



QUEEN OF THE **UNION**
AFRICA

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Queen

IS MADE BY HER JOURNEY



Q
OF THE
QUEEN UNION
AFRICA

1.

...the Symphony of Africa's Beauty

CONTENT

COVER

VISIONNAIRE'S ADDRESS

CONTENT GUIDE

Company Profile: Our Brand in Focus

- QOJA: The Vision, Mission, Values and Purpose 6
- About Us: Our Brand Story 8
- Why Us: Why Our Project Matters 11
- Brand Activation: Beauty is Art Project - She is the Artist & Canvas 12
- Brand Activation: Beauty is Art Project - She is the Artist & Canvas 13
- Our Partnerships: Our Queen Gives Back 14
- Brand Endorsements: A Queen Needs Partners on Her Journey 17
- The Beauty Pageant: A Queen Will Be Made. 23

What is Beauty?

- Beauty is a Canvas: 7 Qualities of Beauty through our lens. 26
- Ambitious: A Queen Begins as a Girl with Aspirations 28
- Fearless: Beauty makes a bold statement. 29
- Fearless: Beauty makes a bold statement. 30





What is Beauty?

- **Affluent: Her Beauty is Gold; Africa is Gold** 33
- **Iconic: Beauty is Bare, Creative & Adventurous.** 34
- **Poetic: Beauty Can Be Muted but Never Silenced** 36
- **Influence: Beauty is a Language Understood with Hearts** 38
- **Hardwork: Diligence is the New Beauty** 41

Powerful Ancient African Queens - In Focus 42

- **Queen Njinga of Angola** 43
- **Empress Taytu Betu of Ethiopia** 45
- **Queen Mother Nandi** 47

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THE VISIONNAIRE'S NOTE

“

A journey with purpose can be interrupted but cannot be stopped, the show must go on.

The history of Queen of the Union, Africa is as old as beauty and as young as the future of beauty.

Beauty speaks many languages. We can see her through nature, culture, music, arts, fashion, and people. The Beauty of Africa turns heads. Her beauty is unique and makes a statement. Her resources overflow with wealth.

She is blessed with an abundance of nature's masterpieces, from the Victoria Falls of Zambia and Zimbabwe to the astonishing Sossusulei of Namibia rooted elegantly on her lands. Her people are diverse but strong. Her languages are distinct but understood with hearts. Her people are cut from different fabrics but seen as a single piece. Her women and girls are all Queens.

The Queen of the Union is set to create a statement that will showcase the beauty of an African Queen through our lens to the world. Her journey, determination, resilience, and purpose to positively affect the lives of others makes her a Queen..

We believe visibility is Queen as we put Africa's Queen on an enviable pedestal.

Vennat Omigie



OUR BRAND IN FOCUS



OUR BRAND IN FOCUS

- The Vision

The Queen of the Union Africa (QoUA) is a beauty and lifestyle brand. We envision a new and curated African narrative of beauty the world is yet to see. Our vision is simple but defined: **Unify Africa with the Power of Beauty.**

We recognize and acknowledge a new dispensation taking over the world where women are leading change in ways that matter to their societies and communities. While the world takes interest in this phenomenon, it should be noted that the African Woman, in the midst of cultural or traditional limitations to aspire, has long played historical roles in leadership and shaping the cultural landscape of the continent. She is the visionary for the new African narrative.

Purpose

Our **Purpose** is to conceptualize and execute inspirational and aspirational events, projects, and activities across the continent that illuminates a beautiful Africa with the African woman at the center. We will gather, empower and present a different side of Africa to an eager local and international audience.

Mission

Our **Brand's mission** is to create platforms, opportunities, and narratives that ensures the African woman discovers and rediscovers her **SELF-WORTH.**

Our Core Values

- We believe in the power of collaborations because a single bracelet cannot jingle.
- We embrace and respect the diversity of Africa because we are different people cut from the same fabric.
- We recognise the value of the African Woman for enormous contributions to her community and the continent at large.
- We believe in the unity of Africa because the strength of a people is in their numbers.
- We strive for the empowerment of the African Woman because she rocks the cradle of the continent.

*We come in different shades
of beauty but we stand as one.
She is the Queen of the Union.
She captivates the heart of
Africa.*





Our Brand Story

The African Sound tells a story that is distinct. It is recognized far beyond the borders of the continent. A single talking drum (from Nigeria) creates enchanting eclectic sounds that create body movements that we can watch all day.

