

# AIMM

magazine

APRIL 2015

# MAMAYASHI

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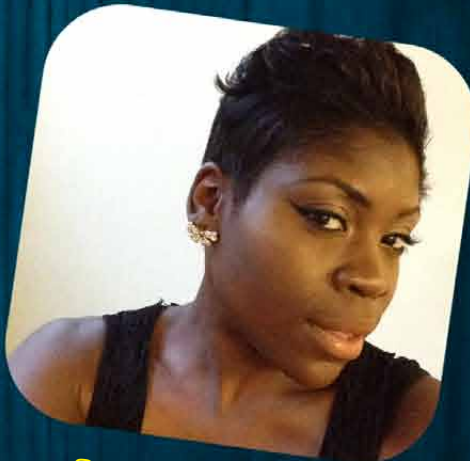
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# Editor's Note

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Passion!

Are you where you need to be in your life? Do you have a plan? Do you feel lost in your plans? This has been me this couple past months. I have plans...well maybe three or four, but it feels like each time I take two steps forward, I seem to take one back. Although I do understand that this is part of life, my mind does not stop churning and I seem to be talking to myself on the daily. Good thing is I don't answer myself, a friend once told me if I get to that point to see a psychiatrist.

So how do you balance the ups and down of life? Well, you have to stay moving, keep busy. Don't allow your mind to wander further than your goals; you have to tackle one thing at a time. Most importantly, follow your passion. If you are not happy with where you are, figure out where you want to be and work on that. On the cover is Mamayashi whom I first met on instagram and after looking at a couple of her pictures and reading her story, I was inspired. Here is a woman who followed her passion and believed in herself and now has a empire. She is passionate about women's issues and uplifting each other....what more can you ask for?

This issue shares stories of passion. Women who believe enough in their dreams and decide to use them to contribute to society. Write down your goals, work hard at them, there will be hurdles at times, but stay focused. Stay the course.

*Wangechi Ruguru*





# MAMAYASHI

Jamaican-born, New York-bred daughter of a tailor and determined mother, has progressed from a child making doll's clothes in her father's tailor shop, to a bonafide celeb designer with original creations rooted in Africa and sporting timeless sensuality. Mamayashi creates original designs, which allows for culturally aware, regally confident people to wear their declarations of freedom and sovereignty every day. She creates clothing because she believes that we contribute different energies to the society and the universe through the way we dress.

Creating and designing clothing have always intrigued Mamayashi, as she grew up in Jamaica watching her father, an impeccable and well-respected tailor, who always referred to his work as art. Her journey evolved from crafting dolls' clothing at her father's feet to making adolescent fashion statements with ties and tucks, bits of tape, dots of glue and well-placed staples. The acquisition of a vintage sewing machine during her college years in the U.S. was the first key that opened doors for her to use her clothing design skills for campus events, parties and cultural celebrations.

But, it was only as she nurtured her first born and watched him crawl towards his own independence was she then fully emancipated to turn her passion into her profession. Nurtured within a sacred space, by the encouragement and support of like-minded sistrens, she then also finally began to share her textile expressions with the world.

Her designs are heavily influenced by her love for Africa and the Rastafari journey. They also reflect her values for natural creativity and growth, and they also give honor to the African-minded leaders who have inspired her. Mamayashi's daily mantra is that as she takes her first breath, she give thanks and requests the guidance of her ancestors, then she steps into the process balanced by faith and confidence. Her creations are not always pre-conceived but usually evolve, layer by layer, from the visions they inspire. She works with the fabrics and experiences their textures and colors, getting inspiration from each piece and focusing completely on each step of the creation process. By working in obedience to the purpose that each piece of clothing comes with, she can create each layer instinctively until the fabric tells her that the design is complete.

Mamayashi has been honored to clothe many local and international celebrities in her designs. Her creations have been featured at major events and in popular media publications. But, nothing delights her more than the way the Mamayashi Collection has been embraced by Queens and Kings, all over the world, just like you.

