

# THE LADY ETI

February 2025

ETI<sup>my</sup>  
ISSUE 2

REFINEMENT  
CONFIDENCE  
ELEGANCE

GROW WITH ETI

Ongoing Registration



**Books by Eti**  
New Book Series

ETIQUETTE AFRICA  
Secondary School  
Sensitization Tour

Etiquette With Eti  
Kairos Hof's Retreat

Garneti's Rebirth  
STYLE

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WARM REGARDS,  
*Lady Eti*

EDITOR-IN-CHIEF  
ETIENYING AKPANUSONG (LADY ETI)

Dear Esteemed Reader,

Welcome to the second issue of The Lady Eti Magazine. I am delighted to share another edition with you—a space where refinement meets inspiration, and where we celebrate the beauty of personal growth, elegance, and purpose-driven living.

January was a month of momentum, and as we step into February, I am excited to take you on a journey through the highlights of the past month and the exciting plans ahead. In this issue, you'll find a recap of my activities—our impactful work with Etiquette Africa Initiative, the beginning of our School Sensitisation Tour, and the engagements that continue to shape a more refined and confident society.

Beyond that, I am thrilled to share what's ahead for Garneti as we prepare for The Rebirth collection, a testament to timeless elegance and dignified fashion. You'll also get a glimpse into the next phase of Grow with Eti, where we continue empowering young minds with the tools to cultivate excellence in both business and life.

Each endeavor I embark upon is fueled by a deep passion for transformation—helping individuals and communities embrace the power of etiquette, confidence, and noble living. I hope this issue not only keeps you informed but also inspires you to pursue your own journey of refinement and purpose.

Thank you for being part of this refined circle. May this edition uplift and encourage you, and may February be a month of even greater possibilities for us all.

With grace and appreciation,  
Etienying Akpanusong (Lady Eti)  
Editor-in-Chief, The Lady Eti Magazine



## GROW WITH ETI

### YOUR PATH TO PERSONAL AND PROFESSIONAL MASTERY

Step into a world of transformation with Grow With Eti, a groundbreaking program designed to inspire success through personal refinement, entrepreneurial skills, goal setting, and leadership development. This immersive experience is more than just a course—it's a journey to becoming the best version of yourself.

Participants will embark on a transformative path, mastering the art of etiquette, grooming, and social grace while enhancing their communication skills—both verbal and non-verbal. From understanding cultural and social norms to cultivating confidence and poise in every interaction, Grow With Eti equips you with the tools to thrive in business, social, and formal settings.

But it doesn't stop there. This program also focuses on building entrepreneurial and leadership skills, empowering you to set meaningful goals, lead with purpose, and achieve success in every area of your life. Whether you're a young professional, an aspiring entrepreneur, or someone seeking to refine your presence and impact, Grow With Eti is your gateway to greatness.





LADY ETI: EMPOWERING  
VOICES, INSPIRING CHANGE



## PUBLIC SPEAKING AND EXECUTIVE COACHING

Lady Eti, renowned for her eloquence, wisdom, and ability to captivate audiences, continues to make waves in the world of public speaking and event hosting. Recently, she hosted a stunning red carpet event, where her grace, charm, and impeccable sense of style left attendees in awe.

But that's not all! Lady Eti also brought her signature blend of insight and inspiration to the Kairos Hof Strategy Retreat, where she delivered a powerful session on professional excellence and personal growth. The energy in the room was electric, as attendees left motivated and equipped to elevate their careers and lives.

Now, Lady Eti is set to take the stage once again at the highly anticipated **\*\*High-Value Woman Conference\*\*** on March 1st. This transformative event is designed for women who are ready to step into their power, refine their purpose, and unlock their full potential. Whether you're a career-driven professional, an entrepreneur, or a woman on a journey of self-discovery, this conference is your opportunity to learn, connect, and grow.

Ladies, mark your calendars and secure your spot! Registration is now open, and you won't want to miss this chance to be inspired by one of the most dynamic voices of our time.



The year 2025 is here, and with it comes a fresh wave of opportunities to refine your skills and elevate your professional presence. At Etiquette With Eti Academy, we're excited to unveil our 2025 Training Calendar, packed with transformative workshops, masterclasses, and exclusive retreats designed to help you master the finer nuances of professional conduct, communication, and personal branding. Whether you're a seasoned executive or an emerging professional, our programs are tailored to help you shine in every setting.

One of the standout moments of our recent activities was the Coaching Session at the Kairos Hof Strategy Retreat. Here, we delved into the art of polished professionalism, teaching the finer nuances of professional conduct to a vibrant and engaged audience.

