



OMG

FASHUN

ABISOLA "YELE" OLADEINDE

30

Baltimore, MD

HT: Akute, Nigeria

Fashion Designer

Married / No Kids

She/Her

 [@yelestitches](#) (9K followers)

About

Abisola "Yele" Oladeinde (Yell-e Hola-den-de) is an emerging avant-garde fashion designer who hails from Nigeria and now lives in Baltimore with her husband. Describing her aesthetic as "afro-futuristic," Yele strives to go beyond just unique, eye-catching designs – she aims to empower Black women by connecting them to their roots through fashion. In her quest, Yele has used everything from PVC piping to iridescent vegan leather and other unconventional materials to tell her wearable stories. With a major focus on sustainability, Yele relishes in challenging societal norms and pushing boundaries, continuously seeking innovative ways to blend tradition with modern aesthetics.

Story

- > Yele, the third of four children, was born and raised in Nigeria. She says her and her siblings were brought up in a loving home that encouraged creativity and self-belief. Tragically, her mother passed away when Yele was just 3-years-old. Since then, she has been a constant source of inspiration for Yele. She says her mom was an extraordinary mother, wife, and entrepreneur and through Yele's work, she is able to honor her legacy.
- > As a kid, Yele recalls school shopping with her dad and struggling to pick out the perfect pair of shoes every year. She swears she had a sixth sense that attracted her directly to the most expensive items in the stores. Her father was very particular about all of his kids getting corporate jobs one day. In fact, Yele previously pursued a medical career and studied microbiology... yet her heart truly beat for the world of fashion design. Funny enough, Yele says none of the kids pursue traditional career paths (herself included).
- > Yele continued to live in Nigeria until just four years ago... when she decided to move to Baltimore to take a leap on love. She is now building a new life in the US with her husband, as they navigate a new country and culture together. Amidst the challenges of moving to a new country, Yele has been crafting her own brand, Yele (which is an abbreviation of her middle name, Omoyele, which means "A home deserves a child."
- > She has been highlighted and showcased by numerous local Baltimore publications and shows... yet her proudest achievement was being listed by *Essence Magazine* as one of 2022's "Black Designers to Look Out For." Additionally, Yele has had her pieces worn at the red carpet premiere of *Pretty Little Liars* and at the Tribeca Film Festival.
- > As a perpetual innovator, Yele believes her unique fusion of African heritage and contemporary fashion makes a striking statement, no matter where her pieces are worn. She believes the element of sustainability adds quality to her overall design outlook. As someone who is always eco-friendly, Yele loves to use leftover scraps from her last design to turn into something new and fresh. Designing fashion is Yele's way of continuing to honor her mother – and she looks forward to keeping her memory alive for decades to come, all through fashion.



Dress made from drapes



Upcycled curtain top



3-piece layered outfit