



LOVE DIVINE   
FOUNDATION

# D'KRIB





**Westsydelifestyle** was established in 2015 as a dance crew set up to propagate Afro urban culture and lifestyle, and to secure its legacy for generations to come. Over the years, we have been known for our scintillating creative dance visuals, hugely rooted in the urban street style. We are a pioneering crew at the forefront of the aesthetics development of AFRO URBAN DANCE culture and lifestyle. The founding members are Yemi Osokoya, Ambrose Tjark, Emmax Daniel, Tomisin Ordia and Love Divine Ike(PictureKodak).

Our works have greatly influenced the Afro community nationally and globally, which have seen us featured in major blogs and lifestyle magazines such as Native, Bella Naija, Pulse, Okay Africa, Afropunk, Trace TV etc. Our story also featured in MixMag's Kings of culture documentary and Mr. Eazi's Lagos to London Documentary. We have equally performed and worked with A-list music artists leading the Afrobeats music movement including Wizkid, Burna Boy, Davido, Yemi Alade, Olamide, Mayorkun, Zlatan, Tekno, Tiwa Savage as well as international acts such as Beyoncé and Major lazer.





On 29 April, 2020 we lost one of our founding members, Love Divine Ike (*PictureKodak 1996 - 2020*). The LOVE DIVINE FOUNDATION is a project that is established to memorialise and celebrate her lifestyle, fulfil her dreams and secure her legacy as a major contributor to the Afro Urban Culture, and most importantly to realise her vision as it pertains to the empowerment of young girls and the celebration of radical femininity.





# OUR MISSION

- To propagate Afro Urban Kulture and Lifestyle, and secure its legacy for generations to come.









**D'KRIB** is envisioned as a community arts centre positioned to achieve the five pillars of Westsyde lifestyle/ Love Divine Foundation, which includes LEGACY PROJECT, MEMORY PROJECT , COMMUNITY ENGAGEMENT, FASHION & LIFESTYLE BRAND and the reinvigoration of the DANCE COMPANY.



# THE 5 PILLARS

LEGACY  
PROJECT



FASHION &  
LIFESTYLE



MEMORY  
PROJECT



THE  
DANCE  
COMPANY



COMMUNITY  
ENGAGEMENT



# MEMORY PROJECT



*documentary, documentation & exhibition*

A new galleria to celebrate and memorialize one of Nigeria's most resilient dance artistes, one of the pioneering members of Westsyde Lifestyle, women's right activist and icon, Love Divine Ike, popularly known as Picture kodak, as a major contributor of Afro Urban Kulture and lifestyle.



# LEGACY PROJECT



## *training, workshops & transmission*

To discover, educate, train, produce young talents and most importantly, empower the female circle. Thereby, securing the future of Afro Urban Kulture and lifestyle for generations to come.

# COMMUNITY ENGAGEMENT



## *to engage the afro community*

In our Local, national and global communities, as well as our vicinity, playing host to afro communal festivities, arts presentations and cultural exchange programs, while we collaborate with other communities.



