

• How speed and style has been part of Zimbabwean white weddings

AUGUST 2021 FIRST ISSUE



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MAGAZINE

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& her road to  
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and his journey in reimagining business and  
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# Editors Note

Finally its here, I'm delighted to present our 1st Famous Magazine issue. This edition is filled with dynamic stories of Zimbabweans doing the most with the inspiring lead of business powerhouse Tinashe Mutarisi. We seeks to inspire and take our readers to uncharted waters as we profile some of Zimbabwe's Famous people, their journey and how they've impacted the society around us. This issue comes in response to the demands of the market as our readers can expect to interact with content that is mind blowing.

As we live in an information society, this edition is going to set the tone for editions to come in unpacking 'famous' and 'infamous' conversations that cause discomfort particularly socio-economic conditions prevailing in the showbiz industry. Lastly I would want to thank the Famous Magazine team and our partners who contributed content and working tirelessly for this issue to be a success.

Happy Reading!!!!



# Famous

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# Youth entrepreneurship, a catfish?

By Sharon Lole

**T**he bells of success that come at the sound of entrepreneurship and glare of greatness it promises looks hyperbolic when one stands on the streets and savors the situation that stands true for many young people owning businesses in Zimbabwe. Catfishing, as I prefer to call it, is a fairly popular term for those that have tried online dating. This is a metaphorical concept that describes infamous situations when the person you have taken a liking to online turns out to be a fabrication. Try and imagine yourself out fishing hoping to catch some really big breams but instead you get catfish. Catfished!!!! I could not find a more fitting way to describe entrepreneurship at the mercy of a young person, in a constantly collapsing economy, hoping to survive. For most young people, small scale selling is an immediate answer. Airtime, tomatoes, phones, clothes but at very low profits.

The amount of dedication, time, endurance and perseverance needed in entrepreneurship is a whispered conversation. Most businesses only enable hand to mouth survival and those are but silent facts. When one looks at entrepreneurial gurus like Mark Zuckerberg, Bill Gates, one can only hope and dream that is the calling. Young people start businesses smoking on the deceit that it's an ultimate win. The reality is entrepreneurship is easily risk taking and

as it is so it requires proper planning. A lot of youth fall in money traps due to desperation running away from an economy that does not accommodate them.

Just as it is frustrating to realize you were being catfished, it equally is disappointing to realize the praised escape to poverty is barely an ends meet. At the hapless face of actuality, a lot of youth give up because they had not been prepared to meet with a scarred unicorn. The advantage we have to a naïve teenager surfing the internet for a knight in shining armour, you may ask? Well easy, conversation about entrepreneurial struggle, risk and dribble should be as loud as conversation about entrepreneurial triumphs, growth and achievements.

There were no mistakes in the phrase forewarned is forearmed. Entrepreneurship is not drug dealing that it should be hidden in pockets of worn out baggy jeans, the true nature of it should be exposed to everyone. A lot of young people embark on the journey without business plans, business insurance plans nor any knowledge of how to possibly recover in case of loss but should this not be the basis of business? It is my belief that if young people are armoured with a sword, they should know that it could either harm the adversary or cut through their own flesh. This will guarantee growth and discredit quitting.



# Zimbabwe A World of WONDERS

## Eastern Highlands a Hiker's paradise!

The Chimanimani Mountains, a series of Fold Mountains bordering the Zimbabwe – Mozambique border post, are arguably the most beautiful part of Zimbabwe. Perhaps the toughest hike in Zimbabwe too! You would never really know until you try and experience it!

## Chimanimani Mountains

Chimanimani Mountain ranges cannot be fully explored in one trip. Even a 5-day trip because even that length of time did not begin to scratch the surface of the beauty of the mountain range. There are so many trails that can be done and countless mountain peaks to be conquered.

## Mount Nyangani

Mount Nyangani is the highest peak in Zimbabwe, but it is a gentle and friendlier slope by far as compared to

the Chimanimani Mountains. Anyone without prior hiking experience can take on Mt Nyangani. The uphill climb and the tough terrain of Chimanimani Mountains is quite an experience to see the beauty that lies within. Chimanimani is tough, challenging, unpredictable, and humbling. And yet, remarkably magnificent.

## Preparation for the Hike

Like any hike, preparation is imperative. Physical, mental and emotional preparation and for some of us spiritual as well. Physically, fitness cannot be compromised. Blisters and aching muscles are inevitable however, adequate preparation helps in easing the pain. Note...easing...not eliminating.

Pre-training exercises

Practice Hike

Article by Zimbabwe Tourism Authority 2021





# CONSISTENCY

**H**ello guys I got something I really feel that my ladies and I need to get off our chests. So gents, please tune in. PS: I'm not going to speak on behalf of men so guys feel free to comment down below if you have something to say about this topic! Today we want to talk about Inconsistency. Just going through the definitions of consistency some words stood out for me, words like not self contradicting...adhering to the same principles...cohering...so question is, why do men become inconsistent as time goes on in a relationship?

I'm pretty sure most ladies can confirm that most men suffer from Inconsistency, a syndrome that is actually real! Is it cause they get comfortable? They get used to having us? Is it because they do not care as much??? One of my friends said that 'men like hunting' so is that why there is no need to keep trying??? Ladies, imagine a guy that still tries even after when he has you?? In my opinion, there is nothing as attractive and as assuring as consistency, I

mean consistency is the glue that holds love together! Even in any relationship, consistency creates a safe haven for your partner without you even actively trying to make them feel secure. It is those repeated actions that make it worthwhile.

Guys get this right, what and who she falls in love with is the person you are those very first days, those days you trying to get her. It's how you send her flowers randomly, it's how you constantly tell her she's beautiful, it's how you cannot spend a day without talking to her, it's in the way you sacrifice, the way you spoil her. Exactly what you show her when you trying to get her is what she uses to make her decision to be with you or not. So how does she fall in love with this "you" then 5 months later you introduce her to a complete stranger (you again) who suddenly thinks flowers are unnecessary? Who goes on for days with no communication? Someone who doesn't tell her she is beautiful cause he thinks just cause he said it a week ago it doesn't matter...it's not as important?





Stop normalising the abnormal in relationships!! Now cause you don't spoil her as much, guys will be trying to find normalcy in that! That is not what she decided on being with, it's not her normal. Cause guess what? If she knew you didn't communicate all day she wouldn't have chosen to be with you in the first place. Guys lead girls on making them think 'oh he will be there no matter what' and girls fall for that, a year later dude starts with the disappearing acts. You bring in a 'new person' into the relationship and expect her to love, respect, and relate to this 'stranger' you are slowly becoming??? The one she didn't even fall in love with! I understand men definitely do some extra stuff when 'hunting' but come on guys do not be out here selling dreams to these girls cause it's those lies that they make decisions based on! Be yourself, be truthful, If you suck at buying gifts, if you are not punctual, if you cannot communicate let her see the real you and let her make her decisions based on that not the show that you put on just to impress.

Yes you must wow us but don't end up being a totally different person swimming in debt just to get a girl you cannot keep after you get. Stop sending her flowers every now and then if you know you can never do it as much cause she's going to say 'let me be with him he understands I love flowers' get into the relationship...no flowers. Same way you see an ad telling you that some new improved engine oil is now in-stock at a particular store, you get there and the shop assistants tell you they don't have it, would you keep on looking in the shop after you find out it hasn't even arrived ?? Noo!! You might try another shop instead. Imagine the time and effort wasted. Had that shop been honest, it saves them money wasted on a fake ad and your energy.

This is a typical example of how guys lure girls into their lives only for them to leave when they realize it is not what they were looking for. Now I understand obviously people get used to each other with time blah blah...people say 'It will never be as same as the first days' why not though??? I feel it must even be better than the first days. When you both find your way around each other, spend more time together; get to know each other more. Rather than the first days when it's mainly the guy trying to get the girl, this is now reciprocal...so how is it not going to be better? Do not normalise getting comfortable in relationships. Do not give excuses to not text good morning just cause you have been together for a year. Ladies if he loves it keep doing it for him and If she fell in love with you cause you did something then keep her in love by doing it! Do not assume that saying something doesn't matter anymore cause you're together now. Tell her you love her!!! Constantly tell her you love her, constantly show her!

Ladies if your man fell in love with you dressing up and looking good always...bath, dress up! Cause maybe that is one of the things that made you stand out that day you met and Fellas, if you made it a point to take her to dinner once every week, do it, she looks forward to it, and maybe it's one of the things that makes this relationship different from all the others she has had. Love is a doing word, you can't love without acting on it. Relationships are work, we have to constantly keep doing, acting, reminding and keep the fire burning. Be consistent, ladies love that. Do not change... Surely a man that shows her woman consistency will never have to worry about her loyalty.

When you trying to get the girl, yes put some effort but let it be within your character. Inconsistency raises a lot of unnecessary questions like, "Did he even mean it??" "Why did he stop doing this?" "Is there someone he is doing it for?" "Am I no longer as beautiful?" Insecurities arise from inconsistency and sometimes it does not even mean he's cheating, at times he just gets comfortable. If your man is getting comfortable, remind him, talk about how you miss all the cute stuff he used to do, and wait for him to change...men if she is still telling you and reminding you, keeping you in check...pay attention it means she wants you and only you to do these things for her...She wants the person who swept her off her feet back!

Remember...if you're persistent you will get it...if you're consistent you will keep it!!!

Take care of yourself and each other in #THISLIFETHING



The Kings and Queens  
**OF STYLE**



# The Kings and Queens OF STYLE

The way we dress now is changing, old codes are out of the window and new ones are still being written. These celebrities are leading the way for self-expression through fashion and stylishly winning in life.