Some of these sounds may include but not limited to: The Talking Drum, the Balafon of Gambia, the electric Kora popularly called the 'double-bridge-harp-lute', the ancient jazz instrument of the Kanuri people 'the Algaita', the Marimba of Zimbabwe 'The Mother of Songs' combine with the percussion Maracas and the majestic Akoting of Guinea Bissau. The outcome is a beautiful, enthralling and audacious sound that magnifies the essence of each instrument and reverberates into a melody for the soul and enriches the mind.

Just like the African sound, the **African woman's beauty**, and essence are distinct and unique across the continent. No region holds sway over the other.

The **Rwandan** woman stands tall and regal. The **Sudanese** dark skin gives us a reason to revere the **African dark skin**. The **South African** body form holds us transfixed in awe of the creator.

We want Africans to recognize and celebrate our Queens for their **immeasurable value**.

Indeed, we want the world to see that **Africa is resourceful, beautiful, diverse and her beauty unites us all**.

Unarguably, the world is waiting to see a different side of Africa - a beautiful one.

Let's give the world a show made by **Africa for the world**.



BRAND ACTIVATION

Through HER EYES Campaign

#beautywearsmanyhats

The Queen: The Artist & Canvas

Artist Edition

Like sacred African Art, the African Woman occupies a unique position. She is the living custodian and classroom for the continent. She is the representative of the ancestors - teaching their stories to a new generation.

Unlike sacred ancient art, she is the living canvas of the present society. She has the living imprint of her imperfect society. However, she has the power to re-craft those imperfect imprints, add her colors and present an art form that inspires change.

The “artwork” of her life can influence change now and in the future. The great arts of Africa will be reborn

“Through Her Eyes Campaign”



Why Our Project

ONE STAGE: AFRICA UNITED BY BEAUTY

At the core of our project is the belief that never before will Africa and the world experience a Beauty Event that envelopes the very essence of the African spirit.

The African continent will be awakened as we take Africans closer to the depths of African beauty. We are celebrating and recognizing her beauty, her economic contributions, her fashion and resolute spirit.

Matters

A DIVERSE AFRICA

Africa is blessed with so much beauty - from her rich, fertile lands filled with natural resources and pleasant weather that attracts different opportunities in tourism and business.

With everything outstanding about the African continent, her people remain her GOLDEN resource. With a population of over 1.3 billion people divided across 5 regions and over 3000 languages spoken, she remains the center of global attraction and has been projected as the future for innovation.

We desire to Unify Africa with the power of the African Woman's beauty.



The African Union's 2063 Agenda which is aimed at representing an integrated, prosperous and peaceful Africa forms the blueprint for our own agenda.

We share the same Spirit and Vision; we ride on the back of the AU's agenda with a new wave of progression that will sweep through the continent.

This will be built and controlled by a vibrant and vivacious group of people who have leveraged on music, fashion, beauty, technology, and media to influence political, economic and social change.

One of our goals is to prepare an African audience to embrace this agenda.

AFRICA'S CREATIVE INDUSTRY

Africa's creative industry is fast changing the narrative and gaining the power to influence and change perception.

We, the Queen of the Union see it as our duty to use our platform to bring about the BEAU-NIFICATION of Africa by intentionally showcasing the beauty of the continent through the beautiful African women whose passions, talents, resilience and intellect will be put on display to compete not just for a crown but in telling the African story with a global perspective on our stage.

Why Our Project Matters

ON THE WINGS OF SOCIAL CONNECTIONS

Presently, people are more connected via social media and the internet. A girl somewhere in rural Somalia sees the story of another girl in rural Lesotho and is inspired to replicate the same in her community.

This type of connection lends credence to our belief that there is no better time than now for Africans to inspire each other to take action.

Our Queen gives back

Our Queen will use her platform for social advocacy to address the issues that are unique to our continent especially those issues that challenge young women and at-risk citizens of our continent.

She will use her powerful voice and ululations to rally young women to work for the uplifting of the continent.

Her hands will collaborate with change makers who are striving to present Africa in a better light.

Her feet will travel to areas across the continent where her presence signals hope and a new beginning. Her mind will engage in discussions that craft a narrative that Africans at home and in Diaspora can be proud of.

