



## EGBALIGANZA 2026: FASHION AND THE REINVENTION OF EGBA IDENTITY AT THE LISABI FESTIVAL

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### Abstract

*This paper examines Egbaliganza 2026 within the wider frame of the 39<sup>th</sup> Lisabi Festival in Abeokuta, Ogun State, as a contemporary site where history, fashion, memory, and economic aspiration converge. Rather than treating the event as mere spectacle, the study reads it as a serious cultural performance through which Egba identity is preserved, restaged, and strategically projected to local, diasporic, and international audiences. The paper argues that Egbaliganza does not replace the older ritual and historical force of Lisabi Day; rather, it works from within that tradition, expanding its visual vocabulary through textile display, runway presentation, heritage branding, digital circulation, and artisan-centred cultural enterprise. Drawing on Homi K. Bhabha's theory of hybridity and Judith Butler's theory of performativity, the discussion shows how Egba identity is negotiated in a space where indigenous symbols, contemporary tailoring, curated elegance, and global media visibility meet. The study also engages recent reportage and official festival materials together with scholarship on the Lisabi Festival, Yoruba dress, adire, and African fashion networks. It finds that the 2026 edition sharpened three interrelated developments: first, it intensified the festival's visual and symbolic emphasis on dress as historical language; second, it foregrounded local production and cultural economy through its insistence on Egba heritage textiles and artisanal labour; and third, it transformed the festival into a more explicit transnational platform by drawing delegations, investors, media actors, and tourists into the symbolic centre of Abeokuta. The paper concludes that Egbaliganza 2026 demonstrates how a traditional festival can remain recognisably rooted whilst simultaneously becoming a persuasive instrument of reinvention, soft power, and cultural self-fashioning in the twenty-first century.*

**Keywords:** Egbaliganza, Lisabi Festival, Egba identity, cultural hybridity, fashion heritage

### Introduction

The Lisabi Festival has long occupied an important place in the cultural calendar of the Egba people. It is not merely a colourful annual gathering; it is a ritualised remembrance of a

people's courage, communal survival, and collective self-definition. At the centre of the festival stands Lisabi Agbongbo Akala, the legendary Egba figure whose rebellion against Oyo domination has been passed down as a foundational narrative of liberation. For the Egba people, therefore, Lisabi is not simply a historical personality; he is an emblem of strategic intelligence, communal solidarity, and moral courage. Every annual return to his memory is also a return to the question of who the Egba are, how they remember themselves, and how they wish to be seen in the present (Balogun 19).

The 2026 edition of the festival, especially through the Egbaliganza platform, brought this question into unusually sharp focus. Egbaliganza has emerged in recent years as one of the most visible cultural features associated with the modern celebration of Lisabi Day. Officially presented as a fashion and cultural showcase rooted in Egba identity, it has gradually become one of the principal visual languages through which heritage is narrated, consumed, and reimagined ("Egbaliganza: A Fashion and Cultural Showcase Rooted in Egba Identity"; Oshunloye). In 2026, the platform expanded its claims and reach. Organisers projected it as a major culture and fashion exchange, announced participation from more than fifty countries, foregrounded indigenous textiles such as *adire* and *aso oke*, and tied the event to broader ambitions concerning tourism, heritage enterprise, and African fashion visibility (Chima; Oshunloye).

This paper takes Egbaliganza 2026 as a cultural text. It asks what happens when a traditional commemorative festival becomes increasingly articulated through curated fashion, runway aesthetics, heritage branding, media spectacle, and transnational circulation. Does such expansion dilute the sacred and historical core of the Lisabi Festival, or does it offer a new rule through which Egba memory can speak to the present? How does dress function within this process, not as ornament alone but as a bearer of encoded memory, status, belonging, and aspiration? In what ways do performance, colour, music, digital visibility, and age grade participation contribute to a broader reinvention of Egba identity?

The argument developed here is that Egbaliganza 2026 did not simply add glamour to an existing festival; it reconfigured the visual economy of remembrance. It turned fabric, styling, procession, and public self-presentation into active vehicles of historical narration and cultural negotiation. In that sense, the event exemplifies a larger pattern visible across African cultural festivals in the present moment: heritage is no longer confined to the archive, shrine, or oral

memory; it is increasingly mediated through performance, commerce, tourism, photography, digital platforms, and branding. Yet this mediation is not always a betrayal of tradition. It can also be one of the means by which tradition survives, adapts, and reasserts itself under new historical conditions (Kukoyi et al.; Omoyele).

To develop this argument, the paper begins by revisiting the historical and symbolic foundations of the Lisabi Festival and the Egba memory of liberation. It then examines dress and textile culture in Yoruba and Egba life in order to establish why fashion can function as more than surface display. After this, it situates Egbaliganza within current debates on cultural hybridity, performativity, and heritage commodification. The analysis that follows pays close attention to the 2026 event. It explores visual language, age grade participation, digital mediation, economic claims, and tensions surrounding authenticity. The conclusion argues that Egbaliganza 2026 offers a compelling example of how African festivals can reinvent themselves without necessarily severing their historical roots, provided that the terms of reinvention remain accountable to memory, community, and local creative labour.

