



BEYOND IYANOLA

DIGEST

LUCESSE



Right hand side, Mathurine Emmanuel, Author and Film Director.

ISSUE NO. 6

APRIL - JUNE, 2022

Inspiration



Maia Hair - The Natural Hair Stylist, wearing one of her own branded apparel.

COVER: Lucesse Samuel, UK-based Saint Lucian fashion designer, wearing one of her creations.

BEYOND IYANOLA

A Movement For Development

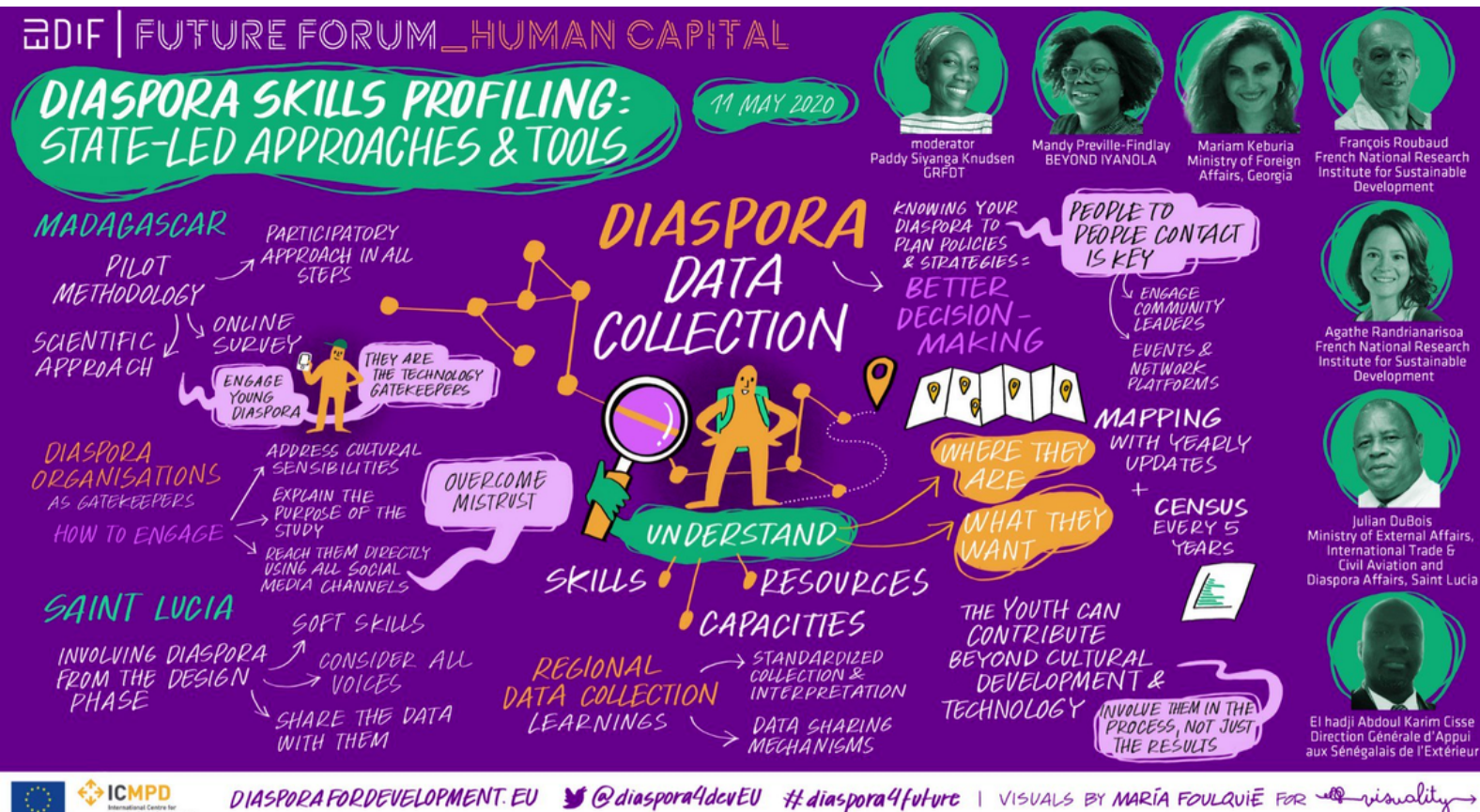
We, BEYOND IYANOLA, are a group of enthusiastic citizens of the world, of Saint Lucian heritage, based mainly in overseas territories, creating a movement for development.