Our Queen is a change-maker. We are with her as she bears the torch for Africa.





Partner With Our Queen

A Queen is made by her journey, but for her to succeed through the complexities she needs YOU.

Give Her Wings To FLY

Your partnership will take our Queen around Africa and across the world but more importantly, your airline will be identified across Africa as a partner who made her journey faster but steady.

You will receive recognition because you gave her wings to fly.



She is Africa's Mannequin

She needs partners who will remind her that she is Africa's mannequin by adorning her with the finest of Africa's fabrics and jewelry crafted by the best fashion, creative minds and hands. No path is too tough when we support her by giving her the confidence to overcome obstacles on her journey.



She is Africa's Story to the World

Her story and journey will reach the most remote corners of Africa and the world broadcasted on TV, radio, socials, and digital platforms showcasing her strong and deep heritage so others can believe they can start their own journey.

Our Queen's journey impacts and inspires but when we share her story, you also benefit from her impact tremendously.







Q A QUEEN WOULD BE MADE

It's a Union of Africa's Beauties

The African Woman Influences, builds, grows and nurtures her community.

Imagine her possibilities when she is crowned Queen of the Union, Africa. We are creating a symphony of Africa's Beauties. **Coming to the African stage 2022 - 2023.**

But like our Queens in the past, they can thrive when inspired, recognized and valued.

Therefore, we are set to execute the most prestigious beauty pageant on the continent that recognizes, celebrates, and empowers African women.



When a Queen Rules, Streams Run Uphill because She Unites



The African Union (AU) has been instrumental in affording the African woman better opportunities to liberate and empower her.

Riding on its strategy on Gender Equality and Women's Empowerment (GEWE) 2018-2028; the Queen of the Union- Africa is recognizing the struggles of the woman but we're securing her future in collaboration with the ideals of AU by showcasing her beauty, her tenacity, her worth and engaging communities, Governments, Captains of Industries, Media Personalities, Social Influencers, Fashion/Music artists to light a new torch on Africa where beauty Unites.



WHAT IS
BEAUTY?

BEAUTY IS A CANVAS



Seven Qualities of Beauty


Beauty through our lens has depth, character, charisma and presence.

Beauty through our lens is a Queen

A Queen is as beautiful as her self worth.

As powerful as her influence

As humane as her ability to give back.

A close-up photograph of a woman's eye, looking slightly to the right. The eye is dark brown with a white sclera. The eyelids are heavily lined with gold eye makeup, and the eyelashes are long and dark. The background is a soft, out-of-focus brown, suggesting the rest of her face.

*"She is beautiful; she has
love, understands; she
respects herself and
others; everyone likes,
loves and honors her; she
is a goddess."*

~African Proverb

BEAUTY THROUGH OUR LENS

A QUEEN

Begins Her Journey as a Girl with Aspirations

There is something about human nature that gives life its beauty. We are all born dreamers. It is innate in us to aspire, build and create.

Our Queen recognizes that her role is significant to the preservation of her deep African values which are based on values of equality, peace, freedom, dignity, justice, and solidarity.

We are creating opportunities for Our Queen to aspire without limitations. We are set to trigger a new narrative for our African Queen that tells a story of hope, duty, beauty, and empowerment. She will be honored for giving Africa a centerstage in the world but her community will be more proud to have invested in her, and she will proudly be a Queen history will not forget.

FEARLESS

She Makes a **BOLD**
STATEMENT

The history of the African Black Panther is unique and somewhat mystical. The super-rare melanistic 'leopard' of Kenya is revered by man because its mystique and rarity is a thing of beauty. The African panther is known as the 'ghost of the jungle', rarely seen by people. The dark coat of the panther provides excellent coverage in the darkness. Its combined skill as an unrivaled climber and swimmer makes its hunting skill unbeatable. At night, no prey is a match for the black panther.

The lion can rule in the day but the black panther owns the jungle at night.

Just like the melanistic leopard that defies biology, so do our African women defy norms.

Sometimes, the African woman displays albinism traits to extreme melanistic skin tone expression.

But her spirit isn't dampened because she knows she's beautiful all the same.

It's her knowledge of self-worth embodied by her strength that makes her fearless in the face of adversity and challenges

She knows how to use her talent, knowledge and strength just like the black African panther.

Beauty through our lens is mystique, rarity, and knowledge.