## **Methodology**

This study adopts a qualitative, interpretive approach to examine Egbaliganza 2026 as a cultural performance within the wider Lisabi Festival. Using official festival materials, media reports, photographic coverage, and relevant scholarly sources on the Lisabi Festival, Yoruba dress culture, *adire*, and cultural performance, the paper analyses how fashion, spectacle, music, age grade participation, and digital visibility function as expressions of Egba identity. The study relies on close reading and cultural interpretation, whilst drawing on Bhabha's theory of hybridity and Butler's concept of performativity to demonstrate how Egbaliganza brings together heritage and contemporary display in the public performance of memory, identity, and cultural reinvention.

## **Theoretical Framework**

Two theoretical frames are especially useful for interpreting Egbaliganza 2026: Homi K. Bhabha's notion of hybridity and Judith Butler's account of performativity. Together, they make it possible to read the event not as a simple mixture of old and new but as a site where identity is actively negotiated through repeated embodied practice.

Bhabha's theory of hybridity is often oversimplified as mere cultural mixture. In fact, its force lies in the claim that identity emerges in unstable, productive, and often contested spaces of negotiation. Culture does not remain pure and self-identical; it is articulated in what Bhabha calls interstitial spaces, where inherited signs meet new conditions and are made to speak again in altered forms (Bhabha). This framework is useful for Egbaliganza because the event is neither wholly traditional in a static sense nor simply modern in a deracinated sense. It occupies an in-between cultural zone where Egba history, Yoruba textile traditions, urban fashion culture, digital aesthetics, tourism discourse, and economic ambition intersect.

Seen through this lens, Egbaliganza is not evidence that Egba culture has become impure. It is evidence that identity remains alive because it can be restaged under changing conditions. The adire worn on a curated runway, the age grade group posed for global social media circulation, the traditional silhouette recut with contemporary tailoring, the royal ceremony surrounded by digital cameras and transnational guests: all these moments inhabit Bhabha's in-between cultural terrain. They demonstrate that authenticity in practice is often negotiated rather than inherited in untouched form.

Butler's account of performativity deepens this analysis by shifting attention from cultural signs to embodied repetition. Butler argues that identity is not simply possessed; it is constituted through repeated acts, gestures, stylisations, and public recognitions that sediment over time (Butler). Although her work emerges from feminist theory, the broader insight is highly relevant here. Egba identity at Egbaliganza is not merely declared; it is enacted. It appears through the way people dress, walk, dance, drum, assemble, salute, pose, sing, and inhabit ceremonial space.

This is why the event's choreographed elegance matters considerably. The repeated wearing of particular fabrics, the disciplined arrangement of age grade groups, the bodily confidence of participants, the visual codes of rank and belonging, and the rhythmic movement of public procession all help constitute the event's meaning. Identity is not conveyed by costume alone but by the total performance through which costume becomes socially legible. In this sense, fashion at Egbaliganza is performative rather than merely decorative; it produces visibility, recognition, and attachment.

A further theoretical tension arises from the issue of commodification. Festival reinvention often leads to concerns that heritage is being converted into product, audience, or spectacle. The

work by Kukoyi and his colleagues on the Lisabi Festival as event tourism is useful because it acknowledges this tension directly. Reinvention can attract investment, tourism, and wider recognition, but it can also unsettle local ideas about ownership, meaning, and sacred focus (Kukoyi et al.). Rather than choosing between cultural purity and commerce, the analytical challenge is to ask what kinds of commodification are taking place, who benefits, and whether the symbolic centre of the festival remains communal or becomes narrowly appropriated.

Rabine's work on the global circulation of African fashion is equally relevant here because it shows that African textiles and fashion practices do not circulate in culturally empty ways. They move through networks of labour, commerce, design, symbolism, and self-representation (Rabine). Egbaliganza's attempt to position Egba dress and textile culture within broader African and global circuits can therefore be read as part of a larger pattern in which fashion becomes a vehicle of cultural diplomacy, identity work, and economic imagination.

Taken together, these theoretical perspectives allow us to read Egbaliganza 2026 as a moving heritage formation. It is hybrid because it negotiates inherited culture under contemporary conditions. It is performative because identity is enacted through repeated stylised practice. And it is economically charged because it seeks to transform heritage from memory alone into a visible and monetisable cultural resource. None of these dimensions cancels the others; they coexist in productive tension, and it is precisely that tension which makes the event so analytically rich.

