

# ADASSA<sup>TM</sup>

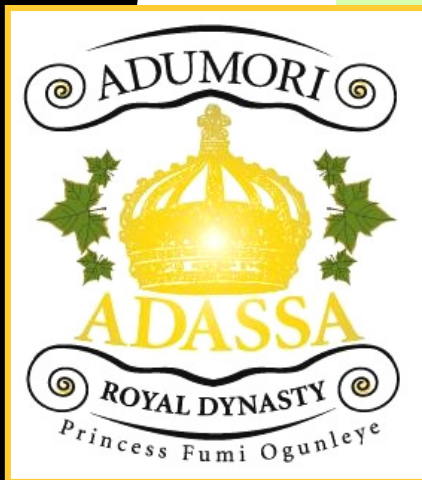
CATALOG

BRAND

Luxurious. Elegant. Youthful. Edgy. Alluring.  
THE MARK OF SOPHISTICATION & ROYALTY

A PREVIEW to WORLD LAUNCH 2009

Every Inspiration Begins with a Story .....



Experience the Adassa<sup>TM</sup> Lifestyle at:

For Media & Sales Enquiries:  
<http://www.adassabrand.com>  
[info@adassabrand.com](mailto:info@adassabrand.com)  
P. O. Box 2071  
Spring Hill, TN 37174  
931-486-2188

A portion of the proceeds from  
Adassa Brand funds the  
Adassa-Adumori Foundation Pro-  
jects in Africa





Welcome to the Adassa Brand  
Catalog!

Every Woman is a  
Princess....Live the Dream.

I am very honored and excited to present the World Launch of our exclusive Collection, *“Inspirations from a Royal Palace.”*

Introducing the Adassa Brand:

**ADASSA** is the style of the wife who wants to look and feel like royalty.

**ADASSA** is the ‘pick me up’ dress for the full-time mom who barely has time for herself.

**ADASSA** is the confident look of the home-based businesswoman who juggles work and entertaining dinner guests.

**ADASSA** is the lifestyle brand for the single woman who desires to live her best life.

**ADASSA** is ageless, timeless & sophisticated.

**ADASSA** is inspiration for every woman.

I invite you to visit our website [adassa-brand.com](http://adassa-brand.com) for details about our collection.

Sincerely yours,

*Princess Fumi Ogunleye Hancock*

The Adassa brand is the creation of Princess Fumi Ogunleye Hancock of Nigeria’s Adumori Royal Dynasty. The Brand’s name is derived from a Jewish teenager named Hadassah, who became Queen Esther.

The story of this noble queen bears semblance to that of Princess Fumi’s mother, Princess Remi, a young orphan who overcame adversity and married an African Prince.

Princess Fumi’s passion for designing clothes began when she was 12 years old. Her ADASSA brand is inspired by her mother, who always wore elegant loungewear at home in her royal haven, whether she was enjoying a peaceful afternoon with her family or hosting dinner guests. Fumi wants to share her mother’s sense of style with women everywhere, because she believes every woman should be able to look and feel like a princess regardless of age or body stature.

Her lounge-day wear collection, *Inspirations from a Royal Palace*, meshes vintage with modern day original designs, expensive fabrics—exotic laces, blends of silks, charmeuse satin, brocades with embroidered cotton.

“Every woman deserves to experience a taste of couture.” smiles Princess Fumi. “But women want clothes that takes them through the day without having to change two or three times.” My collection features couture quality pieces that can be worn at home, at any occasion or even outside the home.

Princess Fumi’s interest in creating a line of women’s lounge—day wear also stems from her own experience. Having been a critical care nurse for years, the princess understands a woman’s need to slip into something comfortable and classy after work. She believes that whether you are a nurse, a home-maker, or a business professional, every woman deserves to look and feel her best at home.

Growing up as royalty in Africa allowed Princess Fumi to experience a life unfamiliar to most westerners—a life of royalty blended with a rich tribal heritage. Her grandfather, King Ogunleye II, reigned for 21 years as the leader of Emure—Ekiti, a prominent community in Nigeria that is home to a Yoruba tribe. Princess Fumi’s cousin King Emmanuel Adebayo was crowned king of Emure-Ekiti in February 2008, and the princess had the privilege of attending this historic event. This marked her first trip back to her homeland in 23 years, and the experience was joyful. Princess Fumi received a royal welcome and reclaimed her royal title ....



Details & Videos of Princess Fumi’s memorable return to Africa can be seen at: [www.adassabrand.com](http://www.adassabrand.com)



# ADASSA

## BRAND

### The Problem:

Regardless of age, color or shape/ size, women want to feel confident and important. Not only that, they want to wear clothes which will accentuate their beauty and camouflage their challenging body parts.