A Queen is made by her mystique.



A black and white profile of a woman's head and shoulders, facing right. Her skin is covered in gold body paint, which is dripping down her neck and shoulder. A large, glowing gold halo graphic surrounds the text. The background is dark.

HER BEAUTY IS
GOLD

AFRICA IS GOLD

Twenty Two, A new type of gold is on the rise. This new gold will rejuvenate the prestige of Africa's wealth. This newfound African wealth will be heard and seen around the world. This wealth will show sophistication of the worth of the real African gold. This new gold is our Queen, every one of them.

Her elegance, enlightenment, and value are worth more than any gold in the world because gold is material but our African Queen cannot be found in museums. She is not lost in history rather her very presence illuminates any place she may be -- home or in the diaspora -- and she is a reminder to the world that our gold may be gone but Africa's golden goose never died.

She is the new gold that never fades and her worth is PRICELESS.

BEAUTY

She becomes ICONIC

IS BARE;

At the centre of Africa's fashion cultural identity is the African Woman. She unifies the continent with her taste and appeal for African fashion. She is the fashion tourist for Africa as she seeks craftsmanship from different parts of Africa. She fosters partnerships and trade across Africa's borders. Her roving taste for statement fashion can have a Jalabiya woven in Senegal; hand beaded in Kenya; sewn in Rwanda and worn in South Africa.

She adorns herself with the treasured clothing & jewelry of Africa. In essence, she is the mannequin for the continent; displaying the extraordinary diversity of African Cultural heritage on herself. We see the beauty of her form, and the expressive creativity of her style. She is the ambassador for the continent's rich cultural heritage. She is our ambassador for "proudly made in Africa".

Our Queen is Proudly Made in Africa. She is truly ICONIC.



BEAUTY

can be muted...

The moment she is silenced, she begins to
 speak clearly;
 She becomes the imagined sound of silence,
 Her sound is loud, profound and cannot be ignored,
 Her silence become the voice you see,
 Her silence speaks eloquently,
 The silence obeys her message,
 Her silence tells you her story She can be muted but
 you; Never forget her EYES, Piercing, beautiful and
 somewhat an enigma Her eyes have seen Laughter, Loss, Love

She can't be ignored.

Her beauty can't be concealed, certainly not the African beauty,

We stop and gaze at her beauty when she speaks silently ,

Her beauty is profound.

She is the unspoken beauty of Africa,

You can hear it when we speak of her elegance & effervescence.

When you dare to silence her, You birth A Queen.

A Queen's silence has started and ended wars,

She can be muted but never silence,

A Queen silently tells her story with her journey.

but never

SILENCED



Beauty is a
Language
understood by the heart

Over 3000
 Languages
 but
 One
 Language Connects
 Africa
 - The Ululation



A unique sound exists in Africa - the African woman's sound.

The true treasure of Africa is not seen or touched, it is heard. It is the sound spread across geography.

It transcends language and political barriers. There are no boundaries that separate this sound from life. The sound is distinct; it needs no interpretation. The sounds of ululations are audible to every ear but only interpreted by the woman's soul. They are the vibrations of a people's will, emotions, and intentions all voiced in one accord.

When one woman begins to ululate, others follow the direction of her voice and immediately begin to gravitate in her direction. Because, in a split second, she composes an anthem with the drumbeat of her vision that resonates with other women. With her "cries" she rouses other queens to rise and begin a journey to a destination.

A Queen is as powerful as her Influence.



HARDWORK

Beauty Is the New Diligence.



Anything of great value has to be built. A life, community, country or continent has to be built. It is built by design, planning, resources and patience.

These qualities come naturally to women; no wonder the African Woman is the foundation stone for the continent.

Beauty through our lens is a Woman who is prepared to work; prepared to build; prepared to get her hands dirty; prepared to commit to a goal bigger than herself.

Beauty through our lens is a Woman who sees the needs of the continent and is willing to contribute her quota to the development and growth of her society.

The beauty of a Queen is characterized by her willingness to work.



POWERFUL
ANCIENT AFRICAN
QUEENS -
IN FOCUS

QUEEN NJINGA OF ANGOLA



Njinga Matamba still remains a queen who is greatly admired on the African continent. Born around 1583, she rose to become a revered diplomat and peacemaker. As a young girl, Njinga was groomed by her father who allowed her to sit at his feet as he governed the kingdom. Her father carried her with him to war and taught her all he knew.