## *Top dressed* Female celebrities

1. Pokello
2. Queen vee
3. Luminitsa jemwa
4. Kikky bad ass
5. Zodwa mkhandla
6. Vimbai zimuto
7. Ammara brown
8. Mbo mahocs
9. Lillian Madyara aka
10. Jackie ngarande
11. Kim jayde
12. Mis Red
13. Tamy moyo
14. Madamboss
15. Vimbai mutinhiri
16. Ruvheneko
17. Olinda chapel
18. Kvg
19. Mai Titi
20. Cindy Munyavi

# Top dressed Male celebrities



1. Passion Java
2. Khama Billiat
3. Stunner
4. Mudiwa
5. Willard Katsande
6. Freeman
7. Jah Prayzah
8. Wink D
9. Exq
10. Minister Mahendere
11. Takura
12. Dj Rimo
13. Killer t
14. Baba Harare
15. Tocky Vibes
16. Buffalo Souljah
17. Nox
18. Tino Chinyani
19. Jah Signal
20. Sir Wicknell



A close-up photograph of a young woman with dark, curly hair, smiling and looking down at her hands. She is wearing a light blue sports bra and white earbuds. The background is blurred, showing blue structural elements. The text "JUST DO IT!" is overlaid on the bottom half of the image.

JUST  
DO IT !

## “Action is the foundational key to all SUCCESS



All these are body goals from everyone out there when it comes to fitness and some I might have left out. My point is it's easy to talk about wanting to achieve these goals but taking action becomes another activity that requires serious dedication and consistency to do it. This article is all about making someone shift from the desire mode to what I like to call the “just do it mentality.”

There is a visual artist who once said and I quote, “Action is the foundational key to all success.” You will all agree with me that for change to take place there have to be some action that is required from an individual. I remember when I started jogging in the morning, it took me a very long time to actually start doing the activity but in my head I knew I had to do it, let me narrate what transpired. It was on a weekend and I told myself that on Monday I will wake up early around 5.30am and start jogging, this was the plan right which is very different from taking action.

Monday arrived and the alarm rang at 5.30 am but I told myself that I am too tired to wake up and go jogging, so I slept and that day it was done. The next day it was the same story, I always came up with silly excuses that made me to avoid jogging

yet my mind knew that I wanted to jog.

From the above story I shared, there is one thing that I would like you to note. The reason I kept on postponing to wake up and jog was because I wanted to remain in my comfort zone. All other reasons I told myself were just mere excuses to support my laziness. All success comes out of the comfort zone, the moment you decide to experience a little bit of pain and do things you are not used to do then it means fitness is knocking at the door. Nowadays we are living in a global world where internet is at the core of our hearts, therefore due to fast spread of information it is easy to see how other celebrities or those that are popular on social media are living their lives.

Now the biggest question which comes in is that lifestyle you are seeing on the internet true, if it's true then what is the reason behind living that lifestyle. Most of us we are amazed by what we see on the internet and forget that we have different lives from those that we are seeing. Please do not get me wrong I am not saying do not follow people on social media platforms or do not have role models but be aware of why they do what they do so that you follow cautiously.

Going back to our fitness matter, please know why





you want to start training either today or tomorrow or next week. These reasons have got to fit your lifestyle and your desires not someone's else. The moment you know why you want to conduct fitness training is the moment when waking up to jog will not be a pain in the neck anymore or hitting those squats in the gym or lifting those weights to build muscle.

To those who are employed, the main reason why you wake up early in the morning, take a shower and dress nicely or wear your work suit is because of the income that is going to hit your back account. One can argue the fact that he or she loves his or her job because probably that person went to school for it, but the main reason is the income you will receive. It's the same when it comes to training for fitness, have a reason. This will make

you work towards that goal and you will not be tired up until you achieve that goal. Remember it's not just about planning but it's about having the just do it mentality."

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*Bio: currently studying final year Accounting. Aged 22. I am freelance writer who writes unique and research driven content about fitness motivation, entrepreneurship and public speaking. My goal is to make sure that readers get the energy and zeal to accomplish their goals and conquer all the fear especially fear of the unknown and adopt a just do it mentality.*



# Dyonne Tafirenyika & her road to skincare

*By Tsungirirai Chiriseri*

We sat down with socialite, model and business owner Dyonne Tafirenyika popularly known as Dyonne Tanaka on Instagram to talk about her ever expanding portfolio as she ventures into her new skincare brand. The former pageant princess, who is married to artist Stunner, spoke about the Tanaka skincare range and what her future plans are.

## What inspired you to create a skin care range?

After I gave birth my skin was in such a horrible state. I had pimples, stretch marks, and an uneven skin tone. I tried every product you can think of and nothing worked for me. I decided to experiment, I started making my own products and they actually worked. Most of my followers on social media kept

asking what I use for my skin, so I decided to test the products on a couple of people over the years and it was a success.

## What makes your products uniquely Dyonne?

My products cater to everyone. Light skin people, dark skin, females, males, people with problematic skin and people that want to maintain their good skin. The product name is Tanaka and it means we are now beautiful, we are complete. I want people to take charge and own their look.

## How important is it for women to own their own businesses?

It is important for women to own their own businesses because there is freedom in ownership. A lot of women rely on men to take care of them





**Skin:** @tanaka\_skin

**Location:** @havenspazim    **Models:** @an\_drea02\_b @dyonne\_tanaka @kelseaa.xx @theeammartian

and I want women to know that they can take charge of their lives and create businesses that can sustain them and their families. Women can do more than just cook, clean and make babies. We are capable of creating multi million dollar businesses.

**What are you most proud of when it comes to your products?**

The skin brightening set because it helps with areas that make most women insecure like dark knees, dark armpits, dark thighs and it also helps reduce stretch marks

**Can you take us through the different types of skin care products on your portfolio?**

My products come in sets and the first set is the even tone set which consists of a bar of black soap, a 250ml toner and a 250 ml face and body cream. This set is mostly used by men and women who do not want to lighten their skin but rather want an even tone. It gets rid of blemishes, treats acne, makes the skin glow and the toner can be used as a

makeup remover. The second set is the skin brightening set. This set comes with a bar of black soap, 125ml 5D soap and a 250ml bottle of lotion. This set lightens all dark areas like I mentioned before, reduces stretch marks, scars and dark spots.

**What sort of person would you recommend should use the Tanaka skincare products?**

Anyone can use our skincare products. If you're looking to better your skin, maintain it, lighten your skin, get rid of pimples, scars, stretch marks, dark areas, these products are the right products for you. Our products work for both genders. As long as you have skin we have a product for you.

**Do you plan to expand your product range in the near future?**

Yes we are working on other products and services and I'll let you know more about them soon. We look forward to more of her business ventures and we can't wait to know more about them.



# MENTAL HEALTH

*The COVID-19 pandemic has had people paying more attention to their health, we have been concerned about taking more Vitamin C and Zumbani among other things. Health is a complete state of physical, mental and social well being and not merely the absence of disease and infirmity.*

**By Tanyaradzwa Chitengu**

**O**ur bodies are controlled by our minds hence the cliché, but equally true statement, “there is no health without mental health”. Mental health is a person’s condition with regard to their psychological and emotional well-being whereas mental illness is a health condition involving changes in emotion, thinking or behavior (or a combination of these). Which brings us to the question, is there health without mental health?

Robin Sharma describes the mind as a beautiful garden with the prettiest flowers, peaceful fountains and a garden is also a place where you grow plants. The garden nurtures plants to life, it definitely has to have the most conducive environment for optimum growth of plants and flowers. The mind has to be conducive for our productivity and overall well being however there are several conditions that affect our mental well-being. COVID-19, isolation, social media, drugs, parental expectations, rejection, religion, sexuality, economic hardships among other things are some of the things that affect our mental well-being. These conditions determine the climate in our gardens hence affecting the quality of plants and our lives.

Things that transpire around and in our minds are things that have us stuck in dark corners of suicidal thoughts, depression, anxiety, phobias, and eating disorders among other mental illnesses. The general assumption is that mental illnesses manifest as severe behavioral changes and yet at times they manifest as things that appear to be small and normal such as; loss of appetite, stomach aches, inability to sleep, failure to concentrate, being annoyed or irritated by trivial matters, panic attacks among other things. They also manifest as severe as self-harm, suicidal thoughts and attempts, hallucinations, nightmares among other things. In light of the afore I ask again, “is there health without mental health?”







We water gardens, we eat food to nourish our bodies, what can we do to nourish and take care of the mind? Doing something every day to take care of our minds helps reduce the pressure that weighs heavy on the mind. We have little to no control over situations that affect our mental well being but we do have a choice as to how we help our minds cope and declutter. Self-care is to the mind what food is to the body. Self-care is the practice of taking an active role in protecting one's own well being and happiness. This is an action or activity that helps one to destress and these depend on each individual. Exercising, meditating, use of affirmations, cooking, taking a long bath, meditating, yoga, journaling, reading, dancing, among other things are some of the things that one can do to take care of their mental health.

The world expects so much from us, we expect more from ourselves. The weight weighs heavy on the mind. The expectations put sand in our eyes and have us focusing on what we ought to be or have. The light of day finds us awake in our beds unable to fall asleep. When As the new day begins, we smile as if all is well. More often than

not we choose not to speak about mental health, which is quite understandable given the fact that our society judges symptoms as either attention seeking or ngozi and for the record, this is not true. Mental health issues are regarded with such shame and secrecy yet it's no different from suffering from a flu. Speaking about things we go through is important because carrying the load on your own only makes it even heavier but sharing with a trusted loved one or a professional helps one to destress and also come up with possible solutions or healthy coping mechanisms.