### **Historical Foundations: Lisabi, Liberation, and the Festival of Memory**

Any serious reading of Egbaliganza must begin with Lisabi himself, because the modern cultural energy around the event draws much of its symbolic charge from his memory. Historical and popular accounts agree that Lisabi's story is central to the Egba understanding of resistance against Oyo imperial control. Through the covert use of the Egbe Aaro system and a carefully coordinated revolt, he is remembered as the figure who helped break the power of the Oyo agents known as the Ilaris and opened the path to Egba autonomy (Balogun 20; Kehinde). Whether one reads this story as strict history, heroic legend, or a mixture of both, its cultural force lies in the way it has become foundational to the collective consciousness of the people.

The annual festival that bears his name performs several related functions. It honours a liberator, reunites dispersed communities, and brings age grades, chiefs, royals, families,

associations, and visitors into a common symbolic space. It stages community before itself. Balogun's study of the theatrical elements of the Lisabi Festival is useful here because it shows that the event has never been a bare historical lecture; it has always relied on dramatic forms including music, costume, dance, procession, gesture, ritual movement, and performative display (19-32). The festival is therefore not only about what happened in the past; it is about how the past is embodied, seen, heard, and renewed.

This point matters because it helps correct a misleading opposition between tradition and spectacle. The Lisabi Festival has always contained spectacle in a meaningful sense. Processions, homage, praise performance, drumming, public assembly, and visual differentiation are not accidental to the event; they are among the means by which collective memory is made palpable. What is new in Egbaliganza is not the presence of spectacle itself but the scale, media intensity, and fashion consciousness through which spectacle is now organised.

Recent scholarship on the reinvention and commodification of festivals in Ogun State reinforces this line of thought. Kukoyi, Aremu, and Ololajulo argue that the Lisabi Festival, like other major regional festivals, has undergone processes of modification and expansion in response to tourism, policy interests, and contemporary modes of cultural packaging. Yet they also suggest that such changes need not automatically amount to cultural destruction; for many stakeholders, reinvention can be understood as adaptation for communal relevance and development rather than simple loss (Kukoyi et al.). This argument is especially useful in relation to Egbaliganza, which has generated both admiration and anxiety. Admiration arises from its confidence, reach, and visual force; anxiety arises from fears that a deeply historical festival may be overshadowed by fashion, publicity, or elite branding.

The 2026 grand finale illustrates this tension clearly. Press coverage after the event described colourful parades, drumming, homage, coordinated outfits, and the strong presence of adire, whilst also noting that the festival committee had earlier clarified that Egbaliganza occupied only a two-hour slot within the broader week-long programme and did not redefine the festival's historical focus (Kehinde). That clarification is significant. It indicates that local custodians of the festival are themselves aware of the delicate balance between innovation and historical centre. The issue is not whether change has occurred, for it plainly has; the issue is whether change remains tethered to the memory work that gives the festival its meaning.

Within the historical imagination of the people, memory is not static. Those who celebrate Lisabi annually do not simply preserve a fixed script; they activate a living inheritance. The festival's continuing vitality depends on the capacity of each generation to recognise itself in the commemorative form. This is one reason Egbaliganza matters: it speaks with unusual force to younger publics shaped by fashion culture, digital imagery, celebrity influence, and the desire for visual distinction. In doing so, it may be translating the older language of heroism and belonging into a contemporary idiom rather than abandoning it outright.

### **Dress, Textile, and Visual Identity in Yoruba and Egba Culture**

To understand why Egbaliganza has proved so potent, one must understand the place of dress within Yoruba cultural life. Clothing in Yoruba society has never been reducible to bodily covering; it is a visible language of identity, prestige, occasion, gender, age, occupation, region, and spiritual meaning. Studies of Yoruba fashion and textile traditions repeatedly show that fabrics, motifs, styles, and adornment communicate social location and cultural memory, telling others who one is, where one belongs, what one values, and how one wishes to be read within communal space (Ibiwoye; Adepeko and Lawal).

This is particularly true of adire and aso oke, both of which feature prominently in current Egba visual culture. Adire, often associated especially with Abeokuta, carries deep historical weight; it is at once an industry, an art form, and a semiotic field. Areo and Kalilu describe adire as a patterned dyed textile whose motifs and visual forms communicate meanings beyond decoration, whilst Braide's work on contemporary adire demonstrates both the persistence of older symbolic systems and the adaptive innovations that have accompanied modern production and consumption (Areo and Kalilu 22-34; Braide 104-116). In other words, adire is not only fabric; it is a medium through which memory, creativity, and social meaning travel.

The relation between textile and identity becomes even clearer when one considers the role of women in preserving and transmitting these traditions. Adepeko and Lawal argue that Yoruba textiles function as bridges to memory and identity, especially through the ways in which they are worn, valued, and interpreted within family and communal life. Their discussion of adire, aso oke, gele, and other forms of dress reminds us that fabric carries social history in embodied form: it is stored, inherited, gifted, photographed, performed, and remembered (Adepeko and Lawal). This

emphasis on memory is especially relevant to Egbaliganza because the event turns dress into a publicly intensified archive; it makes clothing perform cultural work before an audience.

