



# STAR

maxivive

Issue \_ 01      Dry \_ '21

SUNSHINE \_ LOLLIPOP \_ RAINBOW



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ART DIRECTION\_PAPA OYEYEMI AND TEMITAYO SHONIBARE

DESIGNER AND EDITOR\_TEMITAYO SHONIBARE

A Maxivive Star

Who am I?

A Maxivive star

I just do what I want to do

I do what I want to do

I realized that I needed to schedule, a routine

It feels quite mundane,

Having tasks that volunteers want to do them but wouldn’t get done

But this is so sensitive

Sometimes I just want to scar them a little bit

Now there’s like this tension, and I just want to release.

-

This is not how I woke up

There is no man and woman anymore

I mean

Of course, there is but everyone is just reinventing themselves

As I speak, there are over 40 genders and maybe 80 after

Energies inspire me.

Everything subliminal

Love is fluid

We are all humans first

If a person is not like everybody else

The person is human at least.

- Papa Oyeyemi



cover image

Styled and shot by Fela Gucci

Modelled by Nqaba Shakes Mbolekwana in Johannesburg

Nqaba wears tailored jacket and Tai trouser set both from Harmattan 20/21 TRUANCY collection







It was an honor to collaborate with Maxivive. I think that they are an incredible fashion house with great potential to expand on a global scale. Working with my baby brother Nqaba was great too, he brought so much life to the editorial. I hope that African creatives get to collaborate more, build with each other and not be so reliant on the West to validate our work.

- Fela Gucci

*Opposite:* Nqaba wears green flounce jacket and gold flare skirt from TEMPLE 2019 capsule

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Styled by Papa Oyeyemi

Photographed by Walter Banks

Modelled by Kene Nwatu and Olalekan Hassan

Olalekan wears lace bow shirt from Pre-Wet 2020 EYES WATCHING GOD collection

*Opposite:* Kene wears crotchet tweed boot from Dry 2020 by appointment FOSTER collection



Styled and directed by Papa Oyeyemi

Photographed by Kadara Enyeasi

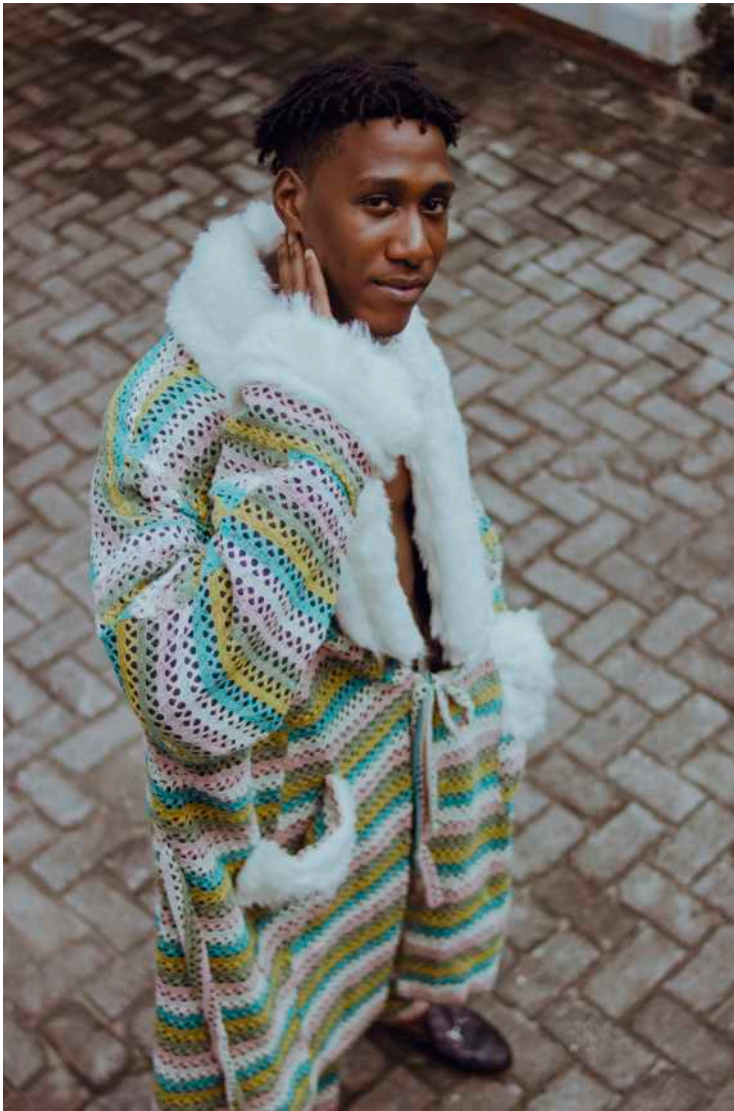
Modelled by Nelson Oghenekewe and Bolu is Art