A vibrant, full bodied experience of being alive, we cannot ignore the sleepless nights, loss of appetite, unresolved anger and suicidal thoughts. You should not wait for your life to fall apart before you reach out for help. You are not attention seeking, you are not weak, you are not cursed, you are not alone. I hope you find no shame in sharing what keeps you up at night, I hope you find you know asking for a helping hand does not make you lame, Friendship Bench is here to offer you that hand, for free.



# MAKE-UP

*Covid19 regulations have become mandatory and wearing a mask help protects us from the virus .The mere thought of wearing a white mask visa vis foundations and concealers has become a nightmare as product transfer can be both unhygienic and uncomfortable.*

*By Anesu Msharwatu*

Luckily makeup artists and beauty practitioners alike have come up with a bag of tricks to minimize product transfer and make sure that even though it's a pandemic we can still stay safe and slay our faces at the same time.

Yes ladies one can happily wear a mask and still slay our faces with minimum product transfer. Now that we have established that it is possible to minimize product transfer from our faces to the mask, the biggest question is how?

First things first skin prep is the most important thing before applying anything on our face as it acts as a base that preps your skin for the makeup you will soon apply.

Skin prepping should however be done according to your skin type (oily, combination ,normal and dry).

2.Add a good translucent powder. A translucent powder is a powder that is sheer and applies without adding pigment or cover used to set one's face. It can also be used to (as in this case )control shine giving that matte finish to the face.

3.Then add a good brand of setting spray. Makeup setting spray is usually used after one is done with

the whole face to reduce fading and smudging as it locks up your makeup in place so applying this goes a long way in ensuring the lifespan of the products you will apply.

4.Dampen which ever tool (makeup brush/blender )you use to apply foundation with setting spray.

5. Spray your applicator (which has some foundation on it ) to ensure a flawless application of the foundation at the same time locking the foundation in place.

6.Proceed with rest of your makeup application process such as highlighting /contouring and again making sure to use your setting spray at each process.

7.Apply setting powder ,blush and highlighter (if need be ) as well as lipstick and drench your face with setting spray then allow it to dry.

Then last but not least spray the inside of your mask, give it a few seconds to dry mask up and you are good to go.

This whole process of constantly applying setting spray ensures that the makeup is locked up and stays in place there by reducing the amount of product transfer from ones face to the mask ... easy huh!

Most beauticians and makeup artists have also resorted to using disposable lip wands / mascaras and sanitizing brush sets as a measure to protect from Covid 19 and prevent the spread of the virus.

Lets stay safe ,observe the regulations by practicing social distance, sanitizing our hands and most importantly masking up as we slay our faces.



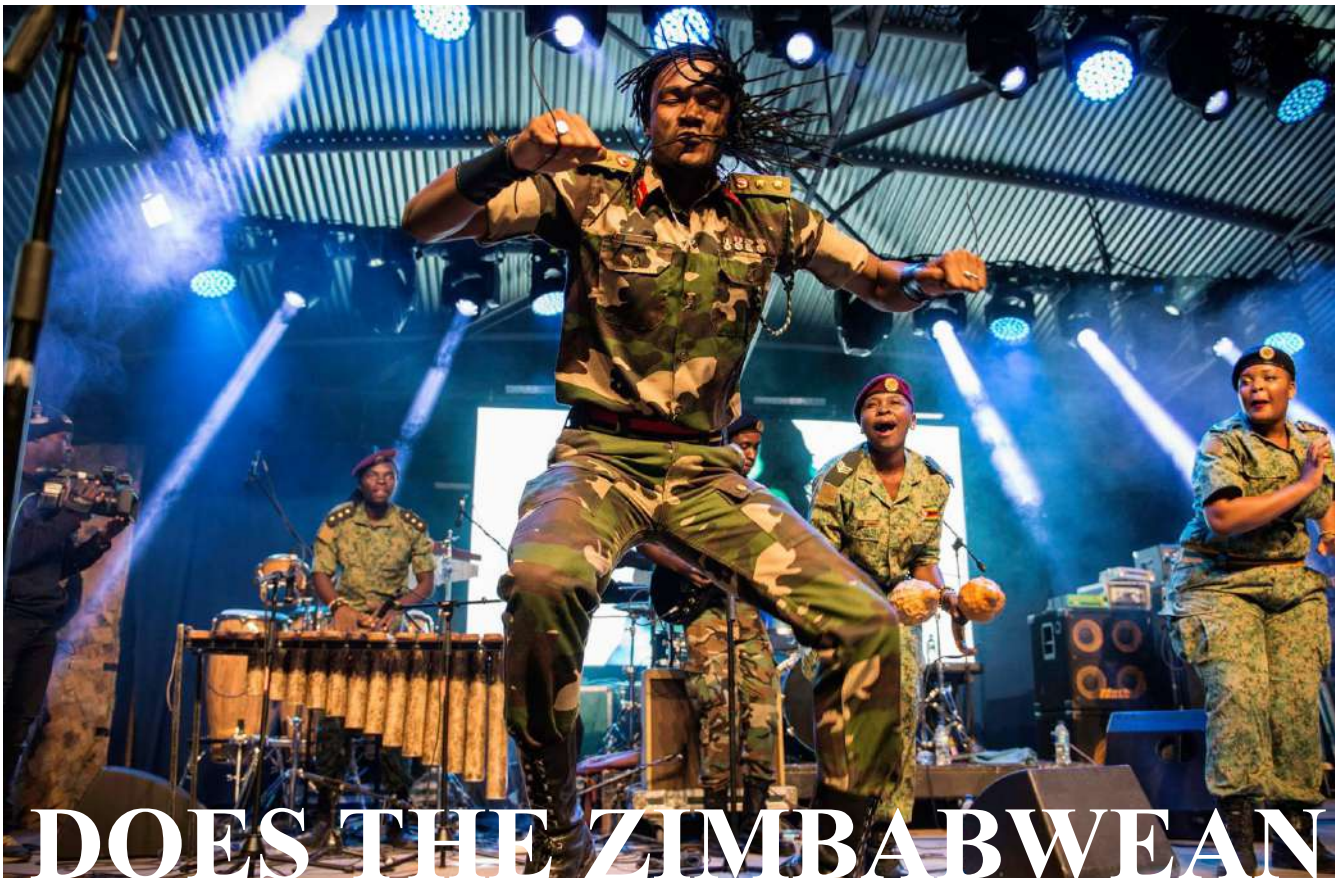
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# DOES THE ZIMBABWEAN SOUND EXIST?

**Things have to change. How we value ourselves, who we are and how we celebrate one another has to change. We have to change the way we talk about foreign celebrities with pride and lest we forget our local artists.**

*By Tafadzwa Mutacha*

It is not an odd thing to hear people discussing about the who's-who of the Western showbiz and essentially finding an identity in them. Is it because they are better than us? Well to some degree they are better. What we do and how we do it make us who we are and it's up to us to support our own and the content they produce.

Issues of identity, belonging, nationhood and the Arts industry in Zimbabwe remain heavily contested.

The political and economic terrain has changed dramatically and creatives have not been spared from these adverse effects. As a result of numerous socio-economic challenges faced

by Zimbabweans and the immense impact of globalization and cultural imperialism has led to a dilution of cultural identities and the rest of the world is a victim of a homogenized, westernized consumer culture. This is also evident in cultural products being produced by most artists in Zimbabwe. It's either one is trying to sound Western, Jamaican or Nigerian. All this goes to show how Zimbabwe is faced with a crisis of identity, belonging and nationhood.

However, businessman Tinashe Mutarisi is of the view that "Being dynamic is no loss of identity. Genres define a musician's artistic expression. One can have a traditional feel to their music or choose a more modern feel. Labeling can limit an artiste's creativity so we must allow our artistes to be as long they don't do anything unbecoming," said Mutarisi

The task of redefining the national agenda and national identity through arts in Zimbabwe remains a herculean task, but it has to be done. Scholars such as William Bloom, (1990) purport "the nation must have a special significance to the individual: "Not only



must it directly touch the individual, but the experience of this contact must be such that it actually benefits the individual,”

Sarah Chiumbu, In her article titled Redefining the National Agenda Media and Identity – Challenges of Building a New Zimbabwe “Building a new Zimbabwe in the post-Mugabe era will pose great challenges, not just in terms of reconstructing economic and political structures, but also in creating “new” spaces for rethinking issues around national identity and belonging,”. Ndlovu-Gatsheni’s (2009) book *Do Zimbabweans exist?* best reflects the obscurity of national identity in Zimbabwe. In the book, Ndlovu-Gatsheni postulates how the politics and politicisation of history, power, diverse ethnic groups, race and political party affiliation inhibit the forging of a national identity, creating instead fertile ground for the flourishing of diverse and often antagonistic notions of Zimbabwean national identity.

This phenomena being argued by Ndlovu-Gatsheni and other scholars has spilled over to the arts industry in Zimbabwe and has suffered immensely from the ripple effect of globalization and cultural imperialism. Countries such as Nigeria are proud of their successful countrymen and women around the world. They support their artists and celebrities both locally and overseas. Nigerian patriotism is one of the reasons why they have top international stars like Davido and WizKid who are sought after by many fans in Africa.

When it comes to celebrating our own men and women in and around the world, If ever there was a patriotic scale to measure the pride, love and support that people have for their local and international celebrities, Zimbabweans are likely to score lower and as compared to Nigerians and South Africans. South Africa has managed to produce numerous international celebrities such as Trevor Noah, Black coffee among others.

