

FULL  
BLOODED  
ÌJÈBÚ  
(FBI)

ISSUE 012

HERITAGE ELEGANCE SERIES

# HAVANA ADEGUNWA

CIVIC PROFESSIONAL |  
VISIONER | CO-FOUNDER:  
OJUDEOBAONLINE & FULL  
BLOODED ÌJÈBÚ |  
FOUNDER: TRENDYPR

## FROM THE HERITAGE DESK

### **Elegance Rooted in Heritage, Vision Carried Into the Future**

Havana Adegunwa is a civic professional and visionary whose life's work stands at the crossroads of community transformation, heritage, elegance, and cultural innovation.

The founder of **TrendyPR** and co-founder of **Ojudeobaonline** and **Full Blooded Ìjẹ̀bù**, he has consistently built platforms that elevate culture into lifestyle, and heritage into legacy.

Rooted in the proud lineage of the **Ogunbadejo/Adegunwa** family of **Ososa Ìjẹ̀bù** – one of the most influential dynasties in the town often called “Small London” – his story embodies the dignity of heritage carried with vision and expressed with elegance.

His lifestyle is proof that heritage is not a relic of the past, but a living force that continues to shape creativity, community, and leadership in today's world.

**Full Blooded Ìjẹ̀bù.**

## ABOUT

Havana Adegunwa is a heritage advocate, cultural curator, and civic-minded leader.

Through Ojudeobaonline and Full Blooded Ìjẹ̀bù, he has redefined how Ìjẹ̀bù stories are told globally, archiving and amplifying a legacy that continues to inspire new generations.

With TrendyPR, his focus has been on creating elegant cultural and lifestyle experiences in Scotland that combat isolation, build social connection, and present Black heritage with dignity and pride.

A music lover, family focused, die-hard Liverpool FC supporter and true gentleman.

## THE JOURNEY

Rooted in Ososa Ìjẹ̀bù and shaped by global experiences, Havana Adegunwa has consistently sought to merge tradition with innovation through his contributions across various initiatives in Scotland. He has carried heritage not just as identity, but as a tool for transformation.

With **Ojudeobaonline** and **Full Blooded Ìjẹ̀bù**, he has helped digitise and globalise one of Africa's most celebrated festivals – placing him at the centre of heritage storytelling, for a new generation.

With **TrendyPR**, he has designed intimate, high quality events where culture meets class – from formal corporate functions for oil and gas organisations to creative showcases – ensuring that heritage remains lived, visible, and celebrated.

Havana consciously creates lifestyle events that foster connection, combat isolation, and elevate Black identity through stylish, purposeful gatherings.



HAVANA  
ADEGUNWA



## VISION AND LEGACY

My vision is to create cultural platforms that are timeless.

Platforms where heritage is carried forward with dignity, innovation, and style.

From Ososa Ìjẹ̀bù to Aberdeen and beyond, I see culture as the strongest thread that binds people together, inspires pride, and opens doors for global recognition.

My legacy will be one of presence and purpose: building bridges between heritage and the future.

## BUSINESS & CULTURAL IMPACT

### **Global Heritage Leadership:**

Co-founded platforms (Ojudeobaonline, Full Blooded Ìjẹ̀bù) that archive, amplify, and globalise Ìjẹ̀bù culture.

### **Community Building:**

Through TrendyPR, designed intimate cultural and lifestyle events that strengthen Black communities and brands in Scotland (***including AFBE, PETAN, EventScotland, FoundationScotland, VibrantAberdeen, SeyiLaw, Joseph Benjamin, Kiki Omeli, DJAbass etc***).

Established the first African/Nigerian film screening platform in Aberdeen/Scotland's cinemas. Working with **Nile Entertainment** to further penetrate indigenous films and creative tourism into Scotland/Nigeria

### **Narrative Transformation:**

Positioned heritage not as nostalgia, but as an elegant, modern, and globally relevant identity



**“Heritage is the crown we wear.  
Elegance is how we carry it.”**

- Havana Adegunwa

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## THE CALL

Heritage is not only to be preserved - it is to be lived.

Let us carry our Ìjẹ̀bù stories into every room, every gathering, every platform.

Let us teach our children that culture is wealth, elegance is strength, and legacy is the gift we pass on

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BY  
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This profile is part of our ongoing series celebrating Ìjèbú heritage worldwide. To feature your profile or nominate someone for our Heritage Elegance Series, contact us at [fbi@fullbloodedijebu.com](mailto:fbi@fullbloodedijebu.com)