This is facilitated by harnessing the collective might of our people and well-wishers. With a focus on the island of Saint Lucia, we recognise that true progress can only come from a process of reflection, infused with a healthy dose of realism and integrity running throughout. We believe collaboration is key and as we are stronger together, we work to identify, celebrate and amplify the endeavours and achievements of our diaspora.

In this issue of BEYOND IYANOLA'S *Digest*, we meet Maia Compton, Lucesse Samuel and Mathurine Emmanuel. Three dynamic creatives inspiring with pure Saint Lucian Talent.



Engagements and Events



On 11th May 2022, our cofounder, Mandy Preville-Findlay alongside the Ambassador for Diaspora Affairs of Saint Lucia; Ambassador Du Bois, were panelists for the European Union Global Diaspora Facility (EUDiF). This space explored innovative ways of potentially learning from the diaspora. (Pictured)

THE FIRST INTERNATIONAL MIGRATION REVIEW FORUM

From 16th - 20th May 2022, country representatives from around the world gathered in New York to discuss the Global Compact on Migration for the first time since its inception.

JAMAICA 60, 9TH BIENNIAL DIASPORA CONFERENCE

This conference took place from 14th - 16th June, 2022. It was an opportunity to learn about the strategies being used in one Caribbean Island to engage with diaspora.

WINDRUSH DAY 22ND JUNE EVERY YEAR

In the UK 22nd June, now marks the contributions of the Caribbean men and women who travelled to the UK to support the recovery effort after WWII.

These people, our neighbours from other islands, friends, and relatives, were then treated unfairly.

You can read more about it here - <https://www.gov.uk/government/publications/windrush-scheme>

Meet 35-year-old, Maia Compton. A creative Natural Afro Hair Stylist and Loctician, based in Leytonstone, East London.

This Saint Lucia national has a passion for hairdressing and if you are in any doubt about her skills and ambition, you are in for a treat.

So what motivates Ms. Compton to do what she does? Here she is sharing it all. Maia is not just your regular hair technician. This is truly her passion.

"As a hairdresser, I function as a place of rest for a lot of people who come through the door, who sit in my chair. Just a place where they can be still for the length of time it takes for their appointment before they are up and at it again, whether it be work or other life commitments. I tend to hold a lot of space for people to be themselves. This leads to many opportunities for connecting the community. As I get to know people I am able to match them according to their needs, whether they need a plumber, caterer, DJ. It makes it a community hub."



The owner of Mai Hair (Ltd), Maia, originally from Bois D'Orange, has family ties from Choiseul in the south of the island of Saint Lucia. She holds a BA (Hons) Business Administration and a Level 2 Diploma in Women's Hairdressing.

Apart from having an imagination for creating flattering hair designs, Maia can be found mixing up amazing products to preserve natural hair. These products are designed to hydrate and moisturise your hair in its natural state.

Products include:-

- Hydrating Flower Mist (£7)*
- Balancing Oil Drops (£12)*
- Nourishing Oil Blend (Shea Butter based - £15)*

Available for purchase in the salon or via DM on email, Instagram and Facebook.

***Current retail price.**



Over the years, Maia has garnered a wealth of experience and knowledge about her passion. From her early days at St Joseph's Convent, right through to University. She shares with us some of her insights.

Top Tips for Business

Set boundaries when setting up a business in terms of your time and availability. Keep time for yourself and your family.

Know your worth, ensure you set your price, don't negotiate your price, and stick to it. If you know your worth because you have put in the effort, in terms of education, skill set, time management etc, you have no reason to give discounts. Black Businesses should not equal discounted or cheaper.