AIM magazine is always drawn to people who are living their dreams. The road to follow your passion is not the easiest, because it is not comfortable most times. But what you realize when you start longing to follow that passion, is that it is within you, there is no map, there is no timeline. Most times you just have to get up and follow your heart, give up a lot because at the end, that satisfaction is greater than anything you will ever experience. I met Mamayashi in social media, her pictures tell a story of freedom...a story of a woman following her passion. One day she is sewing clothes, the next hour she is in her garden with her children....how cool is that? We wanted to know a little more about her and what balances her....here you go...

## **What is your full name and where are you from?**

Mamayashi from Manchester Jamaica.

## **What inspired you to start your business?**

I always had a talent for sewing but i decided to make it a business after the birth of my first son, so I could stay at home with him while having income.

## **What considerations is top of mind for you as you run your business?**

Providing quality products to my customers is my primary consideration. Making sure my machines are running well and that my customers are happy when they receive their orders.

## **What do you see as your business' contribution to society?**

I'm all about women empowerment. I hope that's the legacy I leave behind. I hope to show what you can do as a woman when you put your mind to it, and how your business can grow organically through word of mouth and social media. i hope to employ more community women to assist with sewing and in the business operation.

What are the foremost challenges you have encountered in starting and growing your business

I do not focus on challenges. Challenges are an intrinsic part of anything so I'm not put off by difficulties.

I just use my imagination to think of other ways to get the results I'd like.

## **What 5 goals do you want to achieve in the next ten or so years?**

- I'd like hire more women in my community





- I'd like to have a factory with different departments
- I'd like to start a community based youth program that directs misguided youth towards fulfilling life paths.
- I'd like to start a domestic violence shelter system that is based on holistic healing principles.

### What is your favorite thing about your business?

The self determination of working from home and reaching people worldwide.

### Who is your hero and why?

Some of my heroes are on my clothing, Haile Selassie, Marcus Garvey. I look up to these historic persons who have made great strides to elevate Black people and who have reached out to us the diaspora with a solution.

### What advice would you give young upcoming entrepreneurs?

I'm still learning myself, but I'd say pursue your business with the same focus and time that you would dedicate towards achieving an academic degrees. It may take years before you see the rewards but work out a plan and stick to it.

### What is your guiding philosophy in life?

Give thanks for the grace that we are all living under. Every new day is a blessing and a gift.

### What causes or issues are you passionate about?

Reparations, repatriation, Black empowerment, women empowerment, youth empowerment, domestic violence, environment.

### How do you balance your career with your family and social obligations?

They have been weaved together from the inception of the business and have grown together naturally. Nowadays, it takes me following a schedule and having discipline to stick to my goals.

### What artists have you styled?

Many artists in the reggae industry including Etana, Queen Ifrica, Jah9, Hempres Sativa, Cherine Anderson, Cat Core of Third World, Protoje, Chronixx

### What do you do on your down time?

Family things, we like to be all together and go to the beach. I also love to work on my garden, sit and stare at the stars and make plans for the future.

### What is your favorite dish?

Whatever i cook for dinner! Fresh homemade food tastes best!

### Your favorite quote?

Maybe the golden rule.. Do unto others as you'd have others do unto you. That's all you need in life.

Website: [mamayashi.com](http://mamayashi.com)

Facebook: <https://www.facebook.com/mamayashicollection?fref=ts>



# Flourless Chocolate Cake



## Ingredients

6 tablespoons unsalted butter, plus more for pan  
8 ounces bittersweet or semisweet chocolate, finely chopped  
6 large eggs, separated  
1/2 cup granulated sugar  
Confectioners' sugar, for dusting  
Sweetened whipped cream, for serving

## Directions

Preheat the oven to 275 degrees with the rack in the center. Butter the bottom and sides of a 9-inch springform pan. Set aside.