In Conversation with Trevor Ncube, Winky D said most Zimbabwean artists need to build a strong nation brand that provides a crucial competitive advantage in this international arena.

“Going international is actually clouding minds of a lot of artists right now, because for one to be great he has to be valid in his country. Let’s look for example, in South Africa or Nigeria, we get to know their great artists after they are big in their own countries,” said Winky D

“So we (Zimbabweans) have a mindset that anything we make is not good enough until somebody from elsewhere (out of Zimbabwe) comes and say our product is nice. From there everyone else is going to open their eyes and claim he/she is one of us. We have to change our mind set,” added Winky D

“If we as a people don’t appreciate what we have until somebody comes and validates it for us then we are in a serious mess as far as growth of the music industry is concerned. We want to look at ourselves through other people’s spectacles and that is one challenge we have as a people. You’re not good enough until you do something with some Burna Boy or Wizkid,” said Winky D.

It is necessary that all stakeholders involved in promoting and stimulating creativity and talent in the arts sector reflect a bit on producing cultural product that mirror being Zimbabwean. The government should also create an enabling environment for creatives to flourish and embrace their nationality. The socio-economic and political conditions in the country need to correct so as to curtail flourishing of diverse and often antagonistic notions of Zimbabwean national identity as this has a big effect on the arts industry. What we do and how we do it make us who we are and it’s up to us to support our own celebrities.





# How to make perfect scones

## with Chef Gineas Mupfayi

Easy steps to make the perfect scones with UK based “Celebrity Chef” Gineas Mupfayi. Whether squeezing it in before the school run in the morning or before bed on busy midweek evenings, preparing your child’s lunchbox can seem like just another thing on the list. An easy scone recipe with step-by-step photos. These plain scones are light and fluffy, and go perfectly with jam and cream for a gorgeous afternoon tea.

- 350 gr Self raising flour
- 3tsp Caster/granulated Sugar
- 1/4 salt
- 2 Eggs
- 1 tsp Baking powder
- 85 gr Butter in cubes
- 175 ml Milk
- 1tsp Vanilla extract
- beaten egg to glaze

Sift flour add salt and baking powder. Rub in margarine add castor sugar add milk/butter milk do not over mix turn onto floured surface roll and use cutter. Glaze with beaten egg bake 180 degrees







# STIGMA ABOUT THE INTERNET.

The internet is thought to be, especially by those of the older generation, an ever-growing and mind-controlling distraction. Unfortunately, this sentiment is perpetuated by the unrelenting increase in popularity of things like social media, as well as other recreational avenues of the internet.

What I, personally, think is the root cause of this strongly held sentiment is a lack of knowledge and understanding of the realm of possibilities by way of the internet. It is more than just a hub for the youth to engage in the sharing of memes and daily banter. It's more than just a place where people, supposedly, "live an alternative reality". I won't deny; there are people who do. Still, the very fact that we are still having this conversation is preposterous in 2021. For example, the thought of mailing a letter to communicate with someone for any reason other than sentimentality is preposterous, right? It's actually near impossible to imagine a life without modern technology and yet, the internet still carries a huge stigma behind it.

Let's break down the statistics:

When the internet first came into use (this is beyond military use cases), only the elite 0.4% of the world population had access to it, and for a very long time, it was like so. As the internet became increasingly popular and commercialized, competition was built surrounding it in all aspects. The cost of accessing the internet has since dropped drastically with more than half the world's population in 2021, that is more than 3.6 billion people, using the internet daily. This number continues to rise. There are quite a number of reasons as to why this is so. Countless commercial industries including networking, marketing, education, politics, defense, banking, entertainment, communication, and even health, greatly rely on the internet. During the course of this pandemic, it has become pertinent for businesses in each and every industry to maintain an online presence regardless of what country that business is based in. E-Commerce, that is business conducted on the internet, accounts for 3.5 trillion dollars in annual sales of goods and services. At an exponential rate, this number also continues to rise year after year. It's safe to say the internet offers vast opportunities around the world. Through the very many platforms the internet has to offer, these opportunities can be exploited. A lot of responsibility, therefore, falls onto the gatekeepers of these platforms.

The internet has allowed for a drastic increase in the number of entrepreneurs building multi million-dollar companies over the last few years. According to Forbes, the number of new self-made millionaires is increasing every single year. It is quite safe to say that a lot of this success is owed to the internet. An internet business is not just something you can start. Just as in most other fields, a level of expertise is required to create value on the internet. Zimbabwe at large is still lacking in terms of internet-related resources. In my opinion, following the international status quo, it is necessary to get our youth started on a journey to gain computer-related proficiency. The global tech industry makes just over 5 trillion dollars a year. The United States accounts for at least half of that. Hardware and software developers both contribute to these astronomical figures and it's no surprise that a large 20% of programmers and software developers are citizens of the United States.

If we include those that simply reside in the United States the number is even more disappointing. There is a lot of potential for an e-industry in a country like Zimbabwe. We're still heavily dependent on analog technology. Hopefully we fully digitize but at the present moment we're a long way away from doing so. With the amount of knowledge and resources available to us, one of the biggest favors we can do for ourselves is to equip the youth with skills that are undoubtedly going to serve them and the country in the future. The lack of technological advancements and integration of the internet into our everyday lives beyond the basics that it is used for makes us somewhat of an untouched new frontier that's waiting to be explored, yet to be tapped into. In colleges, programming and tech literacy courses should be in one of the educational fields that are reckoned with, at the same, if not higher, level of importance as other traditional fields of education. Technology is becoming mandatory; and not just for the physical need to program in industries today. There is a massive benefit in learning what is called computational thinking that involves logic, analysis, and problem-solving that can come in useful for any aspect in life.



# QUESTIONS & ANSWERS

with Tinashe Mutarisi





### How would you describe your life journey in one word?

Roller-coaster.

### Over the years how have you manage being a father, businessman and socialite?

It has not been easy juggling all those responsibilities because they come with certain demands and expectations but I thank God for doing my best under the circumstances. I am blessed to have a family that believes in me and supports my entrepreneurship journey hence it has been easy to steer through the strain and demands of work. They all understand and appreciate what it means to run a fledging business empire and they are very supportive. I always make sure that I set aside time for quality engagements and fun with my family. A meal at home, games and bonding with my kids and travel to some resorts whenever possible. My wife is the best friend that I have always had and she is the pillar I can always count on.

On the socialite bit, I am not sure if I would classify myself as one; my engagements with the public are mainly for learning and inspiration. I don't believe I have a unique story because I rose from nothing through working my way up from the ghetto but I have noticed that many relate with my

struggles and they have always looked up to me for inspiration which has made me a public figure of some sort. I also continue to draw inspiration from the real life stories and struggles of other people and because of that everyday interface; my life is out there. I would say it's a symbiotic relationship where those that follow me draw inspiration from me and I in turn learn from their life stories and feedback.

### You're really active on Social media and most of your captions are in vernacular, Is it something to do with your identity or embracing your culture?

I am as real as they come and I don't feel the need to divorce my life from the public because of whatever achievements I have attained to date. I believe this is a journey I am yet to accomplish and the best way go through it is with the support of the very people who made me. Nash Paints Group is a brand for the people and by the people and for as long as I have breath, I will always make time for such public engagements and interaction. As for the use of vernacular, it's something I feel entrenches our identity as a people. Language has got sentimental attraction and the best way to get the message home is to speak in our mother language. I however appreciate that I followers that do not speak or comprehend our mother language and I always try as much as possible to accommodate them.





### **Given an opportunity would you work as a social media manager for a big corporate?**

Being a social media manager for any organisation comes with a lot of responsibilities because you need to understand their brand culture, be as professional as possible and be very clear and consistent with your public communication. Being in constant engagement with an organisation's publics is also a sensitive task because your actions can make or break its corporate image and standing. I therefore insist it's not a challenge I would take given my schedule. I know the struggle of building a brand and I would rather leave that to those in that field full time. What I do through my personal social media is interface out of respect for the market and love for my people and country Zimbabwe. I am a product of the people.

### **When you decided to go to Botswana, Did you ever envision that you were going to build such a business empire?**

Business is all about taking risks and over time I have come to appreciate that while a ship is safe in the harbor, it was made for the sea and every now and then I always take on new challenges. Of course I do carry out some feasibility study and market research before making any investment so I would say I had my hopes but I am happy that it's looking good and we will continue exploring avenues for continued growth.

### **Of all the business opportunities that existed then, why did you decide to venture in paint business?**

It was during my stint in Botswana after leaving Zimbabwe to seek greener pastures that my eyes were opened to opportunities in the paint business. I knew there were players in that sector already but I felt there was need for a home grown player that would cater for the needs of all and I am glad that Nash Paints came and did exactly that.

### **What has been the secret in building such a business empire, and back then did you have anyone mentoring you?**

I would say hard work, strong faith and conviction, tenacity and consistence coupled with an ethical business culture that values customer satisfaction through providing quality service and products is what has carried the day for us. At Nash Paints we don't compromise on quality and we always endeavor to give our best. Yes, I always looked up to those that came into business before me and I would consult for guidance, nurturing and experience sharing.





**In addition to that, what are the 5 business principles that have guided you till this day?**

Honesty, hard work, quality workmanship, consistence and respect for the customer.

**With the Zimbabwean economy very volatile, what are some of the strategies that you've implemented to ensure that you remain in business till date?**

Every crisis comes with certain opportunities and though we feel the pinch of the economic environment, we believe we are set for the top. We have made sure that at Nash Paints we have everything for everyone without compromising on quality. We are the people's champion paint company and we have enjoyed unparalleled brand loyalty from the market.