Yoruba fashion history also reveals that tradition and innovation have long been intertwined. Ibiwoye's pictorial study of Yoruba fashion from 1960 to 2020 shows a sustained pattern of synthesis rather than simple continuity or rupture. Across decades, Yoruba dress has absorbed changing tastes, technologies, fabrics, and urban sensibilities whilst retaining recognisable cultural codes concerning elegance, respectability, and visual symbolism (Ibiwoye). This historical flexibility undermines any naïve argument that contemporary stylisation must automatically be considered inauthentic; Yoruba fashion has always evolved, and what matters is how that evolution relates to underlying cultural meanings.



Source: <https://punchng.com/photos-egba-people-celebrate-grand-finale-of-39th-lisabi-festival/>

Omoyele's work on contemporary Yoruba cultural identities in the context of Africa Fashion Week Nigeria adds another important dimension. She argues that fashion events do more than showcase clothing; they hold together economic networks, social interactions, technological practices, and identity claims. They are spaces where people negotiate nationality, ethnicity, belonging, and aspiration in visible form (Omoyele). Egbaliganza can be read in similar terms: it is not merely a fashion display attached to a festival but an organised social arena where Egba identity is staged as elegant, contemporary, marketable, historically grounded, and globally legible.

The centrality of dress in the 2026 event must therefore be read as a cultural strategy rather than an incidental flourish. The heavy presence of coordinated adire, elaborate gele, agbada, fila, beaded accessories, and carefully tailored forms of traditional wear gave the event its immediate visual power. Yet that power did not derive from colour alone; it came from the layering of historical reference, local production, bodily carriage, and communal recognition. To appear in such dress at the Lisabi Festival is not only to look beautiful; it is to enter a field of cultural readability.

There is also a specifically Egba dimension to this. Because Abeokuta has long been one of the most prominent centres of adire production, textile display at Egbaliganza carries a strong territorial and economic resonance. It links aesthetic pride with local craft history. This connection helps explain why the insistence on fabrics and garments tied to Egba production has been so central to the platform's public meaning. Dress here does not merely represent heritage; it also points back to labour, skill, dyeing traditions, weaving knowledge, tailoring networks, and the survival of local creative economies.

### **Egbaliganza as Contemporary Cultural Platform**

Official representations of Egbaliganza describe it as a fashion and cultural showcase rooted in Egba identity and committed to celebrating heritage through fashion, tourism, and cultural events ("Egbaliganza: A Fashion and Cultural Showcase Rooted in Egba Identity"; "About Egbaliganza"). Such language might sound promotional at first glance, but it is analytically

revealing; it shows that the platform is attempting to occupy several registers at once, serving simultaneously as heritage event, fashion showcase, tourism proposition, market ecosystem, and identity movement.

This layered identity became especially pronounced in the lead-up to the 2026 edition. Press reports announced that over fifty countries would be represented through a Parade of Nations and associated collaborations, that indigenous textiles such as adire and aso oke would be foregrounded, that a unity drum and an eighty-man orchestral band would feature, and that the event was tied to wider ambitions surrounding tourism and the African fashion economy (Oshunloye; Chima). Such claims matter because they expand the scale at which Egba culture is imagined; the local is no longer presented as a closed interior tradition but as a capable centre of encounter.

This scaling up is one of the defining features of Egbaliganza. In earlier forms of cultural festival, the dominant symbolic movement often ran from the centre outward in only a limited way; the community celebrated itself before itself and before its immediate guests. In Egbaliganza 2026, by contrast, the event was explicitly organised for local affirmation and transnational visibility simultaneously. The language of the official site, which presents the platform as a place where heritage walks the runway and culture speaks through fashion, art, and experience, captures this expansion well ("Egbaliganza: A Fashion and Cultural Showcase Rooted in Egba Identity"). Heritage is no longer conceived as something that must remain hidden in order to remain pure; it is made to walk, circulate, and address wider publics.

This shift helps explain why the event has been repeatedly discussed in relation to legacy rather than fashion alone. In an interview with *The Guardian*, Lai Labode insisted that Egbaliganza is not just fashion but legacy, and he framed the initiative as part of a long-term vision for cultural revival, youth inclusion, heritage tourism, and spatial transformation within Egbaland (Daniel). His remarks are important not because they should be accepted uncritically but because they show the terms on which the platform wishes to be understood: Egbaliganza is being positioned as a cultural infrastructure rather than a single annual show.

That ambition is further reinforced by the platform's strong digital life. Social media circulation, online promotion, official branding, and press amplification have made the event visible far beyond Abeokuta. In contemporary cultural politics, this visibility is not trivial. Digital

images now shape how festivals are remembered, imitated, judged, and desired. A platform that is visually strong, photogenic, and widely circulated can become a powerful producer of identity narratives. What audiences see online before and after an event often becomes part of the event's meaning itself. Egbaliganza understands this dynamic; it is designed for presence on the ground and afterlife in circulation.