The energy in the room was palpable, with participants radiating enthusiasm and a readiness to elevate their professional excellence. From mastering workplace etiquette to navigating high-stakes networking scenarios, the session was a deep dive into the skills that set true professionals apart. The retreat was a resounding success, leaving attendees inspired and equipped to make a lasting impact in their respective fields. At Etiquette With Eti Academy, we believe that excellence is not just a goal—it's a lifestyle. Join us in 2025 and take the next step in your journey toward becoming the best version of yourself.





Calling all book lovers and lifelong learners! Books by Eti is thrilled to share some exciting news: Lady Eti is currently working on a captivating new book series that promises to inspire, educate, and transform. While we eagerly await its unveiling in the next issue, we invite you to revisit the timeless wisdom and engaging narratives of our previous releases.

Have you read *My Self Esteem Journey*, *My Manners and I* or *My Etiquette and I*? These beloved works have touched countless lives, offering insights on etiquette, personal growth, and the art of living with grace and purpose. If you haven't yet, now's the perfect time to dive into these treasures and experience the magic of Lady Eti's storytelling.

Stay tuned for the grand reveal of the new series in our next issue—it's a journey you won't want to miss!






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BUSINESS HERE

A black and white photograph of a woman in a dynamic pose, wearing a light-colored oversized blazer over a dark, low-cut dress, standing barefoot against a plain background. The woman is captured in a mid-motion pose, with her arms extended and one leg slightly forward. The lighting is soft, creating a clean, minimalist aesthetic.





Etiquette Africa is set to make waves in 2025 with a series of transformative projects aimed at fostering civility, respect, and social responsibility across Nigeria and beyond. From training teachers and parents to launching nationwide campaigns, the initiative is dedicated to shaping a more courteous and conscientious society. Highlights include the Etiquette Teachers Training/Parents Teachers Summit, which will equip educators and parents with the tools to instill manners and social skills in the next generation. The Keep Nigeria Clean Campaign will roll out billboards across major cities, promoting environmental responsibility and cleaner habits. Meanwhile, the Ambassadors of Civility/Star Club Award will recognize outstanding students who exemplify etiquette and community service.

One of the standout successes of the initiative was the Secondary School Sensitization Tour, which kicked off in Jos, Plateau State, in January 2025.

The tour, approved by the State Education Board, brought the message of etiquette and social grace to thousands of students. Through interactive sessions, workshops, and engaging activities, students learned the importance of respect, communication, and cultural awareness. The tour not only left a lasting impact on the schools visited but also set the stage for expanding to Rivers, Zamfara, and Taraba states later in the year. The overwhelming positive feedback from students, teachers, and parents underscored the urgent need for such programs in shaping Nigeria's future leaders.

With projects like the Etiquette Pep-Talk Series on TV, Streetetiquette, and the EA Ambassadors' Forum, Etiquette Africa is paving the way for a more polite and prosperous society. Join the movement and be part of the change at [www.etiquette.africa](http://www.etiquette.africa).



*ETIQUETTE AFRICA IS NOT  
JUST TEACHING MANNERS  
—IT'S BUILDING A BETTER  
FUTURE, ONE GESTURE AT  
A TIME.*







GSS TOWNSHIP, PLATEAU STATE



# PURPOSEFUL LIVING: A LIFE OF MEANING AND IMPACT

## Purposeful Living: A Life of Meaning and Impact

Many people go through life without a clear sense of direction, simply existing rather than truly living. But life was never meant to be a mere routine of waking up, working, eating, and sleeping. We were all created with unique gifts, talents, and a purpose to fulfill. Purposeful living is about embracing that purpose, making deliberate choices, and leaving a positive impact on the world around us.

### Understanding Purpose

Your purpose is the reason for your existence—it is the driving force behind everything you do. It is not necessarily a job title or a single grand achievement but rather a continuous journey of becoming the best version of yourself while contributing meaningfully to others.

Finding your purpose requires self-discovery. Ask yourself:

What brings me joy?

What am I naturally good at?

How can I use my gifts to make a difference?

Your purpose often aligns with your passions, talents, and the needs of those around you. It is not about seeking perfection but about making progress in a meaningful direction.

### Living with Intentionality

Purposeful living is about making choices that align with your values and long-term vision. It means:

1. Setting Meaningful Goals – Define clear, impactful goals that move you closer to your purpose.
2. Being Consistent – Small, daily actions lead to significant results over time.
3. Surrounding Yourself with the Right People – Engage with individuals who inspire and challenge you to be better.
4. Embracing Growth – Continuously learn, improve, and evolve. Challenges are opportunities to refine your purpose.
5. Serving Others – True fulfillment comes from making a difference in the lives of others.