**Is entrepreneurship the game changer in turning the Zimbabwean economy around?**

Business certainly plays a big role in advancing a country's economy. It contributes immensely to the country's GDP and if you look at the number of branches we have opened and the numbers we employ you can see the value addition we are bringing.

We however pray for continued support from the government and the market. Our politics and the

economy must also allow for more entrepreneurs and that way we will enjoy a big business boom.

**How do feel being recognized as one of the Zimbabwe's top business influencers?**

It's a big honor seeing that Zimbabwe is a country blessed with a hard working populace that has weathered many storms. I strongly believe the future of this country is in the hands of the hard working young people and I feel blessed to belong to this new generation. We have a whole world to conquer and we must never give up.

**In your own perspective how would you define success? And at what stage did you feel you had made it?**

Success for me is about living your purpose and being able to self-actualise. We were all created with special deposits that make up our purpose and the ability to discover that purpose and live it to fruition is what counts for success to me.

**Since you're one of Zimbabwe's successful businessmen, do you feel some kind of pressure with so many Zimbabwean youths looking up to you for inspiration?**

It is quite a challenge having the majority of our young people looking up to me. I am human and there are days when I wake up with questions and doubts but their support and elevation keeps me





going and widens my horizons. I remain alive to possibilities because through their adulation and continued spur I feel encouraged to keep going.

**Do you think Zimbabwean youths have done enough to shape the socio-economic narrative of this country?**

I see a lot of drive and passion in our young people. They have the zeal and are willing to play their part in driving the national economic agenda. I however feel our economic environment has been limiting and there is need for more government support and enactment of legislation that support local entrepreneurs.

**Since most youths are unemployed and are now venturing into entrepreneurship, what are some of the nuggets you would like to share with in building their businesses?**

I believe they must not do business as a pastime or on piecemeal basis. Business should go beyond putting food on the table. They must professionalise and work towards building strong brands that will leave a lasting legacy for their kids and generations to come. Look at brands like Coca-Cola for example, they have become intergenerational.

**What inspired you to venture into supporting creatives through Nash TV and are there any plans to making it a national TV channel?**

I felt there was a gap in local entertainment particularly during this Covid-19 period. That's when we introduced the Nashtv lockdown series which helped plug a gap in entertainment through online shows which provided music fans something to cheer about while the disadvantaged artistes also got a platform and a source of livelihood.

We have since broadened the scope and introduced a variety of programmes and content and we are happy with the support from our various stakeholders. We are even creating employment for the artistes and other related support staff. We don't rule out the possibility of becoming a fully-fledged channel so that we play our part in telling the Zimbabwean story.



**We've seen Nash TV collaborating with so many artists, is it now a record label and if not are there any plans to make it one?**

Collaboration is good for progress. We can't claim to be a record label but because we have created a loyal audience, artistes have seen value in pushing their content through us and our strides to date have opened our eyes to a world of possibilities. We have amazing dreams for the local arts industry and we believe local arts can easily become a multi-billion dollar industry if we take the right steps and we hope to actualise this dream in our time working with all stakeholders, government included.

**What separates Nash TV different from other similar existing online entertainment channels? And what can we expect going forward?**

Our content is defined by the needs of the market as well as input and feedback from followers. It's never easy to please all and sundry but we are eager to learn and that has seen us command the respect of the market. We are an apolitical content creator that prides itself in love for country and respect for the beautiful people of Zimbabwe. We believe we have a part to play in advancing the arts, business and developmental aspirations of this great nation.

**What are some of the media opportunities do you wish to explore?**

We have many progressive ideas which we would want to try our hands at and the team at Nashtv is working flat out to make those a reality. We will be sharing more details as we go.





**Would you regard yourself as a media mogul on the rise?**

I am proud Zimbabwean entrepreneur playing his part in growing the Zimbabwean economy and bringing the feel good experience to my country's citizens through whatever means and channels possible, media included.

**In your view, what has hindered many Zimbabwean artists from going global and what actions should be taken to make the creative industry more lucrative?**

I strongly feel we have the talent but our arts industry has not created the right platform and environment for our artists to thrive. This industry can easily become lucrative with the right legislation, artiste education and professional management coupled with meaningful corporate support. Scourges like piracy must not be allowed to thrive but whittled through punitive legislation like is the case with stock theft.

**Are Zimbabwean creatives competent enough to produce quality content that competes on the global stage like their counterparts in Africa?**

Local talent can compete anywhere. All we need is the right legislation as well as resource and technical support.

**Do you think Zimbabwean artists have lost their cultural identity and have been victims of homogenized, westernized consumer culture?**

I don't believe so. Being dynamic is no loss of identity. Genres define a musician's artistic expression. One can have a traditional feel to their music or choose a more modern feel. Labeling can limit an artiste's creativity so we must allow our artistes to be as long they don't do anything unbecoming.



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# How Speed and Style

## Have been part of Zimbabwean White Wedding.

You'll soon realise that Mercedes Benz reputation for being the archetype of luxury is well earned. The exquisite interior and enhanced performance makes Mercedes the ideal choice for a wedding but it would also make a great vehicle for many other occasions and events. One can relax in style with extra leg room, air conditioning, and heated reclining seats among many other special features depending with the model.

**By Tafadzwa Mutacha**

**F**or most In Zimbabwe, when planning a wedding it's more than likely they wish to travel in style and there is no finer way than being chauffeured in a luxurious Mercedes Benz. Driving or being chauffeured in a luxurious Mercedes-Benz is a dream come true for most people, many brides and grooms get to experience the luxury and beauty of the

iconic brand at their wedding after requesting a family friend or colleague to chauffeur during special day. Others couples with capacity now rent from wedding car hire companies just to make their wedding glamorous and most memorable.

Just Wedding Cars Zimbabwe Director Swedias Chirenda believes "The bride generally gets ready at her parent's home, so the car is the first official wedding 'setting' for her and her bridesmaids. So it's very important to choose the right car because it really sets the mood for the rest of the day, and a Mercedes does the magic for our clients,"

"The responses from our clients has been so overwhelming because we understand how special a wedding day is in our clients lives and we make it that extra special for them by



providing some of the latest S class Mercedes Benz simply because arriving in a Mercedes Benz sets the scene for a sleek elegant wedding for our clients,” said Chirenda

**Some of the most hired out at Just Wedding Cars Zimbabwe are the classic Mercedes Adenauer and the latest models of the S and E class.**

Mercedes has been part of most African White Weddings particularly in Zimbabwe. It might be a phenomenon borrowed from our then colonial masters, the Brits.

At the famous Royal wedding of Prince Harry and Meghan Markle, A fleet of black Mercedes-Benz V-class people carriers were set out to drop off some senior members of the royal family at Windsor Castle on the morning of Saturday 19 May 2018. The choice of V-class was interesting as the Royals were not going to be too traditional on their choice of cars. There is some kind of boldness

associated with Mercedes Benz, it is a symbol of style and power that is visually appetising.

Though every Mercedes-Benz is truly unique, the style and charm of the brand is always noticeable. Taut contouring, dramatic air intakes, blazing headlights and taillights, side mirror-integrated turning signals, and a Star-stamped or classic multi-bar grille instantly set a Mercedes-Benz apart from the crowd.

The exterior of every Mercedes-Benz can be further invigorated with an eye-catching colour. Most of all, Mercedes models are also designed to provide maximum comfort to drivers and passengers. Arriving in a Mercedes Benz sets the scene for a sleek elegant wedding as it really sets the mood for the rest of the day, and a Mercedes does the magic for most white weddings in Zimbabwe. It is a phenomenon people notice at most weddings but take it for granted or somehow have naturalised seeing Mercedes as the most ideal car.





# The Influence of Pop Culture on Today's Youth.

By Linda Matwaya

**Y**ou might be hearing or reading this for the first time and wondering what is 'Pop Culture'. Well say no more because in this article we are going to be openly explaining what it is all about. The term 'popular culture' holds different meanings depending on who's defining it and the context of use.

It is generally recognized as the vernacular or people's culture that predominates in a society at a point in time. Pop culture involves the aspects of social life most actively involved in by the public. As the 'culture of the people', popular culture is determined by the interactions between people in their everyday activities: styles of dress, the use of slang, greeting rituals and the foods that people eat are all examples of popular culture. Popular culture is also informed by the mass media.

There are a number of generally agreed elements comprising popular culture. For example, popular

culture encompasses the most immediate and contemporary aspects of our lives. These aspects are often subject to rapid change, especially in a highly technological world in which people are brought closer and closer by omnipresent media. Certain standards and commonly held beliefs are reflected in pop culture. Because of its commonality, pop culture both reflects and influences people's everyday life. Furthermore, brands can attain pop iconic status (e.g. the Nike swoosh or McDonald's golden arches). However, iconic brands, as other aspects of popular culture, may rise and fall.

Popular culture allows large heterogeneous masses of people to identify collectively. It serves an inclusionary role in society as it unites the masses on ideals of acceptable forms of behaviour. Along with forging a sense of identity which binds individuals to the greater society, consuming pop culture items often enhances an individual's prestige in their peer group. Further, popular culture, unlike folk or high culture, provides

individuals with a chance to change the prevailing sentiments and norms of behaviour, as we shall see. So popular culture appeals to people because it provides opportunities for both individual happiness and communal bonding.

Examples of popular culture come from a wide array of genres, including popular music, print, cyber culture, sports, entertainment, leisure, fads, advertising and television. Sports and television are arguably two of the most widely consumed examples of popular culture, and they also represent two examples of popular culture with great staying power.