Place butter and chocolate in a large heatproof bowl and microwave in 30-second increments, stirring each time, until completely melted. Let cool slightly. Whisk in egg yolks.

In a large bowl, beat egg whites until soft peaks form. Gradually add granulated sugar, and continue beating until glossy stiff peaks form.

Whisk 1/4 of the egg whites into the chocolate mixture; then gently fold in remaining egg whites.

Pour batter into the prepared pan, and smooth the top with a rubber spatula. Bake until the cake pulls away from the sides of the pan and is set in the center, 45 to 50 minutes. Cool completely on a wire rack; remove sides of pan. Serve at room temperature, dusted with confectioners' sugar.

Serve with whipped cream, if desired.

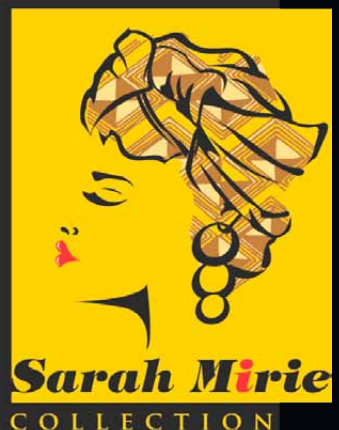




# *Sarah Mirie Collection*

<https://m.facebook.com/profile.php?id=194783127200449>

Sarah Mirie Collection  
Model: Mary Kuol  
Director: Katherine Damaris





# KEEPING YOUR EYES ON THE PRICE

By Lydiah Okello

Born and raised in Kenya and raised by very hardworking parents who had a fear of God has taught me to have respect of others, walk in integrity and work hard. I am a proud alumni of Maryhill Girls School in Thika and I want to share my story with you.....

Like most immigrants, I moved from Kenya at a young age. I lived in Germany for two years and moved to the USA to join my family. I am blessed with three wonderful children whom I have had to raise as a single parent. It is difficult to discuss the circumstances many immigrants face to become single parents in this country but it happens. It is also unfortunate that these circumstances force many to settle in situations that only cost them more. The good news is that, it does not have to be that way.

I am never ashamed to share my journey and the challenges I have faced to get to where I am today. I am glad that my obstacles have been opportunities to get to higher heights. Failed relationships, parent and children illnesses, financial struggle, you name it, we all have endured. I have always wondered what I would do if I did not have faith in God. I have to say that it is because of God that I have made it this far.

I have been blessed to enjoy a career in banking for the last 22yrs. I began my career in 1993 working and attending college, while having my children. I am glad I did all these things early in life when I had more energy. Many of my friends are just beginning to have children now and aunt Lydiah is not volunteering for babysitting since my energy is depleted from the three I raised.

I attended University Of Memphis and obtained a bachelor's degree in Finance. I am also proud to say that I have an MBA, and now pursuing a doctorate. I have managed to stay focused on the price to be able to provide for my family, by God's grace. I am truly thankful that He has not left me or abandoned me in this foreign land. He is able to do that for all of us. I am here to say that I am thankful for the tough times of my life because they have pushed me to higher heights. Every new chapter brings growth and I welcome it.

I am a commercial banker/vice president by profession

and an entrepreneur at heart. I have a passion for business and have been known to play around with real estate and currently do some business consulting. I have been blessed to have an opportunity to provide financial counseling to many churches and individuals. Look out for financial seminars and motivational speaking events coming up in your cities soon. I am passionate about writing, reading, travelling, eating, fashion and shopping. I incorporate my passion into everything I do.

I make a decision every day to be grateful for the life God has allowed me to have. I believe that I have a purpose bigger than myself and walk consciously towards it every day. My goal is to keep everyone smiling and to stay optimistic while enjoying life. I also believe that we must have our priorities in order at all times. God first, family second and then all the other things we consider important. We can make it and we can achieve our dreams in this country if we keep our eyes on the price, in spite of the challenges we face daily. Taking one day at a time, seeing life as a glass half full and enjoying the lemonade you make out of the lemons life gives you is the way to push forward.