At the same time, the platform's emphasis on local production gives it a distinctive edge. Reports around the event repeatedly highlighted Egba artistry, indigenous textiles, historic garments, and local enterprise (Chima; Oshunloye; Kehinde). This emphasis matters because it ties aesthetic spectacle back to material production. Without that link, heritage branding can easily become hollow. When organisers insist on local fabrics, artisans, or market visibility, they attempt to convert symbolic capital into practical value, even if the degree of actual redistribution remains open to scrutiny.

It is in this sense that Egbaliganza can be seen as both archive and proposition. It archives by gathering symbols, styles, fabrics, names, and stories into one visible field. It proposes by suggesting what Egba identity can look like in the present and what it might become in the future. It is therefore not simply retrospective but aspirational; it invites participants to inhabit heritage as something current, stylish, and socially valuable.

### **Colours, Costumes, Music, Dance, and the Sensory Archive of Egbaliganza 2026**

One of the most striking features of Egbaliganza 2026 was its sensory density. The event did not communicate through formal speeches alone; it spoke through colour, texture, rhythm, movement, and arrangement. This sensory abundance is not peripheral to cultural meaning; it is one of the primary ways in which meaning is produced.

Reports and photographic coverage of the grand finale repeatedly emphasised the intensity of the visual field: coordinated adire, stately agbada, beadwork, elaborate gele, drumming, dance parades, and an atmosphere of ceremonial brilliance (Kehinde). Such emphasis confirms what studies of African festivals have long suggested, namely that communal performance works through the senses as much as through verbal narration. The body apprehends history not only by hearing names and stories but by seeing fabric, feeling rhythm, and moving in synchrony with others.

Colour played a central role in this process. The visual dominance of indigo-based *adire* alone was significant. Indigo has a long historical and symbolic associations within Yoruba textile practice, and its persistence in contemporary display gives continuity to a tradition that might otherwise be flattened into generic colourful fashion (Braide 104-116; Areo and Kalilu 22-34). Yet the 2026 event did not limit itself to one chromatic register; gold, crimson, emerald, white, and richly embroidered neutrals all appeared in combinations that signalled prestige, celebration, and visual hierarchy. These colours were not random; in context, they helped differentiate groups, intensify pageantry, and elevate the atmosphere of commemoration.

Costume operated as a narrative form. The flowing line of *agbada* on male bodies, the sculptural complexity of *gele* on women, the authority of *fila*, the layering of beads, and the sharpness of tailored *buba* and *sokoto* or *iro* and *buba* ensembles all contributed to the event's public storytelling. When assembled in processional form, these garments produced a visible archive of status, refinement, and belonging. The point is not that every participant wore clothing with precisely one fixed meaning; rather, the cumulative visual field communicated an unmistakable proposition: Egbá culture is neither shabby nor obsolete but refined, self-aware, and worthy of admiration.

Music and dance intensified this proposition. Balogun's earlier work on the Lisabi Festival highlights drumming, chant, movement, and dramatic enactment as central to the festival's theatrical structure (19-32). The 2026 celebration continued this tradition whilst scaling it through additional orchestral ambition and coordinated performance. The reported inclusion of an eighty-man orchestral band, together with the expected traditional drum ensembles and praise performance, suggests a deliberate layering of sonic forms rather than a replacement of the old by the new (Chima; Oshunloye). Such layering is itself a form of hybridity; it allows the festival to sound historical and contemporary simultaneously.

Dance, too, functioned as more than entertainment. The public movement of bodies in synchrony makes social cohesion visible. In processions and choreographed group display, one sees not only individual energy but collective organisation; the festival body becomes a social text. Age grades, family groups, associations, and official delegations embody different forms of belonging through coordinated movement and dress. This is especially important in a festival that

commemorates a history of communal mobilisation; the body in motion becomes a reminder of peoplehood.

The role of photography and video in intensifying this sensory archive cannot be ignored. In the present moment, festivals are experienced directly and through mediation simultaneously. Participants dress with awareness of cameras; organisers design spectacles with circulation in mind; audiences who are not physically present may nevertheless encounter the event in vivid online image streams. This means that colour and costume at Egbaliganza are not only for those at Ake Palace but are designed to travel; their afterlife in photographs extends the festival's sensory reach far beyond the immediate venue.

Yet there is something important here that should not be overlooked. Although the event is highly mediatised, its power still depends on bodily co-presence. A photograph can capture elegance but cannot fully substitute for the pressure of drums, the density of the crowd, the heat of fabric, the timing of procession, or the emotional effect of communal response. The sensory archive of Egbaliganza is therefore double: it lives in digital circulation, but it begins in embodied gathering. That double life helps explain the event's remarkable cultural force.

