



# Fashion Stylist, Veronica Ebie-Odeka

Shares Her Current  
Nigerian **Fashion**  
Pieces

**Must-haves**

**V**eronica Ebie, an expert in retail brand development and strategy began her career in fashion styling and retail sales in Houston, Texas in 2001. She

is known for aiding brands to achieve new objectives and improve brand presence identifiable within the luxury, fashion and retail. In 2010, Veronica relocated to Lagos Nigeria and established herself as one of Nigeria's A list celebrity stylists and a go expert in all things fashion, style and luxury with the launch of her agency called VANE STYLE. A 360 fashion consulting brand that is

business-driven with a social purpose. this includes advisory services for brands to extend on offering personal styling for clients; it was also important to assist the brands to develop. What Veronica really get excited about is connecting with consumers and brand alike creating unforgettable client experiences and offering an experienced solution. She takes pride in her business and career and is versatile and personable with every client and brand.

Knowing that a brand that has a strong identity and aesthetic is more convincing and has more value, she specializes in brand development, helping designers establish their brands' structure, messages, offers, strategies and giving them the necessary tools to

quickly go upmarket and achieve new objectives. she adapts her analytical and operational expertise of the major brands to the flexibility and result requirement of fashion brands, designers and retail stores. In this way, she helps them build a sustainable brand strategy and mission Statement.

Fashion Styling in Nigeria over the cause of time has evolved and developed into a major arm of the fashion industry. Now just as there are fashion designers, models and influencers, there are also specialists whose major work is to handle the closet issues of celebrities and top personalities alike, giving them an eminent look by combining the essential design items. These specialists





**Odio Mimonet:** This brand draws on a true love of art in creating pieces, and they seek to reflect the beauty in the feminine form while maintaining exquisite technique and craftsmanship



**Tiffany Amber** is known for its use of the technique in elevating essentials to satisfy women who have a pure feminine yet exotic style.



**Bridget Awosika** understands the feminine form in a way that's modern yet true to her own aesthetic





*Peridot understands the importance of comfort and it offers that with its variety of pieces.*



*Meena combines elements that comprise modern femininity and minimalism to serve women what would be considered as an art that is sophisticated.*

are known as fashion stylists. They aren't constrained to the big fashion cities in the world, as there are celebrity stylists in Nigeria as of now turning their clients into fashion icons.

Fashion stylists, also known as wardrobe stylists, are fashion-savvy people who select the clothing for published editorial features, music videos, television or print advertisements, red carpet looks and any other public appearance made by celebrities, models and other open figures. Whereas a few celebrity stylists in Nigeria are also fashion designers, others are influencers, models or mere stylists known for their craftsmanship of styling top clientele.

Veronica Ebie is one of the celebrity

stylists in Nigeria who support made-in-Nigeria wears. She has dressed high-profile women such as Genevieve Nnaji, Mo Abudu, Tiwa Savage, etc. She is the creative director of her styling company, Vane Style and regularly shares on her social media handles, tips on how to dress better.

She triples as a fashion stylist, style influencer and beauty entrepreneur with her nail polish line, Vane Polish. Veronica has styled runway moments for **Arise Fashion Week** and **Lagos Fashion Week**. She knows how to comfortably marry style and comfort making her a fashion icon with an exemplary style.

As someone with a strong background in fashion, her sense of

style can be described as clean, strong, and abstract. One of the things that have ensured that her style stands out, is a consistent loyalty to specific silhouettes, colours, and brands. She also keeps her fashion choices consistent and stick to brands that offer comfort, understand the feminine form, and stays true to their aesthetic.

From an array of brands that have inspired and understood her style and aesthetic, Veronica has listed out some of the Nigerian fashion brands that will always take the win. 🏆

📷 VERONICA EBIE (@veronicaodeka)  
 📌 Veronica Odeka (veronica ebie)