For women over forty, it becomes very frustrating when looking diligently for lounge or day wear that will make them feel comfortable, alluring and luxurious after a very long day at work. Today, several designers have opted to put women in “baggy clothes” often called “terri cloth” or huge bathrobes which make women look older and feel more defeated than they felt prior to wearing them.

A woman who works out of her home does not want to be in a sexy lingerie all day but wants an attire which will take her from day to night with ease, comfort, elegance and that which exudes confidence. Women want products, particularly lounge wears which can take them from early in the day to the night without having to change their clothing two or three times a day. When a woman is at home, she wants to be able to entertain in her lounge –day wear; when she hears the door bell ring, she wants to be able to open right away without running around the house, looking for other clothes to wear. More so, a busy woman wants to be able to work inside of her house wearing her lounge wear and running out to the store, if necessary without having to change her clothes.

The saying “Life begins at Forty” really is not reflected in the line of lounge-day wear available to the authentic woman. In fact, while younger women are presented with a vast line of “sexy lingerie”, mature women with real body types are ignored or dressed in extremely over the top lingerie and sleep wears (often made in terri clothes) which add more age to them!

This is a problem the designer, Princess Fumi knows about and understands too well as a mature woman over forty.

### The Solution:

The Adassa™ brand brings to our clients and their loved ones a better way: A taste of couture at remarkable pricing. They are truly authentic inspirations from a royal palace, of which Princess Fumi is a part of.

The Adassa™ Brand introduces a collection of luxurious lounge–day wear inclusive of all women body types. Not only will women feel comfortable when wearing our lounge wear, the inspirational messages embedded in this luxurious collection will bring a smile, confidence, high self esteem, self pride & dignity; and hope for new and brighter beginnings.

The Adassa™ brand, through its innovative products present an experience and an adventure to our customers, which will ultimately add beauty, meaning, and purpose to the lives of our consumers. This is a global lifestyle brand. With Adassa™, we provide a lifestyle and not clothes.

Every woman, regardless of age wants and deserves to be treated like a princess. Through our signature collection, **Inspirations from a Royal Palace**, women from petite size to full figure have the opportunity to live this dream.

Princess Fumi of the Adumori Nigerian Royal Family entrust to her customers a legacy and a lifestyle of Hope, New Beginnings, Restoration, Love and unending Joy. She has one goal in life: to make women look and feel like royalty by transforming and elevating their lives through fashion and service.

Every lounge—day wear designed and distributed comes with a certificate of authenticity, bearing the Adumori Royal seal. We certify that these signatures are the authentic signatures of Princess Fumi, Princess Remi & Prince Ademola Ogunleye (for the Adumori Royal Dynasty).

“Adassa is not brand but a lifestyle for all women — a lifestyle that brings out the princess in each of us. No matter your age, height or body shape; you can live that dream. It’s your destiny.” — Princess Fumi



# What People Are Saying About Princess Fumi's Exclusive Collection:

"The ultimate goal of Princess Fumi is to dress women inside out. That is, helping women to release the princess in them. This is the foundation of ADASSA, and what will make it a success."

**The Adassa Philosophy:**  
While not everyone will end up in a royal palace; the Adassa™ philosophy is that no matter where your palace is; be it a one bedroom, or a studio or even a palace as in the case of the matriarch, Princess Remi; there is always hope and women deserve the best.—Princess Fumi

"Her designs "*Inspirations from the Royal Palace*" combine great workmanship with unique stories emanating from the royal palace."

"The uniqueness of her lounge wear collection is that it caters to women's need to feel and be luxurious, elegant, youthful, edgy and alluring. More importantly, these lounge wear collection carries a woman from the morning to night time with ease, comfort and "pizzazz." Her signature collection caters to the woman who appreciates life, its quality and wants a taste of luxury. The styles, each with its own personality and price range are designed to be worn at home and outside of the home."

"Though Princess Fumi is from a royal family, she is not afraid to pull up her sleeves and work. Adassa, Inc. and her subsidiaries are built from the scratch! Her secret is understanding and truly knowing what women need, want and desire. "

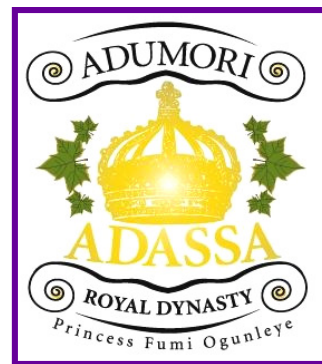


"Princess Fumi Ogunleye continues to have an innovator's eye as she is the very first to design at-home / day wear inclusive of all women with unique inspirations from a royal dynasty, and the recent coronation of the King of Emure Ekiti, a Yoruba tribe in West Africa."