Nelson Wears Top and Bottom Set and Bolu wears Mxvv onesie from Mxvv Gymnasium Capsule

*Opposite:* Bolu wears Mxvv logo rib tank and tight and Nelson wears Fit Fam tank set from Mxvv Gymnasium capsule collection







Directed and styled by Poophmoore Inc  
Photographed by Omar David  
Modelled by Ikenna Nnodiogu, Daniel Williams



Both looks from TRADE Cruise 20/21 collection



Photographed by Kosol Onwudinjor  
 Modelled by Aliou Abdoulaye and Dior Bonou, Angel Models  
 Dior carries Zuobo bag introduced in Pre-Wet 2020 collection  
*Opposite:* Aliou carries Boubini bag introduced in Pre-Wet 2020 collection





Made of Stone

Sometimes you are eating an apple, or  
drinking gin at a terrible party,  
so you remember the softness of your throat.

Sometimes you are dressed in nothing  
but your heavy emotion, kept warm instead  
by some shifting in the abyss of your belly

that makes you think: Oh I’m not made of stone  
after all. Anyone can think of a sculpted boy  
as gorgeous, but who looks close enough to see it,

the fresh sheen over the figure’s eyes? Who asks if  
that is perhaps not the sweet juice of soft fruit  
upon your lips, stretches upward to taste it?

That is rare. That is tenderness, like marble teeth  
breaking the apple’s delicate red skin. That is love:  
when he pulls his mouth from the salt of your grief

and comes away crying, too.



Styled by Papa Oyeyemi  
Photographed by Femi Fowler  
Modelled by Tofunmi Shittu

