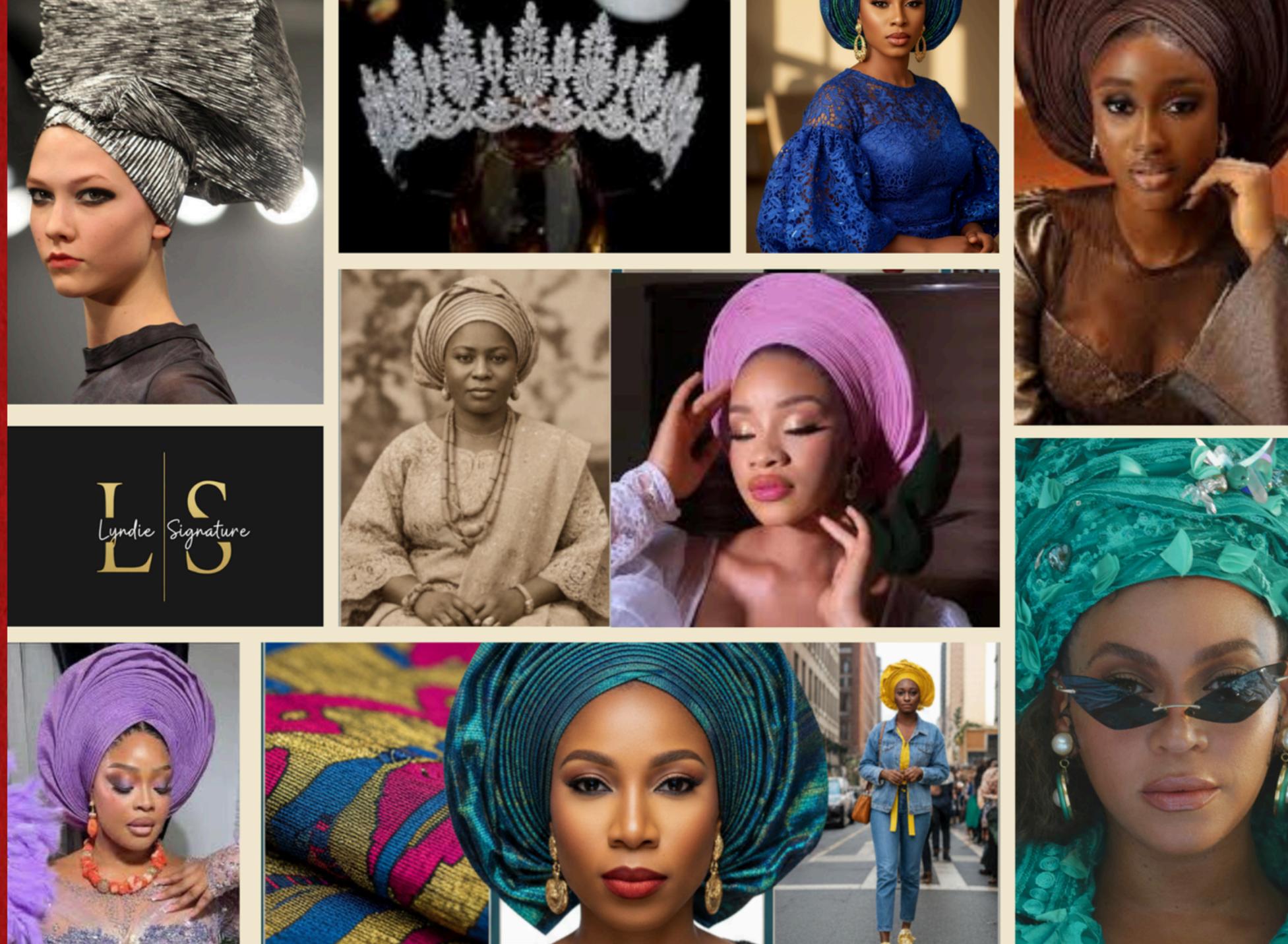


# The Art of Gele Styling: Crown of Identity, Comfort & Power



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10/14/2025

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**THE ART OF GELE**

# CHAPTER.03

## Opening & Defination

# WHO

# AM I?

I'M A PROFESSIONAL MAKEUP ARTIST,  
AND A GELE ARTIST, PASSIONATE  
ABOUT REDEFINING BEAUTY  
THROUGH WELLNESS AND CULTURE.

