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Adejoké Taiwo, The Dreamer



Written By: MIMI!—Designer Adejoké Taiwo got the itch for fashion when she was in grade school, taking her first sewing lesson when she was six years old. Her education continued with studies in Costume Cutting and Construction at Red Deer College (Red Deer, Alberta, Canada) in 2003 and a Bachelor of Design in Fashion from Ryerson University School of Fashion (Toronto, Ontario, Canada) in 2008. That Fall, she launched her fashion label, àlálá, which in Yorùbá means dreamer. Adejoké explains, "All children have dreams, but as we grow many of those dreams are stopped short due to unsupportive people. Fortunately my family has always been very supportive. Many people have told me 'I'm not good enough' and asked 'You really want to do that?', but that just makes me try harder to prove them wrong." **MIMI** caught up with the dreamer at heart to find out more about her label àlálá.