From the moment we're born, popular culture surrounds us and influences us. It's the beliefs and practices that groups of us have in common. You see pop culture play out in the movies and shows we watch, the art, comics, and books we read, the toys and video games we play with, and the clothes we wear. But WHY does pop culture influence us?

## We express ourselves with pop culture.

We see pop culture all day, every day. The way we interact with pop culture says a lot about us! Your favorite music says a lot about what kind of lyrics and rhythms get you in the groove. The kinds of books you read speaks volumes about the stories and themes you enjoy. You might have a toy based on a favourite character from a TV show or comic book; when you show interest in something from pop culture, it shows what you value as an individual!

Even the clothes you wear and the food you eat can show what you value. Chances are you have a favourite fast-food restaurant, and have a friendly argument when someone mentions they prefer a different one. You probably know of a certain brand of blue jeans that fits you particularly well, and go out of your way to buy them. Pop culture has a real effect on your everyday life, and how you see yourself in relation to others.

## Pop culture encourages conversation.

Even if you haven't seen it, you probably know something about your parents' favourite show or movie from when they were growing up. They've probably brought it up dozens of times, because they cherish those memories. Pop



culture has the power to start conversations and build your relationships with your family and friends.

That goes the same for people you might not know well, like people at your school or place of work. You might not know a person very well, but there's a good chance that they've seen the newest superhero movie, or played the latest popular video game. Your knowledge of those pieces of pop culture gives you something to talk about with someone who would otherwise be a stranger.

## Pop culture keeps us moving.

Do you still read that issue of your favourite comic book that came out three years ago? Probably not, because the plot has moved on and grown since that issue. One thing that makes pop culture so exciting is that it's always on the move!

When new books, movies and games come out, you're exposed to new ideas, new stories, new characters and even new writers and artists who bring their own experiences into pop culture. That means you have new experiences all the time, which makes you more aware of what's going on in the world around you! Every day is a new opportunity to discover something new that you love!





# FACTORS LEADING TO COLOURISM

By Linda Matwaya





## The black community is well versed in racism, but are often oblivious to colourism.

### Definition

Colourism is defined as the discrimination against people with a different skin tone, especially within the same racial group. While it affects both men and women, colourism intersects with sexism so that it particularly affects women of colour.

### Origins

“It’s an issue that wreaks havoc among African-American, Africans, Asian, Latin American, and other communities. It really boils down to the belief or misconception that the lighter your skin tone, the prettier you are, the smarter you are, and the easier you have it your way.”

With its roots in slavery, those who had darker skin were forced to work hard labour outside while those with a lighter skin tone had less gruelling domestic roles inside. Thus having a lighter skin tone was highly sought after. (Sara Miller)

The lighter skinned slaves were often preferred

in the house because they were children or grandchildren to the plantation owner due to the sexual assault that slaves often experienced. Although these mixed race babies were not freed or claimed by their white fathers, they were awarded privileges like being in the house and doing less labour intensive work. As a result, light skin grew to become a positive attribute in the black community (Keyondra Wilson)

An American blues singer, Big Bill Bronzy portrayed the discrimination against black Americans in his song “Black, Brown and White” and the chorus goes, “If you’re white, that’s all right, if you’re brown, stick around, but if you’re black, oh brother get back, get back, get back”

Lighter skinned people are chosen over darker skinned ones on the TV shows, the movies, and even in their own classrooms. This can lead to a low self-esteem and have them believing that they are ugly because of the amount of melanin in their skin.

One story that’s historically been used to justify racism, colourism, and slavery is the “curse of Ham”, Noah’s youngest son.

Some of Ham’s descendants, Cush and Put, for example, settled in Africa in the present-day countries of Ethiopia and Libya. Misguided people



concluded that Cush and Put spread their black skin throughout Africa, therefore, they conclude that black Africans are a cursed race and thus inferior to white races. (Roger Barrier)

Also people view skin colour is the distinction between darkness being bad or evil, and light or white being good, pure, clean, and holy.

The spread of colourism is a direct result of the spread of white supremacist ideology.

Some historians also comment that colourist attitudes existed in pre-colonial Africa, particularly in the Northern regions and outside of Africa in South Asian cultures.

Barack Obama's election as the first black US president and Meghan Markle, marrying Prince Harry was described as a "milestone in race relations" However, the outstanding achievements of some prominent people of colour with light skin doesn't signify an advance for black people, or people of colour more generally. Those with light skin still benefit from the privilege that comes with an approximation to whiteness.

People with power and privilege use the success of those people of colour with light skin to claim advances for people of colour more generally. In doing so, they can obscure the marginalisation of those with dark skin and hide the effects of colourism and racism. (Aisha Phoenix)

This lack of preference and representation for darker skinned people can affect someone's self-esteem and induce serious self-hate. One form or serious self-hate that has been on the rise is skin bleaching. This is when someone takes measures to lighten their skin using bleach.e.g Michael Jackson. Colourism is also exploited by companies determined to turn insecurities about skin colour into financial gain through marketing lucrative skin lightening products, which have a lot of side effects.

## Effects of lightening enhancers

Lightening refers to the use of products to lighten dark areas of the skin or achieve an overall lighter complexion. These products including bleaching creams, soaps, and pills as well as professional treatments like chemical peels and laser therapy. Skin lightening has been associated with a number of adverse health effects. According to Ajose (2005), these side effects can be very harmful to the skin and body due to exposure of chemicals and substances such as mercury, hydroquinone and cortisones. WHO (2011) noted that the



effects of inorganic mercury skin lightening products includes kidney damage, skin rashes, or discoloration and scarring and reduction in the skin's resistance to bacterial and fungal infections.

The use of chemicals to bleach the skin could lead to serious skin and health conditions that include skin cancer and tender skin that may be difficult to stitch when required such as following surgical procedures or accidents resulting in deep cuts.

In conclusion, one can note that lightening enhancers contains very dangerous chemicals that are harmful to our skin, body and health. The presenter is advising not to use such enhancers but rather we should be proud of our skin as it is.

The Bible says we are all God's creation and we are fearfully and wonderfully made. We are all unique and special in our own way so we should embrace that and be proud of our selves and identity. Let no one look down upon you or look for skin lightening enhancers, having a fake identity of yourself. Let us be confident and be proud to the Africans we are beautiful. We are all striving to have a good mental health so let us not risk our health through the use of lightening enhancers.



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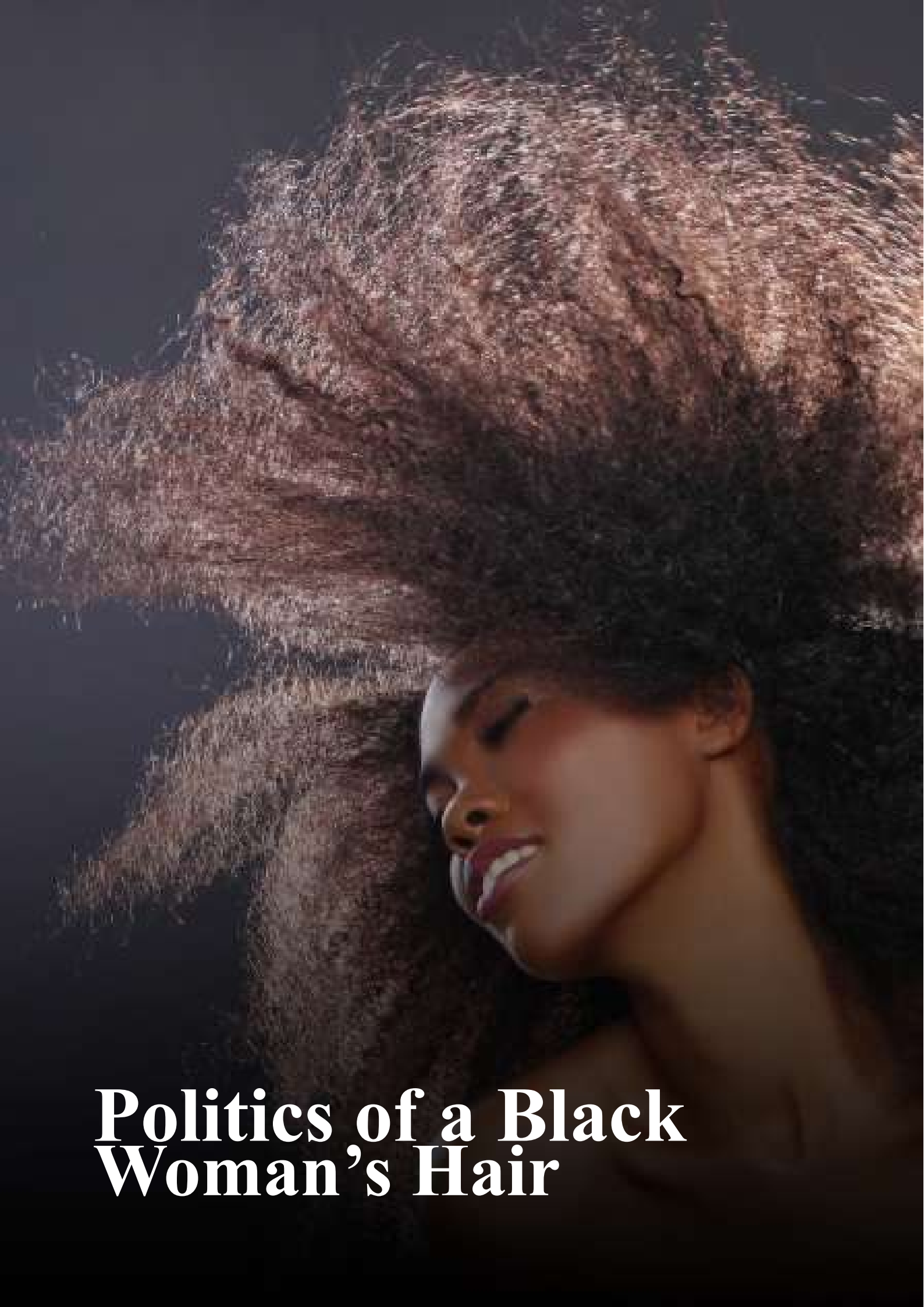


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# Politics of a Black Woman's Hair

*Black skin history is a long series of events connecting to ideas and ideas materialised to trends and weird normalcy. It can be tiring how everything has an underlying reason and even more disappointing when one had grown a liking to it.*

## By Sharon Lole

Every conversation with a black woman on politics of hair (black women) ends up in tension that can be cut with a knife. The world has come to realise how sensitive hair is to every woman. As such one begins to understand more and more why politics of hair is a thing! Back then when oppression was a much visible thing, the oppressors did everything in their power to undermine those they were oppressing.