Tofunmi wears looks from Temple, Papa's Christmas and Archival Maxivive





Styled by Papa Oyeyemi

Photographed by Yitschaq Abia

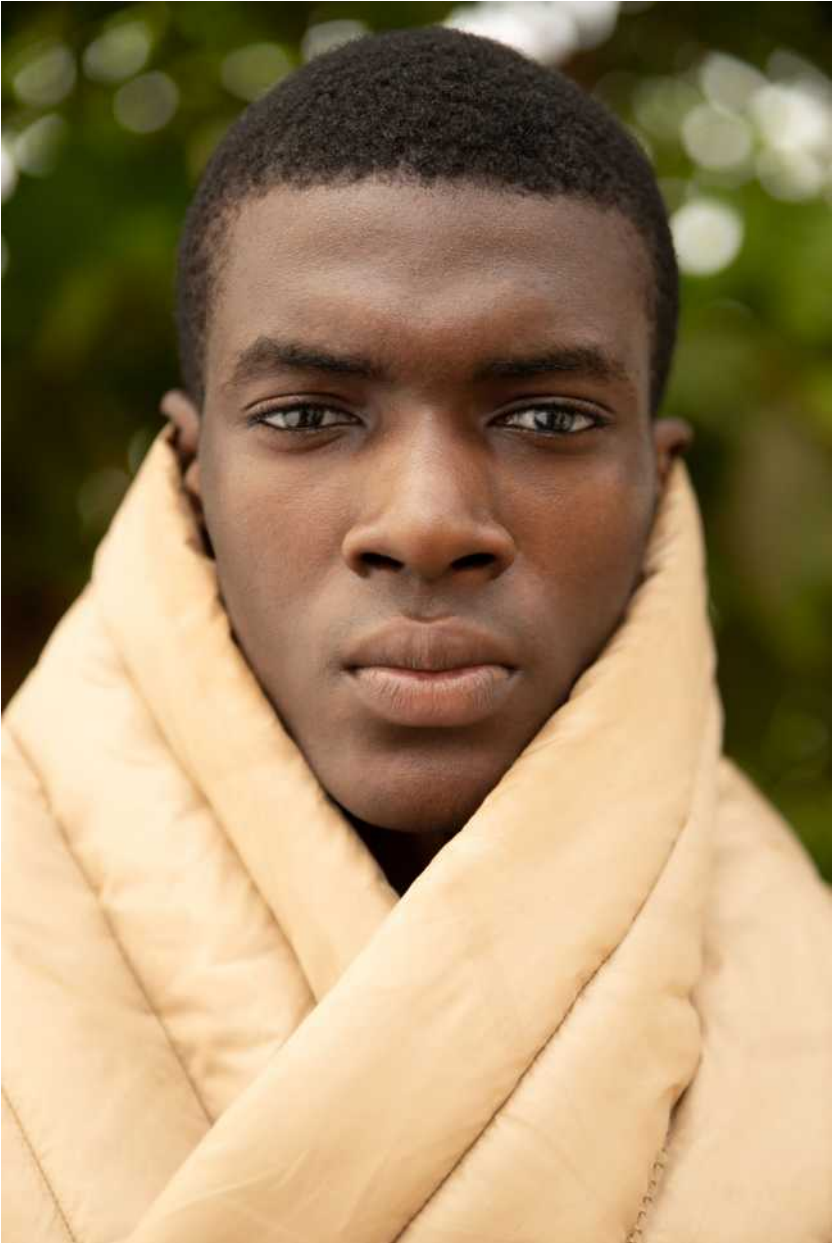
Modelled by Lawal Folarin and Jefferson Obuseri

at MyBooker Model management

Lawal wears a look from by Appointment Wet 2020 HYPOCHONDRIAC collection







Jefferson wears look 13 from by Appointment Wet 2020 HYPOCHONDRIAC collection



## On Fashion and Global Warming

There’s a reason it’s been so hot. According to the UNFCCC, 2019 was one of the three hottest years on record in Africa and predictions for 2020-2024 show an increase in temperatures and a decrease in rainfall on the continent. The reason is global warming.

Amanda Macmillan, in a 2016 article for the National Resources Defence Council (NRDC) titled “Global Warming 101”, defines global warming as the rapid increase in global mean temperature of the earth, caused by the greenhouse effect - carbon dioxide, other greenhouse gases and air pollutants collecting in the atmosphere, trapping heat and causing the planet to get hotter. Melissa Denchak in an article for the NRDC titled “Greenhouse Effect 101”, explains that the greenhouse effect is necessary, as it warms the earth to a livable temperature. However, due to the increase in greenhouse gases, the temperature of the earth is rising rapidly, with negative effects. The rising temperatures have led to extreme weather conditions around the world; heatwaves, droughts, rainfall and hurricanes have all become stronger and more frequent, writes Macmillan.

The fashion industry is one of the major culprits in environmental pollution that leads to climate change. William Petty, in an article for Common Objective titled “Can Fashion Stop Climate Change?” writes that in 2015 it was responsible for 1.7 billion tonnes of carbon dioxide emission and produced more than 5% of manmade carbon dioxide emissions– more than aviation and shipping combined.

Lydia Magean, for whichPLM, explains that manufacturing a single pair of jeans creates the same amount of greenhouse emissions as driving a car for 70 miles (112.7 km). According to the United Nations Environment Programme, it also takes about 3,781 litres of water to make a pair of jeans, from production of cotton to delivery of the finished product and causes the emission of about 33.4 kilograms of carbon.