MY WORK BLENDS ARTISTRY, CARE,  
AND HERITAGE. CREATING  
EXPERIENCES THAT INSPIRE  
CONFIDENCE, CELEBRATE  
TRADITION, AND RADIATE TIMELESS  
ELEGANCE.



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## The Art of Gele Styling

From a simple house tie to an elegant social statement, gele has evolved into more than just a headwrap; it is a crown of identity, comfort, and power for the African woman.

Each fold tells a story. Each layer reflects confidence, heritage, and individuality. What once began as a symbol of tradition has become an art form. Blending culture, creativity, and modern style.

Because in the end, fashion is personal, and comfort is key.



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Before the world knew tiaras,

African women already wore skyscrapers of cloth.

Gele is as ancestral royalty fashion piece, predating Western crowns. Gele has evolved from being a primitive fashion piece into being an iconic piece that is architectural, symbolic, and aspirational.



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## Gele: Portable Architecture of Identity

Gele (Yoruba: “gèlè”, edge/border) is a structured head-wrap that functions as portable architecture.

The term 'edge/border' reflects both literal and symbolic boundaries of identity, status, and femininity, grounding the gele in rich cultural context.



**THE ART OF GELE**

# CHAPTER.02

## Heritage & Symbolism

# From Indigo Mats to Wire-Edged Crowns

A timeline of innovation, showing how Gele adapted while retaining its regal essence.

●  
Pre-1800

Nupe royalty tie indigo-dyed mats.

●  
1830

Venetian bugle beads adorn aso-oke.

●  
1955

"Fan & pleat" style documented in Ibadan.

●  
2010

Wire-edged gele patented in Lagos.

# Height, Knots, and Color as Social Code

Gele is a semiotic system, encoding Yoruba worldview and social roles non-verbally.



## Height = Status

The height of the gele directly correlates to the wearer's social altitude and the grandeur of the occasion.



## Knots = Identity

A knot tied on the **right** signifies a married woman, while the **left** indicates she is single or the celebrant.



## Color = Energy

Colours are symbolic: **Red** for loud energy, **Lavender** for royalty.



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# CHAPTER.03

## Fabric & Engineering

# Fabric Taxonomy: From Aso-Oke to Ankara

## Aso-Oke

Strip-loomed, 100% cotton. The traditional choice.

## Damask

Jacquard weave, heavier, holds architecture well.

## Organza

Translucent fabric for day-to-night elegance.

## Adire

Tie-dye fabric that carries storytelling motifs.

## Ankara

Wax-print cotton known for pan-African vibrance.

## Couture Add-ons

Glass beads, Swarovski, hand-painted motifs.