During her reign, she sought peace through dialogue and negotiations with the Portuguese who had invaded her kingdom but she was met with defiance by the invaders who were determined to enslave her people for economic and political gain. Her will for the liberation of her people ensued into an embattled war with the Portuguese for over 30 years.

She personally led her troop into battle and forbade her subjects calling her “Queen”, preferring to be addressed as “King”.



Empress
Taytu Betul
(c. 1851 - 1918).

A Queen Who Knew Her Place

A popular story tells of the Portuguese governor, Correia de Sousa, who offered Queen Njinga no seat during a negotiation. He placed a mat on the floor for her to sit (only subordinates were treated that way). Not willing to accept such treatment, she ordered a servant to get down on the ground, and sat on his back.

Thus, she asserted her position as a “Queenly-King”.

Showing no sign of weakness, our queenly-king fought many wars into her 60s, resisting the Portuguese. By the strength of her resolute spirit, a peace treaty was eventually signed with the Portuguese. Today, Njinga is remembered for her political and diplomatic acumen. Her statue remains in Kinaxixi on an impressive square as a symbol of her heroism. Portugal and most of Europe continue to honor and respect the memory of this formidable queen.

Queen Njinga’s military prowess proves that Africa’s history is built on the victory of her queens, and we are certain the beauty of Africa will re-emerge on the victory of our queen, the Queen of the Union- QUEEN

A queen is as powerful as her influence



“I am The Light of Ethiopia” -Empress Taytu Betul.

Empress Taytu Betul was the third wife of Emperor Menelik II of Ethiopia (King of Shoa and later Negus Negast or King of Kings). She was a decisive figure in the history of modern-day Ethiopia. A consort with spectacular influence and willpower that changed the political landscape of Ancient Ethiopia. A Queen whose defiance and stance for “immediate action” stood in stark contrast to her Husband’s prevaricate response to unpleasant situations. She stabilized the leadership and rulership of her Husband’s kingdom with her exceptional intelligence and leadership craft.

The Empress often took a hard stand against the colonialism of the Europeans. She appalled condensation to the Europeans and when negotiation between both governments broke down and the Italians invaded by war, she charged men to war and led an Army that delivered a devastating and dismal defeat to the Italian troops. The Battle of Adwa (March 1896) remains a legacy for Africans in the fight against European colonialism.

She was an Empress of stellar courage. She led a de facto government after her husband took ill and was unable to lead the kingdom. Her power of persuasion earned the formation of a new city she named “Addis Ababa”, the capital city of Ethiopia today. The final years of her leadership witnessed the modernization of Ethiopia which gradually opened up to trade and technical expertise.

A QUEEN IS DEFINED BY HER ACTIONS.





Queen Mother
Nandi



Queen Mother Nandi

“A Woman of High Esteem”

Nandi was a daughter of Bhebhe, a past chief of the Langeni nation and the mother of the famous Shaka, King of the Zulus, one of the most respected ancient leaders of the Zulu kingdom.

Her ascension to Queenship didn't come easy. Nandi plowed through great adversity but never lost hope; she was resilient and knew her worth.

Queen Nandi's story is one of the resilience of a woman. In her early years, she had an illicit affair with Senzangakhona, the chief priest of the Zulu tribe. Although Senzangakhona later married her, Nandi was condemned as a disgrace by the Zulu and Langenis', because she and her husband were closely related to be married.

She was a mother who was forced to raise her son in dire circumstances of famine, deprivation of a father's acceptance, forceful eviction from her husband's clan, and the public ridicule of bearing a child outside wedlock.

In spite of her challenges, Nandi raised her son to never give up, to believe in the power of his destiny and she constantly reminded him that he would one day be the “greatest king”. True to his conviction and the belief of his mother, Shaka Izulu became King. Under Shaka's 12 years rule, the Zulu tribe became a powerful, even legendary, military force, some 40,000 strong. His establishment of all-female regiments has been attributed to the example set for him by his warrior-mother; a testament to her influence, guidance, and influence.

At the passing of Nandi, the Zulu people held her memory in honor and dignity for “MAKING A KING” through her struggles.

A TRUE
QUEEN
MAKES A
KING

..celebrating Africa's true Queens



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