Petty writes that about two-thirds of the climate damage that occurs over a garment’s lifetime happens at the raw materials stage – synthetics (mainly polyester, which make up 65% of all fabric production) or cotton (21%). Polyester is made from crude oil; extracting and processing the raw material is energy-intensive, and causes a lot of pollution. 46.1 million tonnes of polyester were produced in 2014, releasing 655 million tonnes of carbon dioxide into the atmosphere. Production of cotton garments causes less carbon emission, but the fertiliser used in cotton farming releases nitrous oxide, a greenhouse gas more effective than carbon dioxide.

Petty states that the fast fashion industry contributes to its presence as a major source of greenhouse gases emissions. Fast fashion has led to an increase in design and production. The World Bank article, “How Much Do Our Wardrobes Cost to the Environment”, states that in 2000, 50 billion new garments were made and nearly 20 years later, the figure has doubled. This increase has led to higher consumption and higher wasting.

The UN Alliance for Sustainable Fashion was launched in 2019, with the aim of stopping the damage caused to the environment by the fashion industry and making fashion sustainable. The Fashion Industry Charter for Climate Action was signed in 2018 by 43 brands including Stella McCartney, Adidas and H&M and set a target for companies to cut emissions by 30% by 2030.

In 1993 Patagonia began making polyester from recycled plastic bottles, to reduce their reliance on petroleum, and their greenhouse gas emissions, and Nike, H&M and other brands have followed. In their 2017 Annual Report, Hugo Boss explains their decision to use environmentally sustainable means of transportation - sea freight routes from Asia or trains links from Asia to Europe as an alternative to combined air and sea freight, reducing carbon dioxide emissions.

A 2019 report by Fashion Revolution showed that only 55% of the industry’s top 200 brands publish their annual carbon footprint on their websites, and only 19.5% reveal emissions in the supply chain. As there are no penalties for brands who fail to meet the UN targets, there have been calls for a carbon tax to be implemented.

As a major contributor towards pollution and greenhouse gas emission, the fashion industry has a responsibility to ensure that it reduces its impact on the environment and its contribution to global warming.

“In the face of growing environmental threats, there is an urgent need to radically change our consumption and production systems.” said Naoko Ishii, CEO and Chairperson of the Global Environment Facility.



Lawal wears look 6 from by Appointment Wet 2020 HYPOCHONDRIAC collection













Jefferson appears in Look 1 from by Appointment Wet 2020 HYPOCHONDRIAC collection





Styled, modelled and shot by Francis Buseko

Francis wears Donald buckle pant from Cruise 20/21 collection and bucket hat from Jewel  
2021 capsule collection







Francis wears Zane robe and Ring trouser in wolf print from Cruise 2020 collection



Styled by Papa Oyeyemi  
Photographed by Jan Hoek  
Modelled by Jan Hoek and Emmanuel  
Hair by Austine Afaha



JAN HOEK \_ star

*Opposite:* Jan and Emmanuel wear pieces from Harmattan 2018 HOW TO MARRY A BILLIONAIRE collection  
and Emmanuel wears Gold Shirt from PAL



