

FULL  
BLOODED  
ÎJÈBÚ  
(FBI)

ISSUE 003

HERITAGE ELEGANCE SERIES

PRINCE  
ÀBÁYÒMÍ  
BALÓGÚN  
(ÒDÚNÚGÀ)

WEALTH CURATOR &  
DYNASTY DESCENDANT

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## FROM THE HERITAGE DESK

When bloodlines meet business acumen, when ancient dynasties embrace modern markets, we witness the true essence of heritage elegance.

This edition celebrates a direct descendant of the Balogun Odunuga dynasty who has transformed centuries-old wisdom into contemporary wealth creation.

From the equestrian traditions of Ìjèbuland to the luxury real estate markets of the UAE, Sir Ashdam exemplifies how authentic heritage becomes the foundation for global success. His story proves that the strongest portfolios are built not just on market knowledge, but on generational wisdom.

This is heritage elegance at its finest.

## ABOUT

Prince Abayomi Ashiru Balogun aka 'Sir Ashdam is a passionate custodian of Ìjẹ̀bu heritage, celebrated for his distinguished presence at the Ojúde Ọ̀ba festival and his dedication to preserving tradition through contemporary expression.

A direct descendant of the Balogun Odunuga dynasty of Ìjẹ̀bu land, he's known for his bold and compelling performances as a symbol of regal poise and cultural pride, captivating audiences with his commanding equestrian procession.

Armed with a BBA in International Business and an MBA in Project Management, Sir Ashdam bridges heritage and enterprise with precision. Currently serving as **Director of Sales at Empire Developments, UAE**, he brings over 10 years of global real estate expertise to luxury markets. His love for horses transcends passion – it's purpose, carrying forward a lineage steeped in strength, strategy, and grace.

## THE JOURNEY

Sir Ashdam's legacy is both strategic and sensorial - an artful blend of heritage and high-end enterprise.

As a distinguished international real estate wealth investor and advisor, his journey moves with the quiet influence of someone who curates rather than competes, shaping skylines and lifestyles with equal finesse.

His footprint extends into bespoke haulage transportation ventures that speak to elegance in motion, connecting culture with convenience at the highest tier. In every endeavor, he champions a redefined vision of heritage - one that travels, transforms, and resonates with the rhythm of refined living.



PRINCE  
ABAYOMI  
BALOGUN  
"SIR ASHDAM"

## VISION AND LEGACY

Sir Ashdam's vision elevates private, bespoke advisory in international real estate advisory and wealth management across the UAE's most coveted landscapes - where legacy and luxury meet.

Through his discerning eye and culturally attuned approach, he crafts investment journeys that do more than build portfolios - they cultivate synergies between traditions and modern global living, allowing heritage to resonate in every square foot and strategic move.



"Beyond tradition, Ojúde Ọba is more than a procession - it's the heartbeat of our roots, a living testament to the values we uphold, and a radiant display of solidarity and love we share with one another."

- Sir Ashdam

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## **BUSINESS AND CULTURAL IMPACT**

From the helm of real estate and bespoke investment advisory, Sir Ashdam is setting a precedent for cultural capital and generational wealth.

Projects that transcend bricks and mortar – fusing thoughtful design, global heritage – infused aesthetics, and strategic insight to position African excellence on the global investment map.

By curating opportunities that honor both financial returns and cultural resonance, he empowers communities while inviting the world to invest in something far more enduring than property: Legacy.

## THE CALL

"Our bloodline carry the weight and wonder of generations - so the time to whisper our stories is over.

It's not about waiting for a seat at the table. We build the table, carve it with our roots, and crown it with our identity.

The world isn't just ready - it's hungry. And we must rise with boldness, vision, and the pride of knowing that our heritage is not a relic, but a renaissance."

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BY  
**TIMI ADEGUNWA**

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