# INSPIRATIONS FROM A ROYAL PALACE

Exclusive Collection 2009 Preview



## "Her Majesty's Ward-robe"

Luxurious Kaftans/ gowns made in expensive chiffons and satins. Designed in every color under

Resort Wear

## "Splice of Life"

Elegant dresses in rainbow colors, for the woman who knows what she wants and who is not afraid to wear it.

Jewelry

Day Wear

## Lacy Days

Exquisite designs made in exotic laces from around the world. Shouts out the princess

Lounge Wear

## Princess Heirlooms

Designs -replica of jewelry heirlooms designed exclusively for Princess Fumi

Capes/ Ponchos / Hats/ Scarves

" Welcome to the World Launch of our collection: *Inspirations from a Royal Palace*. As we take this journey together, exploring our world of royalty and the designs presented in this catalog, we encourage you to please browse our website for needed information regarding 1) how buyers can have these products represented in their various stores; 2) if you are a media representative, we are delighted in your interest with our brand and we will like to connect with you. For consumers, you will find information on how you can purchase one of our products. See:

" Great excitement must have transpired across Persia as the news of a search for a Queen for the King of Persia echoed through the province. Everyone hoped she would be the one to be chosen.

" By the king's command, beauty pageants were held in every province, and the loveliest maidens were given a free trip to the great finale at the King's palace.

" Amongst the maidens to arrive at the palace was Hadassah an orphan from a minority group. As she gracefully presented herself to the king, he was overcome by her breathtaking beauty. Hadassah, an orphan won the king's heart and favor, more than any of the other maidens; thus placing a royal crown on her head making her the queen of Persia.

" This life story mirrors that of Princess Fumi's mother- Princess Remi Ogunleye. As a teenager, she lost both parents and was thrown into the streets along with her fairly older sister to fend for themselves. As fate would have it, while she was delivering dishes to the royal family; she caught the prince's eye. Amongst all the maidens presented to the prince, Remi won the heart of Prince Ademola, my father. The rest as they say is history.

## Princess' Exquisites

Dress like a princess that you are. Designs made from beautiful brocades. The kind of designs you long for daily.

Robes / Gowns

## Divine Clutches & Slippers

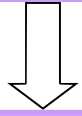
"Paint the town red" in slippers & clutches fit only for a princess.

Clutches & Shoes

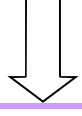


# Emure Kingdom—Nigeria—Africa:

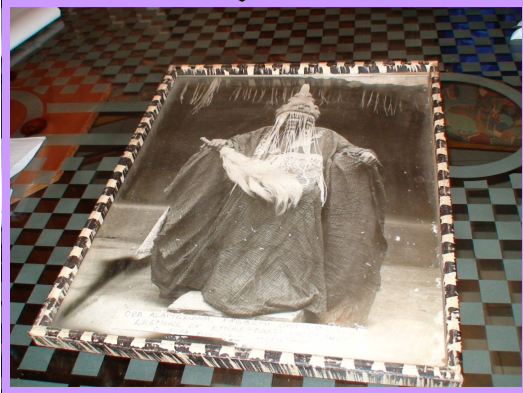
**King Adumori Ogunragaboja I**  
1780—1845



**King Akepeola Aminmin I**  
1846—1850



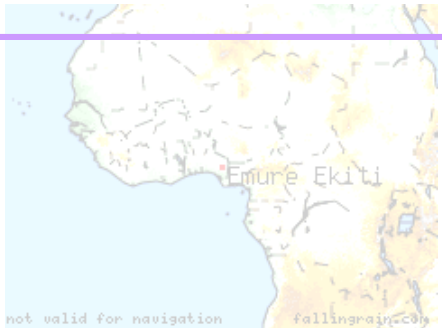
**King Ogunsusi Airoto Aroloye**  
1854—1901



**King Alaiyeoluwa Fagbemi Owoso**  
1902—1907



**King Alaiyeoluwa Ayibiowu Atobatele**  
1908—1923



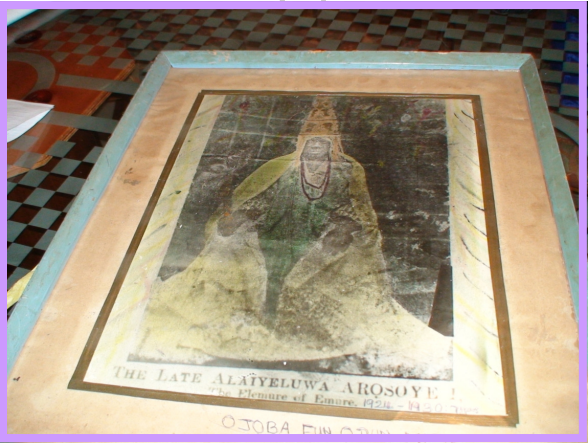
More Information on the Dynasty and Princess Fumi's last visit to the Kingdom can be found on our web-site.  
[www.adassabrand.com](http://www.adassabrand.com)