# DANCE COMPANY



*this is Westsyde Lifestyle 2.0*

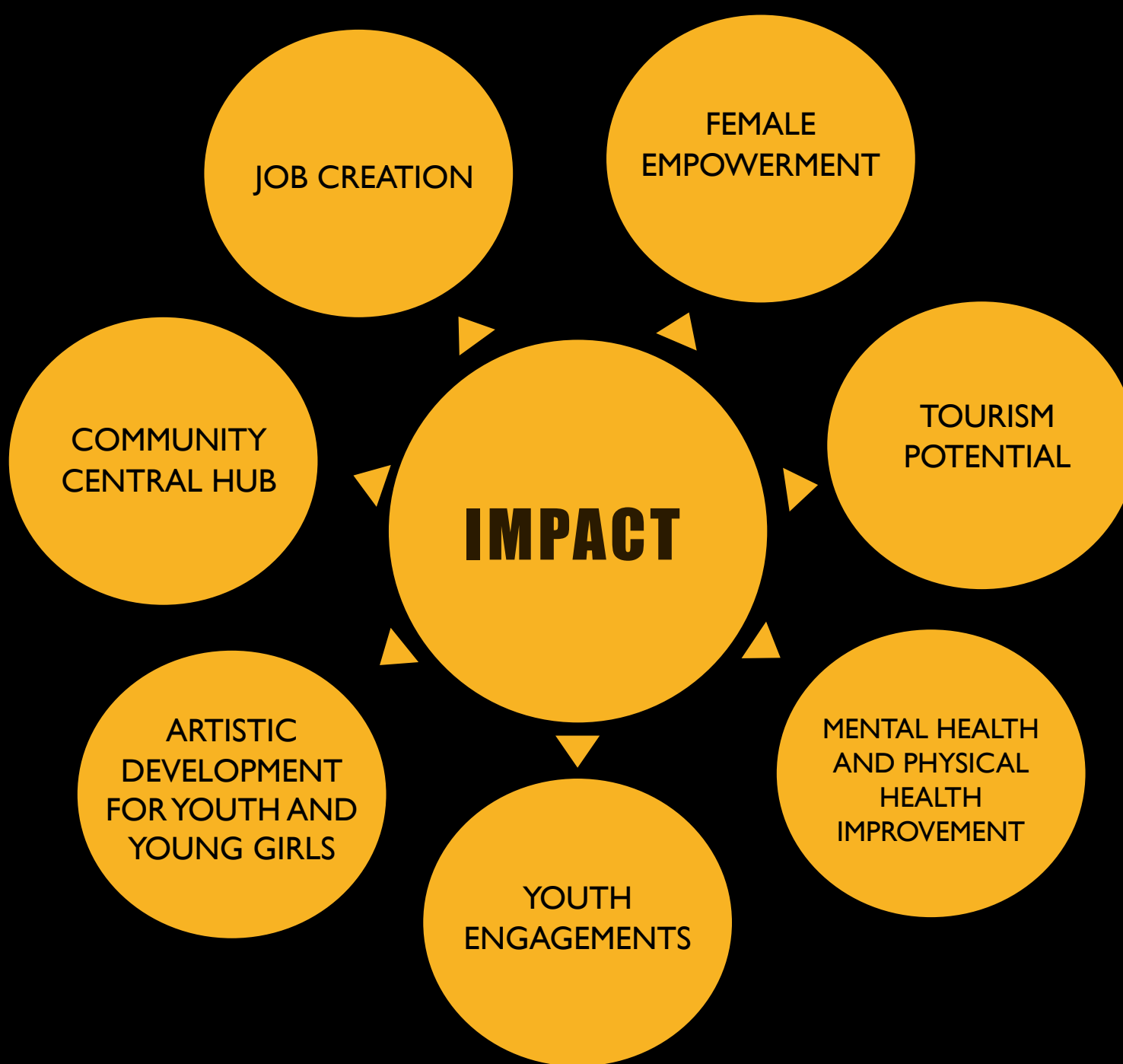
The power house of D'KRIB, that works to ensure maximum propagation of Afro Urban Kulture and lifestyle locally and globally through new creations, touring and ensuring the execution of all projects.