### **The Rẹgbẹrẹgbẹ Age Grade System, Social Architecture, and Intergenerational Display**

No discussion of the Lisabi Festival is complete without attention to the age grade system, often rendered as Rẹgbẹrẹgbẹ. This structure remains one of the most distinctive organisational elements of Egba's public culture. Age grades do not merely provide colour for the festival; they embody the social architecture through which participation, solidarity, generational identity, and civic belonging are organised.

At one level, the system gives order to visibility. Groups appear in recognisable clusters, often marked by coordinated clothing, collective movement, and shared identifiers. This organisation ensures that the festival is not an undifferentiated crowd event; people are seen as members of a living communal structure. At another level, the age grade system links celebration to responsibility. The age groups have historically carried expectations of service, contribution, and social accountability; their presence in the festival therefore signals not only festivity but the continuity of civic belonging across generations.

This point becomes especially important in the context of Egbaliganza. One reason the platform resonates so strongly is that it gives age grade groups new means of public self-fashioning. Through coordinated dress, photography, online circulation, and carefully staged entrances, groups can express generational pride within the broader frame of cultural continuity. Younger cohorts often bring sharper fashion experimentation, greater digital fluency, and a heightened sense of visual branding; older cohorts may emphasise dignity, prestige, and continuity. The festival thus becomes a rare space where generational difference appears without requiring communal rupture.



Source: <https://punchng.com/photos-egba-people-celebrate-grand-finale-of-39th-lisabi-festival/>

The age grade system also helps prevent the event from becoming purely individualistic. In much contemporary fashion culture, attention is focused on singular celebrity bodies. At Egbaliganza, whilst certain prominent figures obviously attract attention, the group remains crucial; coordinated dressing produces beauty through collectivity. To appear well in a festival context is often to appear as part of a structured social body. This distinction matters because it protects heritage display from collapsing entirely into private narcissism. Even when participants seek distinction, that distinction is mediated by belonging.

There is also a democratic element here. A festival shaped by age grades and community associations creates multiple points of entry into visibility. One need not be royal, wealthy, or nationally famous to appear within the social picture. This does not erase inequalities, of course, since access to highly elaborate dress still depends partly on resources. Yet the age grade structure

broadens participation by giving communal form to display; cultural elegance becomes a shared rather than wholly individual achievement.

Within the logic of performativity, the age grade system further demonstrates that identity is enacted through repeated public forms. Each annual appearance trains participants in ways of being seen and recognising one another. Children observe adults; younger members learn codes of dressing, greeting, ranking, and comportment. In this sense, the festival is pedagogical; it teaches identity through spectacle and participation rather than through abstract instruction alone.

The prominence of age grade in the 2026 display also suggests that Egbaliganza has not detached itself from indigenous social structures. On the contrary, part of its success lies in how effectively it has drawn these structures into its expanded visual field. This is one of the reasons the event can still claim continuity with the Lisabi Festival rather than operating as a detached fashion show. The runway impulse is present, certainly, but it coexists with older communal forms of assembly and recognition.

### **Digital Mediation, Diaspora Return, and the Global Projection of Egba Identity**

One of the most consequential features of Egbaliganza 2026 is the degree to which it was imagined as both local gathering and globally projected event. Official statements and press coverage repeatedly stressed international participation, diaspora involvement, tourism value, and broader African fashion ambition (Oshunloye; Chima). This language signals a major transformation in the cultural horizon of the festival: Egba's heritage is no longer addressed only to the local community and occasional visitors; it is being framed as a globally intelligible cultural asset.

Diaspora return is central to this transformation. The Lisabi Festival has long served as a homecoming moment for Egba sons and daughters living outside Abeokuta. What is new is the extent to which this homecoming is now staged through image culture and heritage enterprise. Diaspora participants do not simply come home to observe; they increasingly come to invest, photograph, collaborate, display, and reconnect through a curated cultural atmosphere. This deepens the emotional economy of return; heritage becomes something one can wear, fund, circulate, and build around.

The role of digital media is crucial here. Platforms such as Instagram, online news outlets, and official websites have changed how festivals build anticipation and how their meanings travel afterwards. An event like Egbaliganza is now partially constituted before it occurs, through posters, hashtags, teaser videos, interviews, and countdown campaigns; it is then reconstituted after the event through photographs, features, video reels, and commentary. In this media environment, visibility is not simply a by-product; it is one of the event's operating logics.

This has several implications. First, digital mediation expands the audience and multiplies the interpretive community; people who were never physically present can still become invested observers. Second, it changes the aesthetic choices of organisers and participants, since garments, backdrops, lighting, sequencing, and staging increasingly take into account how they will appear in recorded image form. Third, it raises the stakes of representation; once the event circulates globally, it becomes part of how outsiders imagine the Egba culture and how insiders imagine what others see.