Top Tips for Clients

Source your stylist, there is a difference between someone who knows how to do hair and someone who is knowledgeable and passionate about doing hair and likes to do hair. I recommend you find someone who also knows how to take care of your hair not just style your hair. Over time hair gets weaker and it is increasingly important to have someone to support you on that journey. Know whose hands are in your hair.



Maia at work, demonstrating a flat twist hairstyle to other stylists during one of her training sessions, passing on her skills and experiences which started with a training course under the tutelage of hairstylist, Cecilia.

Maia believes that becoming an expert in your field necessitates spending time in the company of professionals and sees this as a viable root for up-leveling the hairstyle industry in Saint Lucia.

Connect with Maia via:

Instagram @ [_miahair](#)

Email - info@mai-uk.com

**UPTWIST
HAIRSTYLES BY
MAI HAIR (LTD)**



It is our great pleasure to introduce the indefatigable, Mathurine Emmanuel.

• Teacher, Author, Movie Director

If you know this determined soul, you will agree that she does not know how to take 'no' for an answer. If you are new to her story, allow us to paint you a picture.

On 10th April 2018, some of us in the Saint Lucia Diaspora in the UK received a callout. It stated that a fellow national needed support in the form of extras with clothing and other items from the Windrush Generation. Those of us with a flexible work schedule gathered at the St Anthony of Padua Catholic Church, with not even an inkling of what was about to take place.

At the appointed hour, in sailed Mrs Emmanuel with an entourage in tow, whom we later learned was a group of volunteer, movie enthusiasts, who gave of themselves to see her dream through until the end.

She greeted us with hugs and kisses, as one does to long, lost family. Reminiscing with Mathurine about the whole experience brings to the fore the realisation that in the face of almost insurmountable odds, she chose to keep the faith. Including, not knowing how she would finance the project. Of that she says 'Everything came at the right time!'

She recounts that at age 12, her teacher took her palm and told her that she was destined for great things. And she chose to believe that. An avid entertainer, she carried her love of the Arts throughout her career as a teacher.

Mrs Emmanuel cites the support of Allbiz Limited; a production company, the passion of Bernard Fanis for our culture, and the selflessness of the team around her, for the success of this project.

There is much more to this story but this will have to suffice for now. We look forward to the UK book launch and movie premiere.



**MATHURINE EMMANUEL
(RIGHT) WITH HER FAMILY AT
THE PRIVATE SCREENING OF
HER WINDRUSH MOVIE -
'SHANTAYE'S WORLD'**

As to future projects, this creative director says 'nothing is off the table'.

The story of Shantaye's World

This latest offering by Mrs Emmanuel, follows the tragic start to life of Shantaye Anderson, who has the misfortune of falling for the son of the resident white doctor. With her father now her only parent, after her mother died giving birth to her, Shantaye's world further implodes when she is shipped off to Post-war Britain. There she must find her way and hope that their love will be enough.

Be sure to get your copy of this piece of history via Amazon - Shantaye's World:
Amazon.co.uk: Emmanuel,
Mathurine: 9798401320049:
Books.



**SUNDAY
4PM
JUNE 26**

**SHANTAYE'S
WORLD**

New York City Book Launch

In Observance of Caribbean Heritage Month

Saint Lucian Author, Mathurine Emmanuel,
in collaboration with the
Consulate General of Saint Lucia
At Transforming Life Ministry
1014 Rutland Rd, Brooklyn, NY 11212
Between E94th and E95th

IYANOLAPICTURES

Those of you in New York had the opportunity to be a part of Mrs Emmanuel's book launch.

Of her time in the UK, Mathurine has many fond memories and leaves us with these words to share.

"I would do this again, 1000 times, with the same people because happiness equals high productivity. A beautiful thing came out of a beautiful thing. I appreciate all the support I got from the diaspora. No one can take your dream from you, just grab it by the horns and run with it!"