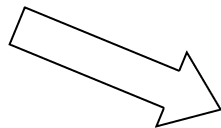
**EVERY WOMAN IS A PRINCESS**



**Princess Fumi Ogunleye Hancock**  
President of Adassa, Inc.



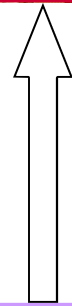
**King Alaiyeoluwa Arosoye**  
1924—1930







**Present King & Queen of Emure Kingdom:**  
**Oba Emmanuel Adebayo, Aminmin III**  
Princess Fumi's Cousin



**Prince Ademola & Princess Remi Ogunleye**  
My parents

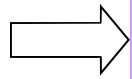


**King Taiwo Ogunleye Odundun III**  
1965 —1974

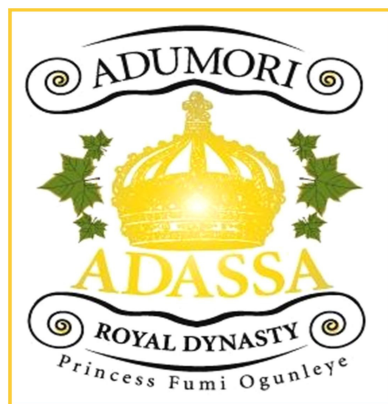


**King Alaiyeluwa Ogunleye, King Odundun II**  
1931—1952—My Grandfather

**King Peter Adebayo Aminmin II**  
1953—1963







**ADASSA ....**

An Exclusive Lifestyle Brand,  
coming to a store near you!

2009

For enquiries about our World Launch, please  
send email to: [info@adassabrand.com](mailto:info@adassabrand.com)

A DETAILED CATALOG OF OUR COLLECTION IS  
AVAILABLE UPON REQUEST



We Need Your Help to Make DREAMS Happen!

*Make an Investment - Through Giving Your Time and Money*



"I have been an advocate for children and families for over 20 years and as a mother I couldn't help but be totally moved when I saw the condition of the schools and the level of poverty in the African communities that children and families are living". I am honored to serve with Fumi Ogunleye to champion this cause. I continue to envision a world in which all individuals, regardless of the circumstances of their birth, can reach their full potential and contribute to the well-being of their family, their community, and their nation. People of all countries and cultures share both the desire for a better life and the power to create one. We must act now, urgently and decisively, to ensure that the next generation of children will not be left behind. Please join us in CHAMPIONING THE CAUSE OF CHILDREN WORLD WIDE.

*Ms Yolanda Shields- Vice President*

### **TO DONATE**

Please send a check payable to:

Attn: Ms. Debbie Stinson

**Adassa Adumori Foundation Fund  
Code # 546607**

The Firm Foundation of Middle TN  
331 Mallory Station Road  
Franklin, TN 37067

**OR make a secure online  
donation at:**

<http://www.adassafoundation.org>

**ALL DONATIONS ARE  
TAX DEDUCTIBLE.**

"It broke my heart to witness in my homeland broken down schools, clinics with no running water or basic equipment, and hungry children having to walk miles to school," she laments. "This experience has showed me that I can no longer pretend that Africa is not in dire need of assistance. I am also very quick to recognize that the work which needs to be done in Africa will take everyone across the globe. Something has to be done. I am indeed humbled that I've been granted the privilege to champion this cause for my people," she adds. With this challenge ahead of me, I invite everyone to take part in keeping this dream alive -- the dream of one day seeing every child and family overcome poverty."

*Fumi S Ogunleye Hancock, RN,  
Ph.D—President & Founder*

## **ADASSA — ADUMORI FOUNDATION, INC.**

*Champion An African Child, One Village at a Time.*

*"Rachel crying for her children, she refused to be comforted; for they are no more.... But we will arise and rebuild."*

See How We Are Transforming Lives at:  
<http://www.adassafoundation.org>  
[giveback@adassafoundation.org](mailto:giveback@adassafoundation.org)  
931-486-2188

A portion of the proceeds from  
Adassa Brand funds the  
Adassa-Adumori Foundation