There is a risk here, of course. Digital circulation can flatten complex traditions into instantly consumable images and may privilege what is photogenic over what is historically dense or ritually subtle. Yet it would be too simple to reduce digital visibility to distortion alone. In many African contexts, digital platforms have also enabled communities to tell their own stories more assertively, bypassing older gatekeepers and creating more direct forms of cultural self-representation. Egbaliganza belongs to this wider moment; it is using visibility strategically.

The global projection of Egba identity through Egbaliganza also aligns with larger shifts in African cultural production. Across fashion, film, music, and festival culture, communities and organisers increasingly seek to translate local heritage into forms that can command attention within global circuits without being absorbed by them. Rabine's work on African fashion networks illuminates this dynamic by showing how African dress practices move across borders whilst still bearing the marks of place, labour, and social imagination (Rabine). Egbaliganza's ambition to position Abeokuta as a cultural capital fits squarely within this wider movement.

The event's language of collaboration and exchange is particularly significant. A Parade of Nations, formal cultural partnerships, and appeals to investors suggest that organisers want heritage to operate as a diplomatic as well as aesthetic instrument (Oshunloye). In such a model, culture does not merely entertain; it negotiates recognition, resources, tourism, and symbolic

capital. Egba identity is projected outward not as folkloric residue but as active contemporary presence.

This outward projection, however, continues to depend on inward coherence. The festival can only travel convincingly if it remains anchored in a recognisable historical centre. That is why the continued prominence of Lisabi, the authority of the Alake, the role of the age grades, and the insistence on locally resonant textiles all remain essential; they provide the dense cultural core without which global visibility would become an empty style.

### **Cultural Economy, Local Artisanry, and the Politics of Reinvention**

A key claim surrounding Egbaliganza has been that it is not only a symbolic event but also an economic engine. Press accounts connected the platform to hotel occupancy, artisan income, tourism growth, and broader ambitions of strengthening Africa's culture and fashion economy (Oshunloye; Chima). Such claims deserve careful attention; they are part of the event's self-justification, and they signal a significant shift in how heritage is being discussed. Culture is no longer framed only as inheritance; it is framed as productive capacity.

This framing has clear advantages. In postcolonial contexts where traditional culture is often treated as nostalgic or economically marginal, insisting on its productive value can be a strategic move. It can help justify public and private investment, generate employment, and encourage younger people to see craft and heritage work as viable rather than obsolete. The emphasis on indigenous textiles, local garment production, and historic exhibitions around Egbaliganza suggests an effort to keep economic value tied to local creative systems rather than outsourced symbolism.

The history of adire in Abeokuta makes this especially meaningful. Adire is not simply a museum object; it is a living industry shaped by dyers, traders, designers, and increasingly diverse producers. Scholarship on adire shows both its historical depth and its adaptive survival under changing market conditions (Braide 104-116; Areo and Kalilu 22-34). When Egbaliganza foregrounds adire as emblem and material, it potentially channels attention towards a real local economy. That potential, however, depends on whether visibility translates into sustained support for producers rather than fleeting consumption.

The language of cultural economy can also obscure unequal power relations. Not every artisan or trader benefits equally from the branding of heritage. Large events often magnify the prestige of organisers, sponsors, media figures, and elite attendees more than they materially transform the lives of workers whose labour underpins the spectacle. This is why any celebration of Egbaliganza's economic dimension must remain critical; one must ask who gains, who is represented, who remains invisible, and what structures exist to ensure durable local benefit.

The question of local production is therefore central. The more the event relies on Egba labour, textile knowledge, tailoring networks, vendors, musicians, and heritage custodians, the stronger its claim to meaningful cultural reinvention; the more it drifts towards extractive image-making, the weaker that claim becomes. This tension is not unique to Egbaliganza; it is common to many contemporary heritage events across Africa and beyond. What is distinctive here is the explicitness with which organisers have linked fashion to development, and legacy to enterprise.

There is also a politics of naming and symbolic ownership at work. To frame a platform as the visual future of Egba identity is to claim a certain authority over representation. That authority may be welcomed by many, but it can also provoke debate about who gets to define communal culture and on what terms. The clarification by the festival committee that Egbaliganza occupies only one part of the broader festival suggests an awareness that symbolic centrality remains contested (Kehinde). Such contestation is healthy; it reminds us that culture belongs to no single promoter, however visionary.

Even so, reinvention should not be mistaken for elite appropriation alone. Communities often survive by learning to re-present themselves under changing conditions. If younger participants now embrace traditional dress because Egbaliganza has made it feel contemporary, that is not a trivial outcome. If local artisans gain wider markets because heritage has been smartly staged, that is not a negligible benefit. The challenge is not to reject reinvention but to shape it ethically.

In this regard, Egbaliganza's continuing future may depend on how well it manages three balances: between history and spectacle, between community ownership and elite direction, and between symbolic prestige and material support for local labour. If those balances are handled well, the platform may become a durable example of how heritage can be made economically meaningful without losing its cultural seriousness.

