

[illegible]



Working from 2:30pm to 11:00pm selling bread, Jumoke would make less than \$20 each day --with a profit of around \$1.

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Now she's about to become a top model; signed to a modeling agency and gaining international fame and prominence.

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A happy accident

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Renowned Nigerian photographer TY Bello is behind the change in Jumoke's fortunes. TY was photographing UK popstar Tinie Tempah when Jumoke walked into shot.

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"She seemed a little confused," says Bello. "Some people were asking her to walk past really quickly, others were asking her to stay, she was just in limbo. I said 'is it ok to take your photograph?' And she nodded ok."

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"I didn't think I made a great image," Bello says, but once she posted the shots on social media, interest in Jumoke exploded.

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"When the photographs landed for the first time on social media, everyone immediately thought she was a model," Bello explains.

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"No one believed she just walked past. It occurred to me that if everyone thought she should be a model then maybe she should be one, then the search for her began."

"Everyone connected with the story because everybody has dreams," argues Bello. "This is a very tough time in my country... Everyone is looking for that magical break... I think this is definitely divine because the way people have connected with it is just phenomenal. It's a phenomenal story."

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