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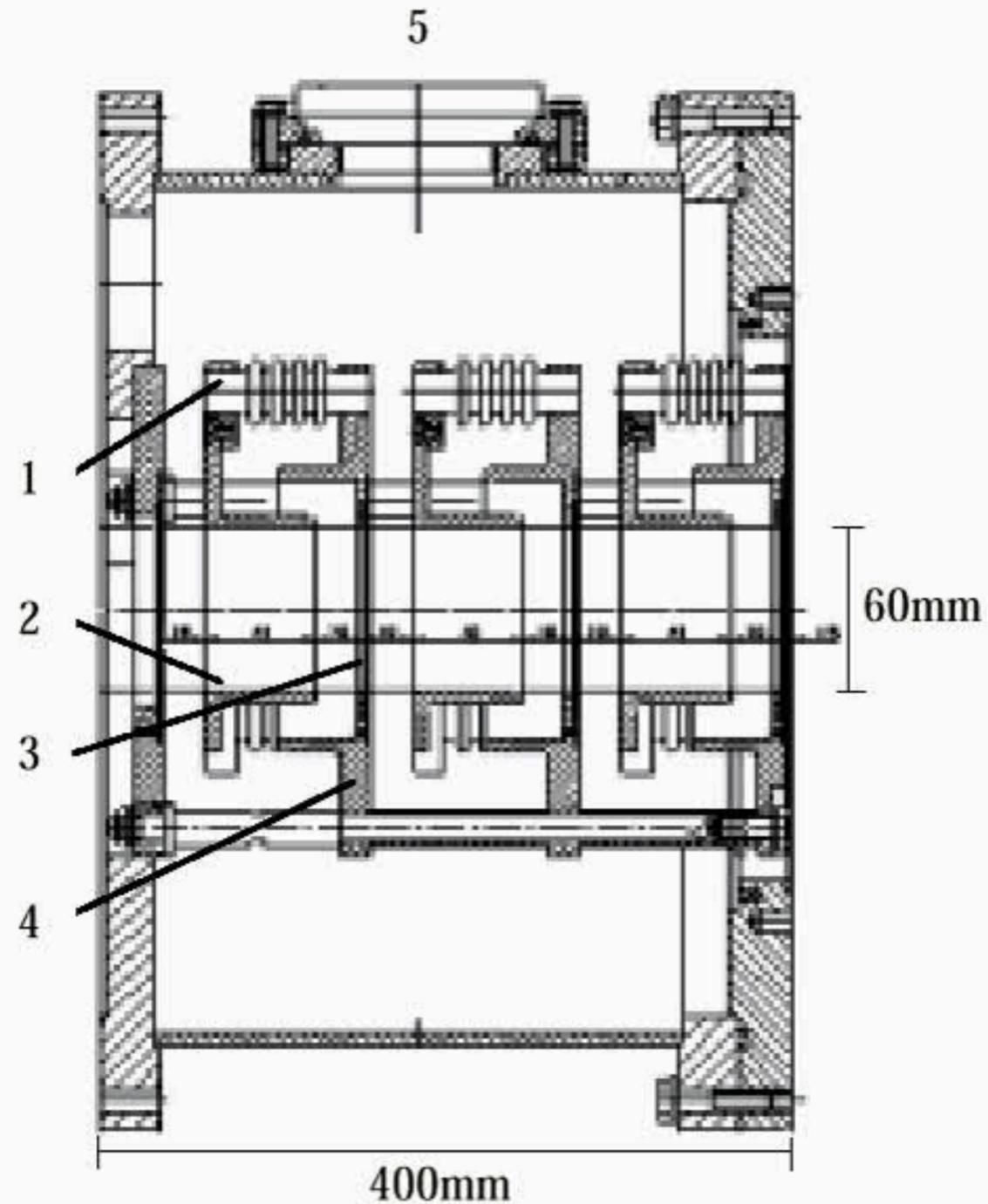


Figure 3. Drawing of the Gridded Electrostatic Line (GEL).  
1- Ceramic isolator, 2- High Voltage electrode, 3- Grid, 4- Ground electrode, 5- HV feedthrough mounting port.

## Comfort Engineering

Merging tradition with ergonomic science for the modern crown wearer.

- 📍 Skull Mapping: 5 anchor points for balanced weight distribution.
- 📦 Weight Cap:  $\leq 380\text{g}$ , based on UNILAG biomechanics lab studies.
- 🔄 Hidden Grip: Aluminium comb and velvet grip strip for security.
- 🌀 Breathable Lining: Swiss-cotton wicks 27% more heat.



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# CHAPTER.04

## Occasion & Technique

# Occasion Codes: Height, Tilt, and Fabric Rules

Unwritten rules that balance respect for tradition with personal expression.



## Wedding

Bride: 28-inch height

Mother of the Bride: 22-inch height



## Chieftaincy

Horseshoe base, no beads (a sign of respect and solemnity).



## Burial

Matte fabric, tilted 15° backward (a gesture of mourning).



## Fashion Week

Deconstructed asymmetry, neon under-pleats (creative freedom).



## Classic Fan & Pleat

The iconic style demystified in 5 key steps.

1. Fold: Create an 18-inch board-brim.
2. Wrap: 3 back-to-front revolutions.
3. Pleat: Thumb-pleat every 2 inches.
4. Pin: Secure at the occipital bone.
5. Fan: Create arch, spray starch, and set with cool air.