This escalated to a big psychological warfare. They needed to make sure they destroyed roots of the oppressed which would push them to seek freedom. This is when hair politics started. Different people that were shipped into Europe for slavery from 1619 had to be separated if they came from the same family, tribe and sometimes country.

This was to remove any sense of identity or belonging that may entitle one to want to be free. Women's hair was cut because often times the texture or hairstyle was very telling of the tribe one belonged to. In essence, the white man created a tail that would later be reason why kinky hair was said to be the ugliest type of hair. No surprise there that this so happened to be black people hair! The same way women are overly sensitive to their hair now has been the same over centuries of years.

So you can bet how much it messed with the black woman to have their crowns forcibly cut and on top be told that their hair was one of their many ugly features. Over time, women had to relax their hair, straighten it and do everything to keep it that way and rid of any curls and kink. The measure for beauty was highly Eurocentric and black women bended double in order to fit in the society, more than once being refused basic privileges like attending church if they wore their natural hair.

## *The reign of weaves*

To be fair weaves originated from Egyptians, a fair trend that can be tracked back to 3400BC, however,

this was unique to Egyptians for some time and we mark the first black person outside of Egypt to try weaves only in 1951, Mrs Thompson. She invented the sew-in weaves and later made a breaking ground company with her husband, marking the beginning of the reign of weaves among black women. I suspect she got tired of burning her scalp with a hot comb or maybe she got tired of applying chemicals on her hair! Whatever the case may be she started a trend that has stayed domineering over 70years later. So much has been done for black people,

To be fair weaves originated from Egyptians, a fair trend that can be tracked back to 3400BC, however, this was unique to Egyptians for some time and we mark the first black person outside of Egypt to try weaves only in 1951, Mrs Thompson. She invented the sew-in weaves and later made a breaking ground company with her husband, marking the beginning of the reign of weaves among black women. I suspect she got tired of burning her scalp with a hot comb or maybe she got tired of applying chemicals on her hair! Whatever the case may be she started a trend that has stayed domineering over 70years later. So much has been done for black people, so much though not enough. The Eurocentric mould of beauty is wide spread and covers most aspects of beauty. The body (petit), face (slightly long nose, big eyes) and hair...well the world already know this one.

So in as much as weaves are only now believed to be a beauty enhancing innocent tool, the reality is they are a symbol (yes up to now!) of how black people were meant to adhere to a standard of beauty that was biased. They are a reminder that black women were never meant to feel beautiful in their natural crowns but rather in something else more European.

African hair, was, possibly is too unkempt for a stroll in the park, a church service, a bride, a night event. And this is reason why for any special occasion African women will wear a wig or a weave because engraved in their minds is that their natural hair is not pretty enough.

Are weaves an innocent trend of cross cultural appreciation, the world is yet to see a European head in an African hair weave as a trend and not for a clown outfit? After all knowledge is power. Loving ourselves as black women especially is the far most important step. To be fully comfortable in our bodies, noses and in this case, hair. Let's love it, nourish it and most importantly let's not hide it from scenes we think are too elegant, sophisticated or classy. What we have is not hair. Let it stand up and stand out for it is a CROWN!





# Amazon Rainforest In Dzivarasekwa

## Trees breathe life into DZ

Hidden and unknown to many is a project farm in Dzivarasekwa (DZ) –a high-density suburb in Harare- where a man, passionate about conserving the environment, is playing a significant part when it comes to climate action.

### By Tafadzwa Mutacha

Upon arrival, the sheer beauty of nature and fresh aroma that fills the surrounding atmosphere can make a first-timer feel goosebumps. As I was getting closer to the main entrance, the forest got dense with the systematically planted indigenous and exotic trees flanking me. This grand entrance partially gave me a glimpse of how it could feel to be in the vast Amazon Forest, an experience most Zimbabweans should have. I was instantly immersed into nature as I enjoyed the serene view and surroundings. Later in our conversation, Sekuru Rangarirayi Mhakayakora, who termed the space “my Eden”, expressed his love and passion for the environment and tree conservation.

However, my lovely and near-heavenly experience was short-lived as Sekuru got right into explaining his work as well as expressing shame with those who purport to be the custodians of the environment. It irks him that the incompetence

of institutions such as Harare City Council, the Zimbabwe Republic Police and responsible Ministries among other authorities in the country has exposed ecology to destruction. With a passion for conserving the environment spanning over thirty years, Mhakayakora at one point managed to plant over 40 hectares of indigenous, exotic and medicinal trees at his farm with little or no support.

His unrelenting effort resembles that of global climate activists such as a Swedish environmental activist Greta Thunberg, well known for challenging world leaders to take immediate action against climate change. Had his work received publicity over the year, he would be celebrated across the globe too for an immense effort in advocating for environmental conversation. Through his project, he has solely managed to help Dzivarasekwa with firewood (wood is primary fuel for many poor families in Zimbabwe) and sometimes assists less privileged senior citizens like him with kale vegetables in addition to offering University students with industrial attachment places.

“I had a clear vision of helping people with trees about twenty-five or so years ago and this is what it looks like. If you manage the environment it manages you,” he said. “Look at the number of people I am assisting simply because I decide to plant trees and manage the land properly.” By planting trees and protecting existing forests, Mhakayakora





is also protecting the soil and improving the ability of rainfall to recharge underground water stores. These trees help to take carbon dioxide out of the atmosphere, thus reducing global warming. His climate action efforts combined even surpass that of most organizations fighting climate change.

Over the years, weak institutions in Zimbabwe have become one of the main causes of poor implementation of climate action among others, such as lack of finance, capacities, and political will. Regardless of the important role that the bodies must play in initiating and improving climate action, there are many limitations hindering the effectiveness of such institutions. As the aged environmentalist poured out his soul, unbundling some of the issues hindering sustainable living locally, I went into deep thought about the numerous man-made challenges our planet is facing.

Could this war of preserving the environment and fight against climate change ever be won? I asked myself. Zimbabwe is a signatory to many global environmental and Climate agreements, surely with this mess can we achieve the set targets? Are we even on course or its just rhetoric?

Ideally, different sections of society should commit all hands on deck towards securing the climate but that has not been the case. "There is a lot of bureaucracy in trying to address environmental problems we are facing as a society. I've been to several offices with project proposals and ideas on where we can plant trees, or share knowledge

on places that need to be conserved, but it has fallen on deaf ears, yet the planet needs us," Mhakayakora later disclosed. "Public office bearers have become too busy, too special and no longer accessible yet we want to initiate projects that better our environment and benefit the community and you wonder where we are going as a people. It has become a rotten system from the top and it seems no one really cares." True to his sentiments, the environment is filled with evidence of constant neglect, among it, uncollected rubbish shunned by local authorities across the board yet they are a health hazard.

According to Mhakayakora such contemporary challenges like poor waste management symbolizes a lack of proper planning and slow uptake of sustainability innovations. "There have been several efforts to construct bio-digesters in places where there is a lot of waste like Mbare Musika. These bio-digesters would then produce gas, which can be sold to locals and reduce demand for unclean energy. That way we can reduce carbon emissions and the hassle of transporting a lot of waste to Pomona dumping site.

"But, nobody appears to care, sustainable energy is the way to go with bio-digesters being built to manage waste. As a people we lack vision and institutions involved are not active in anticipating environmental challenges of the future," he added. Surely a lot can be done by individuals and even communities, but the same institutions responsible for upholding the dictates of global environmental agreements are more often than note caught on





the wrong side of the law themselves. Many local authorities countrywide continue to deforest for residential stands without proper plans to replenish the environment.

Additionally, there is no longer shame in allocating stands on wetlands by local councils yet the ecologically sensitive pieces of land play a vital role in the water cycle and their protection is fundamental to climate change adaptation. In the mining sector little has been done to curb toxic emissions with the open-cast method in some areas increasing the rate of land degradation. Small-scale miners and illegal gold panners have also done the least to reduce environmental impact. Chinese owned companies plying their trade in brick moulding continue on the course of land degradation without rehabilitation in and around Mt Hampden despite condemnation by locals for failing to develop communities they operate in.

All this is notwithstanding that Zimbabwe is a signatory to multilateral environmental agreements including the Paris Climate Agreement, Montreal Protocol and United Nations Convention to Combat Desertification (UNCCD). Currently, there is largely a lack of transparency and inclusivity by governing structures and organizations in their interactions and interventions. This has resulted in locals being unaware of pertinent policies and their rights thus leading to lack of ownership and commitment towards leading sustainable lifestyles. There is poor coordination among actors as well as ineffective decentralization, which in totality does not foster sustainability of initiatives similar to that of Mhakatayakora.