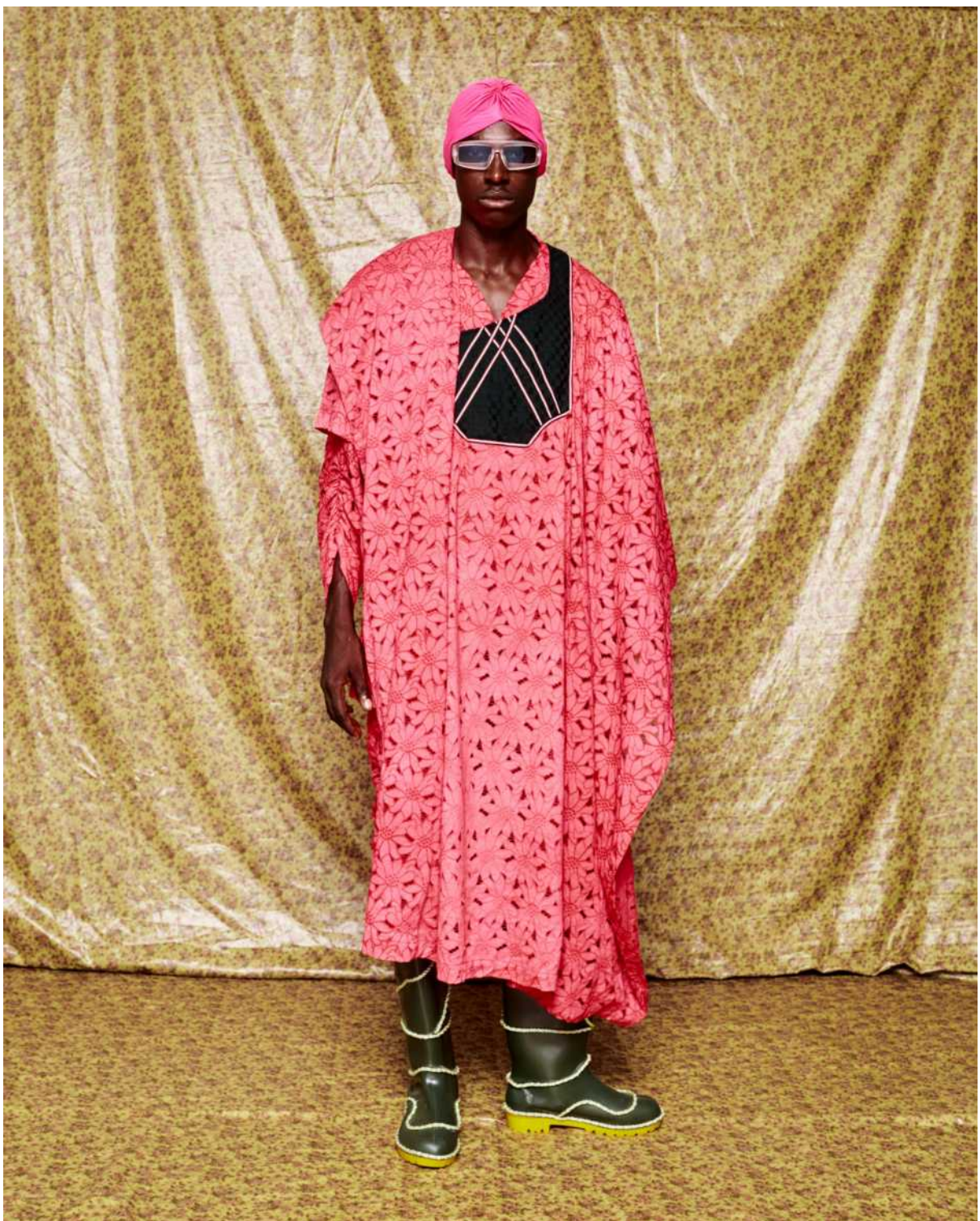


Styled and directed by Papa Oyeyemi  
Photographed by Kosol Onwudinjor  
Make-Up by Halid Razak  
Hair by HairbyRiches

All looks from Harmattan 20/21 TRUANCY collection  
Models wear Accessories from Jewel 2021 capsule collection











Models

Abasi Benjamin at Nk Models

Alexander Nnoruga at Fowler Models

Atanda Oluwadamilola at Fowler Models

Daniel Joseph at Top Isle Models

Favour Winner at Forever Models

Tofunmi Shittu







Styled and directed by Papa Oyeyemi  
Photographed by Kosol Onwudinjor  
Modelled by Dior Bonnou and Mario Phillips at Angels Models  
Fabric is Vlisco cc Vlisco &co









Carry Me

If my soles guide me  
Let my soul accompany every step  
With my heart at the helm  
Finely

Not fine me  
For being too fine  
Let it line me

Thickly  
Soak me in strength  
Brine me relentless

Lend me the courage  
To exhale  
The abandon to let go

For I am cramping  
Wincing  
Eager to unclench

Yet unable to release

Inching my way to ease





Styled by Papa Oyeyemi

Photographed by Akin Adegunju

Make up by Halid Razak

Atanda wears Donald Buckle Vest and flurry slide from Jewel 2021 collection.

