

“Behind The Masks”

Hellah Stitches and it’s Founder, Emmanuella Yetunde Owoyemi



Known to most as “Yetunde”, this entrepreneurial spirit and Rotaractor founded her “fashion empire”, Hella Stitches, in 2016. Born the only girl of five children in Obiaruku, Delta State, Nigeria, Yetunde was captivated by her mother’s love for fashion at an early age. At university, Yetunde began studying Plant Science and Biotechnology at Adekunle Ajasin University in Ondo, but after completing her Compulsory National Service, she followed her passion and began attending fashion school. The rest, they say, “is history”.

Yetunde came up with the name Hella Stitches” as play on her English name, Emmanuella. According to Yetunde, the impetus that drove her to start this venture in to fashion design was that as she started creating original pieces that she herself would wear, there was nothing that could compare to the “inexplicable joy” she would have when people would ask her “Where did you get that beautiful outfit???” and she could tell them, with pride, it was her own creation, from design to development. Initially started as a “side gig”, Yetunde has watched Hellah Stitches blossom into a serious fashion house, as friends have come on board with her to share in her vision and her joy.



The decision to produce face masks was both out of the necessity and need for Personal Protection Equipment worldwide, and from Yetunde’s commitment to service, a core element of her character as a Rotaractor. Yetunde was introduced to Rotaract by a friend while at University. She became one of the Charter Members of the Rotaract Club of Iju Ishaga, sponsored by the Rotary Club of Olambe and a part of Rotary International District 9110, which covers the Greater Lagos Region of Nigeria. Due to Yetunde’s tireless commitment to Service Above Self, she serves as the Club President for Rotary Year 2020-2021 under the International theme “Rotary Opens Opportunities”. One of the activities this year under Yetunde’s leadership will be initiating Vocational Training in fashion design and mask production for members of her Club and of the community.