guide:

1.1. **Choose your type of modeling.** As a beginner model, you'll want to choose the type of modeling you'd like to

pursue, such as fashion, commercial, or fitness. If you work with a modeling agent, they likely know what their clients want.

1.2. **Find a professional photographer.**

Though you might initially be able to get away with having a friend take photographs for your portfolio, you'll want a professional to achieve the best shots. "There's the misconception of when you start modeling, you have to pay tons of money to a photographer, rent a studio," Naomi Campbell says. "That's not true. If the model agent likes what they see and they would like to pursue you as bein' a model that works with their agency, then they will guide you [and] call a reputable photographer that they know."

1.3. **Make a plan of action.** Research other model portfolio examples and confer with your photographer and agent to determine the exact shots and looks you'd like to achieve for your photoshoot. Having a plan of attack will save you time on the day of the shoot and ensure you have every type of photo you need for your portfolio.

1.4. **Choose your wardrobe.** Depending on the type of modeling you want to do, you may already have the clothing you need for your photoshoot. According to supermodel Naomi Campbell, the "model uniform" is a fitted T-shirt and jeans. If you work with an agency, they may have a wardrobe stylist to supply you with great outfits.

TO BE CONTD....