Purpose and Etiquette: The Connection

Purposeful living is not just about personal success; it is about creating a refined and dignified society. At Etiquette Africa Initiative and Etiquette With Eti Academy, we believe that human social capital development plays a crucial role in shaping individuals who will contribute positively to their communities. By embracing proper etiquette, self-discipline, and respect for others, we cultivate an environment where purposeful living thrives.

### Leaving a Legacy

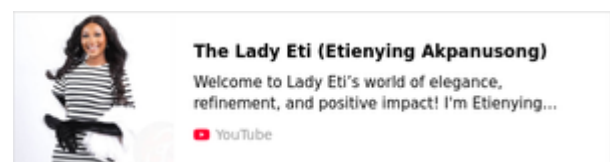
When you live with purpose, you inspire others to do the same. Your actions, values, and impact become a lasting legacy. Whether through mentorship, entrepreneurship, service, or education, you have the power to shape lives and change the world.

As you move forward, ask yourself: Am I living a life of purpose? If not, it is never too late to start. Make today count, and let your journey be one of meaning, impact, and fulfillment.

### Lady Eti

Bringing refinement to individuals, homes, and institutions

**VISIT ME FOR MORE ON  
PURPOSEFUL LIVING**





# REFINED STYLE TIPS FOR A TIMELESS AND ELEGANT LOOK

Your personal style is a powerful expression of who you are. It speaks before you do and leaves a lasting impression. Whether you are a professional, an entrepreneur, or a leader in your space, dressing with elegance and confidence is key to making a refined statement. Here are some timeless style tips to help you exude sophistication and grace in every setting.

## 1. Invest in Quality, Not Quantity

A refined wardrobe is built on well-made, timeless pieces rather than fleeting trends. Choose high-quality fabrics and well-tailored clothing that fit your body shape beautifully. A well-structured blazer, a classic white shirt, well-fitted trousers, and a little black dress are timeless essentials.

## 2. Master the Art of Simplicity

Less is more when it comes to elegance. Avoid overly complicated outfits or excessive accessories. Instead, opt for clean lines, classic silhouettes, and neutral tones that enhance your presence without being overpowering. A monochrome or well-coordinated color palette always looks polished.

## 3. Accessorize with Purpose

Accessories elevate an outfit, but they should be chosen with care. A statement piece—whether a pearl necklace, a sleek watch, or a structured handbag—adds refinement without overwhelming your look. For gentlemen, a well-polished leather belt, pocket square, or elegant cufflinks can enhance sophistication.

## 4. Prioritize Grooming and Hygiene

True elegance is not just about clothing; it is also about how well you present yourself. Well-groomed hair, neat nails, and a subtle yet pleasant fragrance make a significant difference. A polished look always begins with self-care.

## 5. Dress for the Occasion

Refined individuals understand the importance of dressing appropriately for different settings. Whether attending a formal event, a business meeting, or a casual gathering, ensure your attire aligns with the occasion while maintaining your signature style.

## 6. Confidence is the Ultimate Accessory



No outfit is complete without confidence. Stand tall, maintain good posture, and carry yourself with poise. When you feel good in what you wear, it naturally reflects in your demeanor.

## 7. Signature Style: The Garneti Elegance

As we craft The Rebirth collection at Garneti, the goal is to provide dignified fashion for individuals who appreciate refinement and class. Signature pieces like tailored coats, structured handbags, and elegant pearl accessories define a wardrobe of sophistication. Dressing with purpose ensures that every piece you wear tells a story of elegance and confidence.

Your style should be a reflection of your values—graceful, dignified, and inspiring. Elevate your wardrobe, refine your presence, and make every appearance memorable.





## GARNETI

2025 is here, and it marks the dawn of an exciting new chapter for Garneti! This year, we're thrilled to announce the rebirth of our beloved brand, and trust us, it's going to be a game-changer. While we can't spill all the t's just yet, we can promise you this: a wave of exciting news, fresh innovations, and unforgettable experiences are on the horizon.

Garneti has always been synonymous with elegance, quality, and timeless style, and this year, we're taking it to a whole new level. Whether you've been a loyal supporter or are just discovering us, get ready to be wowed. From reimagined designs to groundbreaking initiatives, 2025 is the year Garneti redefines what it means to shine.



# GARNETI





**GARNETI**

**REBIRTH OF ELEGANCE  
AND EXCELLENCE**







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