

Yomi Adegoke My stylish life

Haute pyjamas, glamorous gowns – and those trusty Crocs: the writer is a fashion maverick, as Jessica Burrell discovers



(1)



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(4)

£410 (for set), Sleeper



(3)

"I think clothes can tell you a lot about a person," says Yomi Adegoke. "They're so integral to who my characters are because they're so integral to who I am." As for how exactly this multi-award-winning author and journalist makes use of sartorial self-expression? That depends on the day.

Like many freelance creatives, Adegoke, 33, often works from home – in Thornton Heath, south London. But her workwear wardrobe reinterprets the old advice that dressing up can aid productivity; instead of stiff office attire, she favours luxurious pyjamas. Elegantly cut pieces from Olivia von Halle, Stripe & Stare, Sleeper and The White Company have seen her through the writing of *Slay in Your Lane*, a guide to life for young black British women (co-authored with her best friend Elizabeth Uviebinené), and her debut novel, *The List*. "I get away with the pyjamas because to the untrained eye, it looks like I'm wearing normal clothes," she says, praising the rise in elevated sleepwear as daywear.

A refreshing disregard for restrictive fashion rules is a theme for Adegoke. Growing up with what she calls a "top-heavy"

frame, she sometimes found it difficult to shop for pieces that suited her, or avoided things the industry decreed weren't "meant for her". That's a thing of the past, she says, thanks to designers such as Olivia Ozi-Oiza Chance, Edeline Lee and Sinéad O'Dwyer, who cut for a broader spectrum of shapes and sizes. "The pieces aren't made with a particular body type in mind, they're made with making women look good in mind. That's allowed a level of experimentation that historically wasn't there."

It's to these new-gen brands, as well as more familiar names such as Roksanda and Erdem, that Adegoke turns for black-tie dressing. She's a regular on the red carpet, choosing covetable dresses for industry events and awards ceremonies. She knows the power of bold colours, and isn't afraid of overdressing. "I'm certainly not a minimalist, especially for red carpet stuff. I always err on the side of wanting to dress up more. They're not everyday occasions."

She credits this flair for joy-sparking glamour to her late grandmother. "She was really, really chic and maximalist with her fashion," says Adegoke. "Her clothing was