“With such chaos the future is bleak, clearly nobody is thinking about the future generations because the reason why we have these problems associated with managing the environment is because we lack forecast and vision for the future,” said Mhakatayakora. All this makes it difficult for Zimbabwe to be on track in managing the environment for future generations and adhering to targets stipulated in global environmental agreements. For Mhakatayakora and other environmentally conscious citizens, the appeal is for government and local authorities to setup reserves for afforestation and to achieve Green cities before it is too late to adapt and mitigate the effects of humanity’s careless activities. That, in addition to everyone’s individual contribution, is a great step towards safeguarding the one planet we all depend on for prolonged existence.





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# Is Honda Fit the SAFEST CAR

Elijah Dhandu

In November 2020 popular Ginimbi died in November last year after his Rolls Royce Wraith was involved in a head on collision with a Honda fit. Since then, social media has been awash with claims that the Honda Fit is the safest car in Zimbabwe. Just recently another Toyota Fortuner suffered extensive damage after an accident involving a Honda Fit in Tynwald. The question pops again is Honda Fit really the safest car?

The Honda Fit recently received a five star overall rating score, the top score any car can get in the National Highway Safety Administration. In a test done in the USA recently, the Honda Fit also got a five star rating for frontal collision. This explains why most Honda Fit Drivers survives head on collisions. Thousands of people are killed every year in roll overs. The best way to prevent these deaths in the first place is through avoidance of the roll over. The Honda Fit is equipped with the electronic stability control which significantly reduces rolls overs, especially the single-vehicle ones. The Honda fit is also equipped with side airbags that helps people inside during collisions or roll overs, and safety belt usage is crucial.

However for all the safety technologies to work, a strong roof is important to prevent injury or death during a roll over.

Stronger roofs also helps occupants especially those who are not using safety belts from being thrown out through windows or windscreens and the Honda Fit also came out top in this regard.

Another area which the Honda came out good was on head restraints and seat tests. Neck sprains are one of the most common cause of deaths in Zimbabwe and the world over. The Honda Fit also came out good on the prevention of head and neck injuries when the car is hit from behind. A study in 2018 showed that Honda Fit was 15% lower when it comes to head and neck injuries. Serious injuries, those lasting 3 months or more were 35% lower.

*Do you have any questions as far as motoring is concerned? Feel free to contact the author on email: [elijahdhandu@gmail.com](mailto:elijahdhandu@gmail.com) or whatsapp 0773798939.*

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*The author has taken utmost care to ensure accuracy of the information provided above, however, we recommend that you contact the manufacturer or your nearest dealership to confirm the details cannot be held liable for any direct or indirect damage loss.*



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# Eating Healthier

*"I am a vegetarian," Tatenda exclaimed with a sense of pride. "The vegetarian lifestyle comes with a wealth of benefits," he proceeded. Thuli rolled her eyes and the rest of the words that followed muffled off into a good five minutes of "blah, blah, blah." She was not having it. Not today. "Vegetarians always try to make everyone like them," she blurted out loud. "Do you think you are better than everyone else or much healthier simply on account of your diet? Isn't health more than just what you eat?" For the couple of seconds that followed there was an awkward silence. It seemed like an eternity, and then everyone in the room burst out into laughter.*

## Dr. Timothy Chifamba

For years the diet individuals eat has been categorized into groups. Some individuals were vegetarian and non-vegetarian. The vegetarian individuals sub-divided themselves into Vegans, Lacto-vegetarian, and Ovo-vegetarian. To add to the confusion, classifications that were birthed out of special diets were introduced. To name a few, these included: fruitarian, pescatarian, and the Mediterranean diet.

Studies have been conducted towards the merits of

different diets and there are benefits and limitations for each other diets. For example, one who sticks to a vegan diet risks experiencing Vitamin B12 deficiency; one who follows the Mediterranean diet may gain excess weight due to the fat content from olive oil and nuts; while fruitarians may lack sufficient vitamin B12, calcium, vitamin D, and omega-3 fatty acids. However, the various categories of diets people follow have become more dear than religion to some. We are so caught up in classification. Yet, the result of this has too often been division, separation, and segregation of individuals based on their diet.

Meals are a part of who we are and are often linked to culture. When one from another group tries to persuade an individual to make a radical change in their diet, they are met by defensive resistance. But what if I told you that there's an alternative approach? Philosophers of logic and reasoning describe a phenomenon they name the fallacy of dichotomy. It is forcing an individual to choose between two options with an assumption that only two options exist.



This creates a false dilemma. If one were to ask, “what is your favourite colour, black or white?” It doesn’t leave much room for an honest open-ended answer. Why then do we have to separate the population into two groups: vegetarian and non-vegetarian?

If you want to live a long life full of health and happiness here are some evidence-based recommendations. These apply to all individuals regardless of classification: choose whole grains, eat an abundance of fruits and vegetables, prioritise healthy fat and increase physical activity. Most individuals have a carbohydrate component in their diets. Over the years human beings across various cultures globally have transitioned from largely consuming whole grains to consuming more and more processed carbohydrates. This has been argued to be a large contributor to the increase in non-communicable diseases. The advantages of a diet that is rich in whole grains include a reduction in the risk of heart disease, stroke and obesity. Furthermore, they contain fibre which normalizes bowel movements, lowers cholesterol levels, helps control blood sugar levels, and helps in weight control.

An abundance of fruits and vegetables is highly recommended. Do not get me wrong, I am not

saying everyone should become a vegetarian or fruitarian. Whatever your dietary group, you can increase the number of vegetables you eat. Advantages of doing so include access to a wealth of vitamins and antioxidants. These are essential to the proper functioning of the body and have an anti-cancer effect. Fruits and vegetables are also rich in fibre. There is a common misconception that all fat is bad fat. There are sources of healthy fat. Healthy fat is essential for the body’s functions including the distribution of fat-soluble vitamins, optimization of the brain, cell membrane, and hormone production.

Regardless of the diet you choose to follow, do not neglect healthy fat.

A discussion about eating healthy is incomplete without the mention of physical activity. The two go hand in glove. There is no point in eating healthy when one’s levels of physical activity are low, or vice-versa. But time, pen and ink do not allow me to proceed. We will talk a little about physical activity in the next article. Until then, let us stop segregating each other based on our dietary choices. Let us individually and collectively focus on eating healthier and being healthier.



# Wadiwa Wepa Moyo

SEASON 2

THIS SEPTEMBER



## Covid-19 Scare Delayed Wadiwa Wepamoyo Return

By Lloyd Takawira

Having ingrained itself into the hearts of many, with its glitz and glamour. The grandeur crew at Wadiwa Wepamoyo has allayed fears from ardent fans that, maybe the drama won't feature again.

However for the crew at Wadiwa Wepamoyo, the COVID scare has been a huge deterrent, thus delaying the return of the much loved drama series.

In an exclusive follow up interview, with Famous

Magazine, College Central Production coordinator Tawanda Mupatsi said that, the drama series is on its way back!!!.

Mupatsi confided that although it has been a difficult moment for many due to the covid-19 pandemic, it's their duty to continue producing a master piece that coherently continue sparkling to season 2.

"Working on a piece of art is one odd experience, the reception it shall get at the day's end is one thing that



cannot be easily calculated, applaud or stern criticism, it's all up to the art-piece consumer . When the team at College Central created Wadiwa Wepa Moyo Season 1, it was an attempt at telling a home-grown organic love story inspired by our own individual walk of personal struggles, like fishermen we spread forth the net. Never did we imagine that our story would capture many. Now we gracefully carry the boulder of preparing Season 2 of the web series". said Tawanda Mupatsi

Mupatsi said that , the Covid-19 pandemic exacerbated by the stinging 3rd wave has also made production to move at a slower pace than initially planned.

"As hyped, the second series was scheduled to premiere this August but the unpredictable nature of the COVID 19 pandemic has delayed processes. While the need to stay faithful to safety measures reigns supreme its also important to note that monetary constraints have been a deterrent in fast-tracking the production..." said Tawanda Mupatsi.

Mupatsi promised to fast track the production saying each day they have been putting some work and pro-

gress is being recorded.

"Realizing the eagerness of our fans to re-connect with the series we are working around the clock to wrap the production up. So far much of the groundwork has been covered, what remains are some few crucial elements that are key in connecting both the flow of Season 1 and Season 2". said Tawanda Mupatsi

Quizzed on the actual return date(s) Mupatsi had this to say :

"This is expected to be completed this August. With focus, determination and a strong will, we expect to go on air early September on a day to be announced".

For Mupatsi the support from the Wadiwa Wepamoyo legion of has been heart-warming .

"Irrespective of the delays our humble homage goes to our fans that have clung patiently. To them we owe this reinvented production. Moral among the actors and crew remains high despite the odds, the love and energy we have is the one we expect to deliver in our upcoming series"

He also paid homage to the cooperate world for the support

"We remain grateful for the little support from individuals and the cooperate world that we have received so far in making sure that the initiative has its life back, we hope one day when the dust settles and the production makes a rippling wave we shall be able to thank each and everyone enough". said Mupatsi

College Central director Derby Bheta weighed in saying despite challenges , they are working spiritedly to get back on air .

"I don't have many words to say but am confident it will be worth the worth because the team is putting maximum effort even during tough times.."

The web drama "Wadiwa Wepamoyo" produced by College Central stole the hearts of many viewers when it was premiered . It's sabbatical has left the viewers clamouring for more..



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