

FULL
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ÎJÈBÚ
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HERITAGE ELEGANCE SERIES

AYÒDÈJÌ
SHÒTÈ
“ỌMỌ DÁÀDA”

CREATIVE DIRECTOR | ENTREPRENEUR |
CULTURAL AMBASSADOR

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FROM THE HERITAGE DESK

Royal Legacy Meets Modern Innovation

Prince Olúwabúsọlá Ayódèjì Shòtẹ̀, "Ọmọ Dáàda" embodies the evolution of Ìjẹbú heritage. From the prestigious Shòtẹ̀ Tọwọbọlá Dynasty – producers of the 25th Awujale – he bridges royal tradition with digital innovation.

His journey from childhood rider to global cultural ambassador proves that heritage thrives when it adapts without losing its essence. Through film and content creation, he transforms ancient customs into contemporary narratives that inspire new generations.

Full Blooded Ìjẹbú.

ABOUT

Prince Olúwabúsolá Ayódèjì Shòtè, known as "Ọmọ Dáàda," is a proud descendant of the prestigious Shote Tọwọbọlá Dynasty from the Aşòtèmárù Ruling House - the lineage that produced the 25th Awùjalè of Ijebuland.

Born into a family where heritage runs as deep as the Niger, he carries the distinguished bloodline of Yusuf Owódùńí Shòtè (Aşòtèmárù), great-grandchild of Ọmọọba Jàdírà and grandson of Adénọwọ.

His royal upbringing instilled in him the values of honor, cultural preservation, and service to his people.

THE JOURNEY

Prince Ayòdèjì's path began at age 10 when he first mounted a horse, following in the majestic footsteps of his late father, Ọmọọba Ọláyinká Ayódelé Shòtè, and his role model, the legendary Balogun Alhaji Okunola Mbashiru 'Lovely' Shote.

The Shòtè family's equestrian tradition has been woven into the fabric of Ojúde Ọba since its inception, making each ride a continuation of decades of cultural legacy.

He pursued higher education at Sikkim Manipal University in Accra, Ghana, where he expanded his worldview while remaining rooted in his heritage.



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VISION AND LEGACY

"My Culture, My Pride, My Heritage, My Identity!" This heartbeat drives Prince Ayódèjì's mission to bridge tradition with innovation.

His vision extends beyond personal achievement to cultural preservation for future generations. He sees heritage not as a relic of the past, but as a living, breathing force that must evolve to remain relevant.

Through his work, he aims to ensure that Ìjẹ̀bú culture continues to inspire and unite people across the globe, particularly the younger generation who might otherwise lose connection to their roots.



"With every gallop and every frame, I celebrate the richness of Ìjẹ̀bù culture – blending royalty with relevance, tradition with technology."

– Prince Ayọ̀dẹ̀jì Shọ̀tẹ̀

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BUSINESS AND CULTURAL IMPACT

As a filmmaker, content creator, and Steadicam operator, Prince Ayódèjì has transformed his royal platform into a global stage for Nigerian culture. He uses media as a bridge between heritage and innovation, creating content that showcases the richness of Ìjẹ̀bù traditions to international audiences.

His work blends royalty with relevance, tradition with technology, making ancient customs accessible to modern minds. Through every project, he demonstrates how cultural ambassadorship in the digital age requires both authenticity and creativity.

THE CALL

"I carry the vibrant legacy of my ancestors - a rich tapestry woven with natural flavor and boldness. The refreshing essence of my heritage inspires me to uphold the values of the Asotemaru with strength and grace, just as my forebears did with honor."

Prince Ayọ̀dẹ̀jì calls on all Ìjẹ̀bú descendants, whether at home or in the diaspora, to embrace their identity with pride.

He believes that every gallop, every frame, every moment of cultural expression is an opportunity to celebrate and preserve the richness of our heritage.

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BY
TIMI ADEGUNWA

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