## SIMPLE ELEGANCE

1. USE A LONG, SMOOTH FABRIC (SILK/SATIN).
2. FOLD INTO A THIN STRIP AND PLACE ON HEAD.
3. CROSS LONGER END OVER SHORTER AND TUCK.
4. WRAP OVER HEAD AND PULL TO TIGHTEN.
5. ADJUST FOR COMFORT AND BALANCED SHAPE

## PLEATED CROWN

1. CHOOSE A WIDE FABRIC AND FOLD NEAT PLEATS.
2. PLACE PLEATS FACING FORWARD ON HEAD.
3. PASS LOOSE END THROUGH PLEATS TO SECURE.
4. TIGHTEN GENTLY AND ARRANGE EVENLY.
5. SMOOTH AND REFINE EACH LAYER.

## FAN STATEMENT

1. USE WIDE, FIRM FABRIC AND FAN-FOLD.
2. PLACE ON HEAD WITH FOLDS FACING FORWARD.
3. TIE LOOSE ENDS FIRMLY AT THE BACK.
4. SPREAD FAN OUTWARD EVENLY.
5. TUCK OR PIN FOR BALANCE AND HOLD.

# DEMONSTRATION



# QUESTIONS ?



**INNOVATING  
CREATIVE FOR GELE  
STYLING**

**BREAK SESSION**  
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# CHAPTER.05

## Innovation & Global Reach

# Reinventing the Crown: Tech Meets Tradition

Modern innovations proving Gele's relevance in global style and everyday life.



## Wire-Edged Gele

Bendable brim, packs flat for travel.



## 3D-Printed Frame

PETG frame weighs only 95g, clicks like Lego.



## Convertible Turban

Snaps into hijab-friendly mode for versatility.



## Gender-Fluid "Gele-Lite"

A minimalist style seen on men at Lagos Fashion Week '24.

# From Lagos Runway to Beyoncé's Crown

How African headwraps are influencing luxury fashion on the world stage.



**Beyoncé**

"Black Is King" - coral sculpted crown by @toka\_gele.



**Lupita Nyong'o**

#TIFF16 - Premiere of Queen of Katwe



**Valentino**

Fati Asibuela - Gele at the London Fashion Week.