"MY BIGGEST
INTEREST AND
PASSION IS MAKING
WOMEN OF ALL
SHAPES AND SIZES
FEEL BEAUTIFUL,
CONFIDENT AND
UNIQUE JUST AS THEY
ARE"



**LUCESSE
SAMUEL**

OWNER & FOUNDER

**LUCESSE HOUSE
OF FASHION**

Lucesse Samuel, originally from Belle Vue in Vieux Fort, Saint Lucia, is the owner and founder of Lucesse House of Fashion based in Lewisham, London.

She is a self-motivated fashion designer and dressmaker who specialises in made-to-measure outfits, especially for women. Lucesse explains her vision here.

My biggest interests and passions focus on making women of all shapes and sizes feel beautiful, confident, and unique just as they are. I also recognise that my journey can be used to inspire others.

Also, improving and establishing my brand in the fashion industry professionally and globally. I always push myself to learn more and challenge myself more; that is why I love what I do.

Fashion designers hold a special place in our world. Our talent and vision play a big part in how people look thereby contributing to the cultural and social identity of an individual. I love to research fashion trends, sketch designs, and source fabric to create beautiful garments.

IT TAKES A LOT TO LEARN, TO GROW. TO
GET UP WHEN YOU FALL. KEEP GOING.

LUCESSE



Lessons and Top Tips

Knowledge is of importance.

As a dressmaker and fashion designer, one must know how to construct a garment and have a lot of patience and passion. I've learnt many skills and techniques that have helped me get to where I am now and made my job easier.

Learn from others - I use all that I learnt from Mrs Altius and her daughter (who taught me to extend on the fundamentals of sewing).

Accountability is key. I focus on the quality of my clothes. With Made-to-Measure, we are making sure we are not overproducing and also keeping account of all of the items produced.

A range of designs by
Lucesse

FASHION DESIGNERS AND DRESSMAKERS ALWAYS HAVE TO STUDY AND RESEARCH TRENDS IN ORDER TO KEEP UP AND STAY RELEVANT WITH THE LATEST STYLES. DEADLINES EXIST IN EVERY INDUSTRY AND FASHION IS NO EXCEPTION, IT TAKES HARD WORK AND ALSO WORKING ON THE DAYS OFF IN ORDER TO DELIVER ON TIME.



YOU ARE INVITED

Lucesse
JUST FOR YOU

Presents New Collection
Celebrating Diversity

FASHION SHOW & BRAND LAUNCHING

25TH JUNE 2022.

17.00-20.00 (BST)

**UNIT A, 261 LEWISHAM HIGH STREET, SE13 6AY
LONDON**



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**WE ARE
LEWISHAM**

BEYOND IYANOLA DIGEST

Spring has come and gone and as we gear up for the second half of 2022, we give thanks to all who continue to support our endeavours to connect the diaspora.

We are especially grateful to Mathurine Emmanuel, who in the face of all the odds, held steadfast and was able to release Shantaye's World - her Windrush movie centred on Saint Lucian heritage.

This summer and autumn are set to be filled with learning and growth as BEYOND IYANOLA continues to collaborate for development.

Look out for more exciting issues of the BEYOND IYANOLA Digest as we explore the Saint Lucia Cadet Corps, Parenting in the diaspora and Academic Research and Development of our Nationals.

Drop us a line if you would like to be featured in any of our publications or know someone of Saint Lucian Heritage who wants to share their story.

GET IN TOUCH

Email: beyondiyanola@gmail.com

Facebook: [@beyondiyanola](https://www.facebook.com/beyondiyanola)

Twitter: [@BIyanola](https://twitter.com/BIyanola)

Instagram: [@BeyondIyanola](https://www.instagram.com/BeyondIyanola)

Issuu: issuu.com/beyondiyanola

LinkedIn: [Beyond Iyanola](https://www.linkedin.com/company/beyond-nyanola)

Phone: (+44) 7784 885477

Compiled and Edited by:
Mandy Preville-Findlay and Marlon Findlay