*Opposite:* Daniel wears double GPP Pendant and pink smoked Binatu slippers. Both wear Donald Bucket pant and leg bag from Cruise 20/21







Adesewa Adegoke wears Porn star belt and Doris Buckle pant both from Cruise 20/21 collection, double GPP pendant and pink smoked binatu slippers





Favour Winner (at Forever Models) carries mini and midi Boubini 2.0 bag and wears Binatu 2.0  
Toe slippers





Alexander Nnoruga (at Fowler models) wears a leather bucket hat and trousers from Jewel capsule 2021 paired with a Binatu 2.0 toe slippers





Favour Winner (at Forever Models ) wears body harness bag capsule and Binatu 2.0 toe slippers  
paired with vegan leather white trousers all from Jewel 2021 capsule collection





Favour carries a Zuobo 2.0 bag and Zuobo 2.0 Maxi bag, wears Dunlop sandals in star print and a Jewel leather mask with crystal embellishment all from Jewel 2021 capsule collection





Favour carries a Boubini 2.0 maxi bag, wears Dunlop sandals in star (Jewel 2021) and Mayflower shirt and shorts (Harmattan 20/21)





Tofunmi Shittu wears Second Home shirt and Aircon trousers from Harmattan 20/21 collection





Ikenna Nwosu wears Stabbing Jean jacket with velvet trousers from Harmattan 20/21 and smoked  
Binatu sandals in silver





Daniel and Atanda wear looks from Nighties 2021 capsule collection





Marvelous Adegbite (at Nk Models) wears robe, shirt and trousers in wolf print from Cruise 20/21 collection