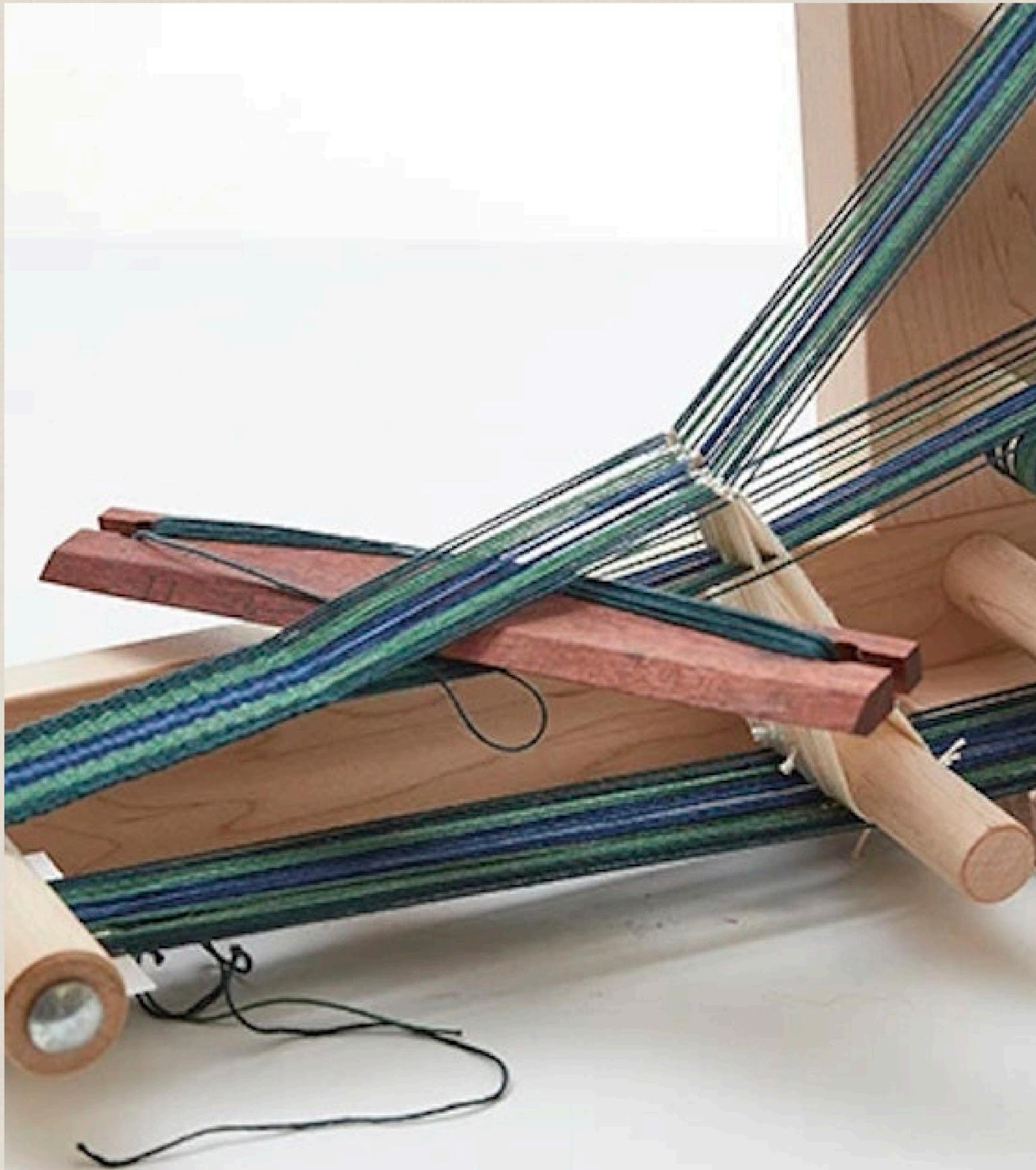


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# CHAPTER.06

## Impact & Next Steps

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# Weaving Sustainability into Every Pleat

Gele as ethical fashion, empowering communities and reducing environmental footprint.

## Female-Led Co-ops

1,200 looms in Ilorin providing 4,500 jobs.

## Off-Cut Programme

Waste fabric recycled into pillow stuffing, rugs, and earrings.

## Low Carbon Footprint

Local cotton (1.2 kg CO<sub>2</sub>/m) vs imported satin (6.8 kg CO<sub>2</sub>/m).

# Find Your Crown Archetype

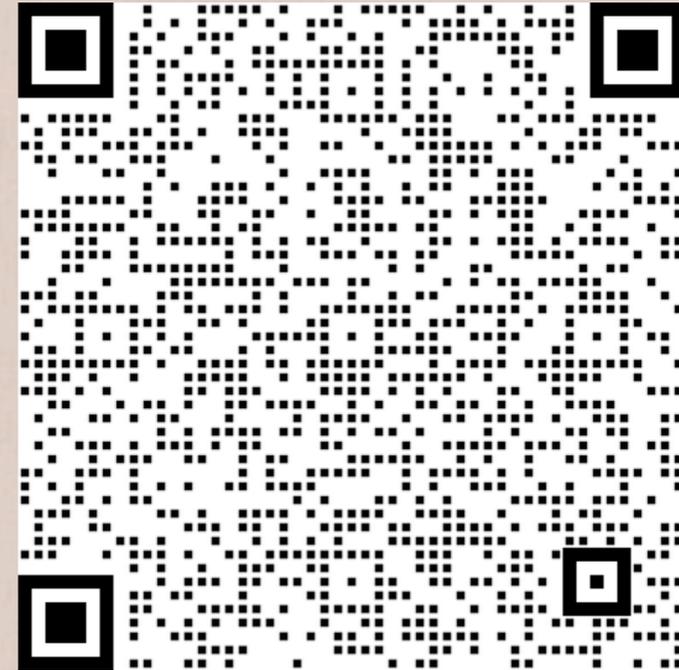
Take our quiz to discover your Gele style and take the next step on your crown journey.

Regal

Minimalist

Avant-Garde

Eco-Chic



**Scan to Book Your Masterclass**

Access our fabric swatch menu and schedule your private consultation.

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"Wear your story  
12 inches closer to heaven."

Book: [concierge@lyndiessignature.com](mailto:concierge@lyndiessignature.com)

Fund: [#GeleForGirls](#) grant – training 100 young women  
yearly.

# Thank You & Credits

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Oyindamola Linda Okojie

**THANK YOU**

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