# FASHION & LIFESTYLE



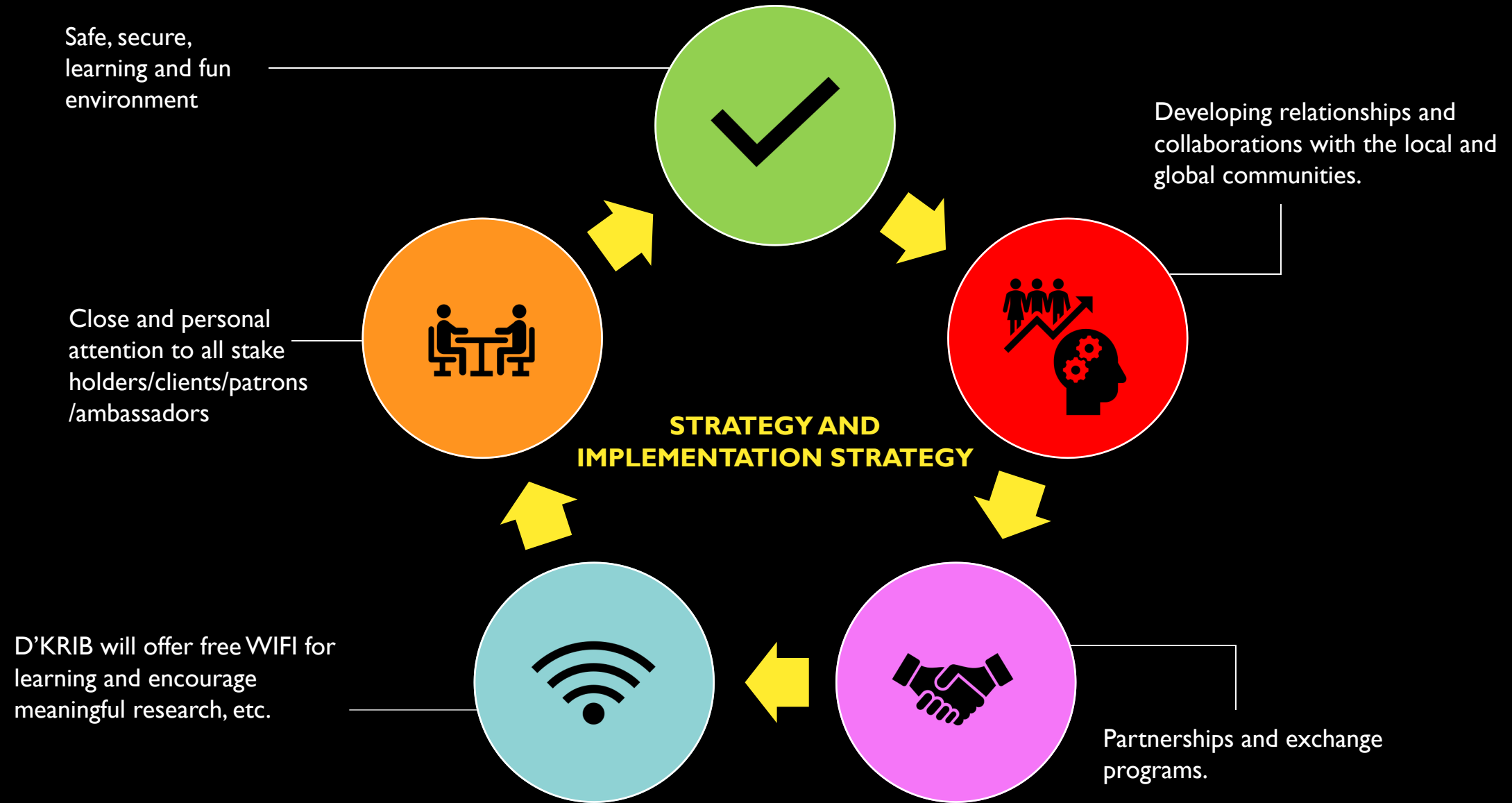
*to propagate consciousness through style*

A fashion brand committed to pushing the urban street culture, equally embodying the values, aspirations and the style peculiar to Love Divine. Thereby, contributing to the definition and image of Afro Urban Kulture and Lifestyle.









- A sound instinctual decision making team
- Hiring and maximizing top talents beneficiary for the future of the centre.
- Inventing new ideas and embracing proper technology.
- Consistently connecting with all communities at all levels.
- Understanding market changes and taking risks to allow for growth.
- Maintaining constant communication within the decision-making team.
- Constantly collaborating with other community groups and business partners



# MARKETING STRATEGY

Referral marketing



Maintaining and enhancing  
reputation within and  
outside our community



Advertising  
Flyers, news letters  
and direct emails.



## SERVICE BUSINESS ANALYSIS

Easy access to our products on our physical and virtual platforms i.e.

Social media, email and website specifically for public primary schools.



Discounted dance classes for community groups, etc.



Defined free extra curricular activities for children in our community.





# ORGANOGRAM

LOVE DIVINE  
FOUNDATION





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