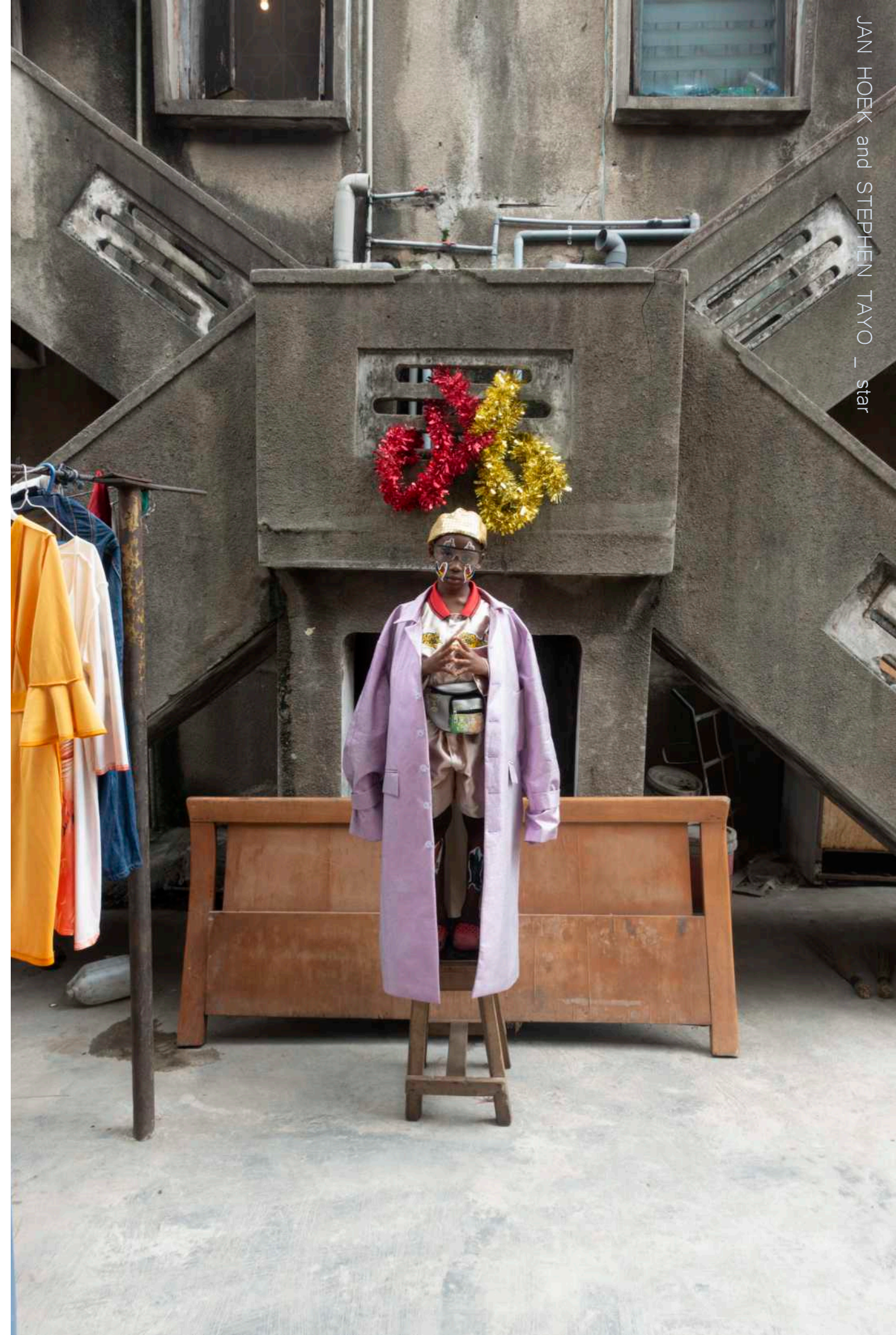


Styled by Papa Oyeyemi

Photographed by Jan Hoek and Stephen Tayo

Modeled by Daniel

Daniel wears two piece lounge set from Mxvv, coat from Wet 2019 GUY collection and glitter hats from Harmattan 2018 collection











Styled by Papa Oyeyemi

Photographed by Aadesokan

Modeled by Blessing and Richard Tamaradombra

Blessing wears Lola regenerated shirt and apron, Richard wears side buckle shirt both from Shirts 2020 capsule collection.





Stone wears look 13 from by Appointment, Wet 2020 collection





Styled by Papa Oyeyemi  
Make-Up by Halid Razak and Laurretta Orji  
Modeled by Samuel Inyang, Marcus Ezekiel and Marcus  
David both at Edkol Models and Blessing

Samuel wears a hoodie from by Appointment , Wet 2020 collection  
Marcus twins and Blessing wear Eid 2020 looks



The Lovers

We were naked and I was crying. In the sensual  
world, I did a woman’s work—felt  
a primordial hysteria.

The room, humid

and humming, full of my spirited  
panting. The sheets I spoiled with a dirty heart.  
I hid my face behind history to watch him,  
apple of my teary eye.

We had torn my veil in hunger, it lay strewed  
across the tiles, a glimmer illusion laced with perfume  
to invoke an ancient chasm.

Why, what an awful mess

I was at that primal depth. There was so much  
sweat because the power was out again. And when  
I told him I was sorry,  
he asked: *what for?*