## Critical Discussion

The most productive way to understand Egbaliganza 2026 is neither to romanticise it uncritically nor to dismiss it as mere commodified spectacle. It should be approached as a contradictory but significant cultural formation, and it's very contradictions are what make it worth studying.

On one side, the event clearly intensifies the spectacularisation of heritage. It depends heavily on visual polish, media circulation, public relations language, and the conversion of cultural identity into a highly visible brand. It invites elite presence and global attention. It situates itself within the language of cultural economy. These are all signs that the festival is operating within contemporary regimes of visibility and value, where traditions must often become legible as experience, image, and destination.

On the other side, it would be unfair to read these developments as simple betrayal. The platform is not detached from Egba history; it draws its force precisely from that history. Lisabi remains the symbolic centre. The event still unfolds within the authority structure of Egbaland. Age grade participation remains strong. Adire and aso oke are foregrounded not as arbitrary style choices but as recognisable carriers of regional meaning. The repeated return to local fabrics, local artisanship, and Egba historical language suggests that reinvention here is operating from within the culture rather than merely imposing itself from outside.

This is why Bhabha's concept of hybridity is so illuminating. Egbaliganza is not a fall from purity because the purity model itself is historically weak. Yoruba and Egba cultural life have always adapted to changing political, economic, and aesthetic conditions. What matters is the quality of the negotiation. In 2026, that negotiation appears to have produced a form of visible cultural confidence: Egba identity was not hidden under global aesthetics; it was projected through them. The result was neither untouched tradition nor rootless modernity but a hybrid cultural performance that remained recognisably anchored.

Butler's framework also helps explain why the event felt persuasive to many participants and observers. Identity gained force through repetition. The repeated donning of heritage garments, the stylised bodily comportment, the group formations, the salutes to history, the drumming, and

the digitally repeated images all helped sediment the sense that Egba culture remains active in the present. Through such reiteration, identity was not only represented; it was socially reproduced.

Still, one cannot ignore the possibility that visual success may eventually overshadow historical depth. This is an abiding risk for any festival that becomes highly media-friendly. The image may begin to substitute for memory; younger participants may know the look of heritage better than its narrative content; organisers may prioritise what travels well on camera over what sustains communal understanding. These risks are real and should not be dismissed in celebratory writing.

Yet the answer is not to strip festivals of beauty or modern relevance; it is to thicken beauty with interpretation, to ensure that the walk, the cloth, the drum, the procession, and the photograph remain connected to story, pedagogy, and community memory. In this respect, the educational and archival dimensions of the platform will be crucial. Heritage survives not by being frozen but by being explained, transmitted, and materially supported.

What Egbaliganza 2026 ultimately demonstrates is that African traditional festivals are now major arenas of identity work. They are not leftovers from the past; they are active sites where communities negotiate history, status, economy, youth culture, tourism, and self-representation. The Egba case is particularly compelling because it shows how a local festival can become newly influential without ceasing to invoke an older struggle for freedom. That continuity matters; it prevents the event from collapsing into empty display.

## **Conclusion**

Egbaliganza 2026, read within the larger frame of the Lisabi Festival, marks an important moment in the contemporary life of Egba heritage. It shows that remembrance need not remain trapped in solemn repetition; it can be visual, sensuous, stylish, economically aspirational, and globally visible whilst still retaining contact with a historical core. The event's power lies precisely in this dual capacity: it remembers Lisabi and it reimagines the public life of that memory.

Several conclusions emerge from this study. First, Egbaliganza confirms that dress has become one of the most persuasive languages through which communal identity is now narrated in public. In the Egba context, adire, aso oke, gele, agbada, beads, and coordinated attire do not merely embellish the festival; they transform the body into archive. Second, the event demonstrates

that the Lisabi Festival's older theatrical structure has not disappeared; rather, it has been extended through new forms of staging, digital circulation, and fashion consciousness. Third, Egbaliganza reveals the growing importance of heritage economy in the present: organisers increasingly seek to link cultural prestige with tourism, artisan support, investment, and transnational recognition. This opens real possibilities, though it also demands vigilance concerning ownership, equity, and authenticity.

Most importantly, the 2026 edition suggests that cultural hybridity need not mean cultural loss. Under the right conditions, it can mean renewed legibility. Egba identity was not dissolved in the event's glamour; it was staged through that glamour. The challenge going forward will be to ensure that spectacle continues to answer to history, that branding remains accountable to community, and that the labour of local makers is not overshadowed by the shine of public image.

If those conditions are sustained, Egbaliganza may prove to be more than a successful festival segment. It may become one of the most instructive examples in contemporary Nigeria of how indigenous heritage can speak powerfully in the language of the present. In that sense, the spirit of Lisabi endures not only in the solemnity of memory but in the confidence of a people still capable of naming themselves before the world.

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