



HERITAGE ELEGANCE SERIES

**IFEYEMI  
OLUWABUSAYO  
"PRECIOUS BEE  
ALAGA"**

CULTURAL AMBASSADOR &  
TRADITIONAL CEREMONY  
CUSTODIAN

## FROM THE HERITAGE DESK

### **Tradition in Practice, Culture in Motion**

Ifeyemi Oluwabusayo represents the living embodiment of Ìjẹ̀bú cultural continuity.

As an Alaga, she doesn't just preserve traditions—she brings them to life in ways that resonate with modern audiences while maintaining their sacred essence.

Her journey from that first outing in 2012 to becoming a respected cultural custodian demonstrates that heritage preservation requires both passion and dedication.

Through every ceremony she conducts, every social media post she shares, and every tradition she upholds, she ensures that Ìjẹ̀bú culture remains vibrant and relevant. Full Blooded Ìjẹ̀bú—born, raised, and living it every day.

Full Blooded Ìjẹ̀bú.

# ABOUT

**Ifeyemi Oluwabusayo is a Full Blooded Ìjẹ̀bú woman-born, raised, and married to an Ìjẹ̀bú man. As "Preciousbee Alaga," she has become a respected cultural ambassador and traditional ceremony custodian based in Abuja, Nigeria.**

Her journey into cultural stewardship began on July 1st, 2012, when she attended her first outing with her mentor, Dollypee Angbeyawo. That experience ignited a passion that would transform into a dedicated mission to preserve and celebrate Ìjẹ̀bú traditions.

She embodies the essential traits of a cultural ambassador: authentic communication, professionalism, and a positive attitude that honors her heritage wherever she goes.

## THE JOURNEY

Ifeyemi's path to becoming a cultural custodian began over a decade ago when she discovered her calling through traditional ceremonies.

Starting with her first outing in July 2012, she has continuously evolved, learning the intricate details of Ìjẹ̀bú cultural practices and ceremony protocols.

Her commitment to excellence has made her a sought-after Alaga, bringing authenticity and grace to traditional weddings and cultural celebrations. Each ceremony she conducts is an opportunity to educate, preserve, and showcase the richness of Ìjẹ̀bú heritage. Through her work, she bridges the gap between tradition and contemporary celebrations, ensuring that younger generations understand and appreciate the cultural significance behind each ritual and practice.



IFEYEMI  
OLUWABUSAYO

## VISION AND LEGACY

Ifeyemi's vision is clear: to be a better version of herself today than yesterday, continuously growing in her understanding and representation of Ìjẹ̀bú culture.

She sees her role as more than conducting ceremonies—it's about being a living testament to the beauty and relevance of Ìjẹ̀bú traditions in modern times.

Her legacy will be measured by how many people she inspires to take pride in their cultural identity and actively preserve it for future generations.

Through accessible experiences and social media platforms, she creates awareness and makes Ìjẹ̀bú culture approachable for all, ensuring that heritage remains alive and celebrated rather than forgotten.

## BUSINESS & CULTURAL IMPACT

As a cultural ambassador, Ifeyemi actively promotes Ìjẹ̀bú heritage through multiple channels. She utilises all her social media platforms to create awareness about traditional practices, making cultural knowledge accessible to wider audiences.

Her work in traditional ceremonies serves as practical cultural education, where each event becomes a masterclass in Ìjẹ̀bú customs, language, attire, and values. She ensures that ceremonies aren't just performances but meaningful cultural experiences that connect participants to their roots.

Through her dedication to authenticity, professionalism, and positive representation, she strengthens the bonds within the Ìjẹ̀bú community and builds bridges of understanding with others who seek to appreciate the richness of Yoruba culture.



**"Our heritage is something to be proud of and cherished. In honoring our cultural heritage, we celebrate the mosaic of experiences that enrich our lives."**

- Ifeyemi Oluwabusayo

@fullbloodedijebu

## THE CALL

"Let's continue to honour our cultural heritage, for in doing so, we celebrate the mosaic of experiences and perspectives that enrich our lives and strengthen our bonds with one another.

Being a cultural ambassador means embodying good traits like authentic communication, professionalism, and a positive attitude wherever you find yourself.

Our heritage is not just history—it's a living force that shapes who we are and guides where we're going. Embrace it, celebrate it, and pass it on."



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