cover image

Creative direction & Styling by Gavin Mikey Collins

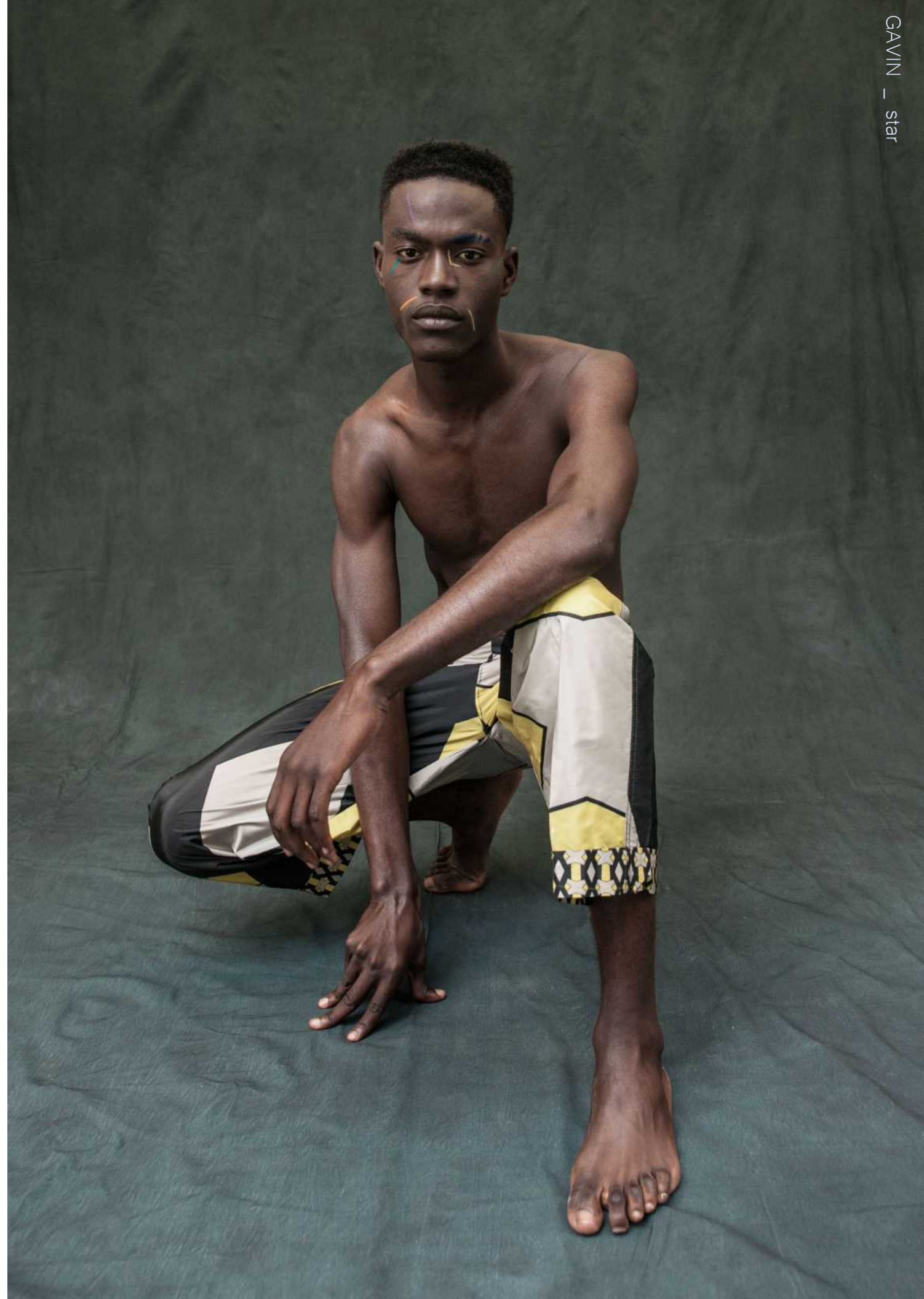
Photography by Theodore Afrika

Modeled by Tessa Cloete & Jay Jay Bewa

Tessa Wears Pierre Jalabiya in Poke lace from Cruise 20/21 collection.

*Opposite:* Jay Jay wears Louise Trench coat and Osman trousers in Volta print both from Independence 2020 LOST

IN YESTERDAY capsule collection















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- \_ Umlilo, DJ Zinhle featuring Mxzzle and Rethabile