Remember that you have greatness within you and only you can bring it out and maximize your potential. No one can take your faith away; no one can take your education away. Pursue and hold on to both in spite of what you see at the moment. You can own that business you have dreamt of, you can be the next VP at your job; you can be the next president of this country, but only by faith and hard work.

Jeremiah 29:11 for I know the plans I have for you plans to prosper you and give you a good future. Believe and it shall be....Selah.

LA Financial and motivational speaking organization specializes in faith based financial coaching and motivational speaking.

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# MUSIC

## V. BOZEMAN

Veronika Bozeman (VBozeman) , a new signee to his Mosley Music Group, under Timbaland is making waves, her two singles "What is love" and "Race Jones" will be a great reminder of the talent that is still among us.  
thatgirlv.com



## JAH9

I love her light....so raw, so pure so Rastafari. Born Janine Cunningham, Jah9 spent her first eight and a half years in Falmouth, Trelawny, on the rural western edge of Jamaica. She lives what she speaks. A community activist, Jah9 has been heavily involved in youth development work. She's helped develop programs for at-risk youth in Kingston, worked on the creation of Healing of the Nation public awareness campaign and been at the center of the creation of the non-profit youth and arts advocacy group known as Manifesto JA.  
www.jah9.com



## ALI KIBA

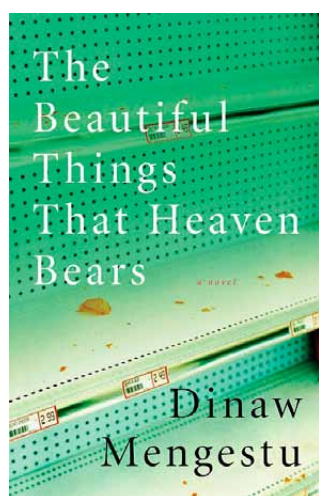
Alikiba Saleh Kiba is a Tanzanian recording artiste, songwriter, dancer, producer, actor and model. He is one of Africa's biggest stars and his name is steadily becoming a household name internationally. I love the direction he is going, taking it back to the roots but still bringing that sexy back.  
<https://twitter.com/officialalikiba>





# Book Review

# THE BEAUTIFUL THINGS THAT HEAVEN BEARS



**“A man stuck between two worlds lives and dies alone. It is always the first and last steps that are the hardest to take. We walk away and try not to turn back, or we stand just outside the gates, terrified to find what’s waiting for us now that we’ve returned. In between, we stumble blindly from one place and life to the next. We try to do the best we can. There are moments like this, however, when we are neither coming nor going, and all we have to do is sit and look back on the life we have made.”**

By Kabura

Sepha Stephanos is an Ethiopian who fled his country after selling off his parents’ jewelry to pay for his passage out. His two companions in the book are fellow immigrants, Joseph the Congolese waiter and Kenneth the Kenyan engineer. Over drinks the three share their feelings of frustration and bitter nostalgia for their home continent. Kenneth convinces Sepha to get into self-employment by buying a grocery store in a poor African-American neighborhood in Washington, D.C. To Joseph this was the beginning of good things, the start of the “American Dream”.

For a debut novel Dinaw Mengestu has done a very good job. I would give this book four point five stars out of five. Dinaw is an Ethiopian and along with his mother and sister in 1980 joined his father who had fled from the communist revolution to the United States. He currently resides in Washington, D.C.

I appreciated the depth at which Dinaw goes to share the two worlds that Sepha and his companions are caught between. It does not only apply to them only, Naomi too was caught up in the end of one thing, the beginning of something else and being caught in the nostalgia of how it used to be, if only we could go back to when it was this way or that way. Change is never comfortable, there are requirements to change and there is always going to be resistance to change. I personally feel that the book is well written and there is nothing to add or remove from it, it is good as it is.

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