

Multidisciplinary Creative Entrepreneur

Introduction

Over the past decade, Liz has established herself as a multidisciplinary creative entrepreneur building her brand in music, fashion, media & wine while running the Kamatana Foundation. Her work is a true representation of Africa's creative industry growth through which she shares an enviable commitment to excellence and to fostering relationships and projects that advance the African creative industries locally and globally.



About Liz Ogumbo

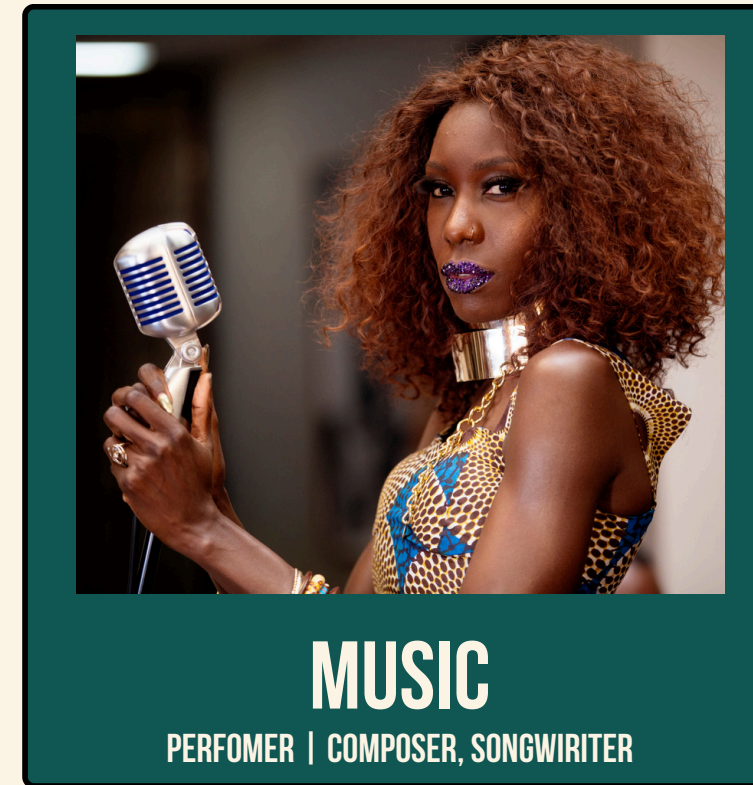
Liz Ogumbo's multifaceted career spans music, fashion, wine, and media. Over the past decade, she has established herself as a prominent figure in Africa's creative industries, recognized for her commitment to excellence and innovative vision.

Vision

Her vision is to create a world where African creativity thrives, fostering a global appreciation for diverse artistic expressions while empowering the next generation of African creatives to achieve their full potential..

Mission

Her mission is to elevate African creativity on the global stage, empowering the next generation of creatives and fostering a vibrant, inclusive, and sustainable creative industry.



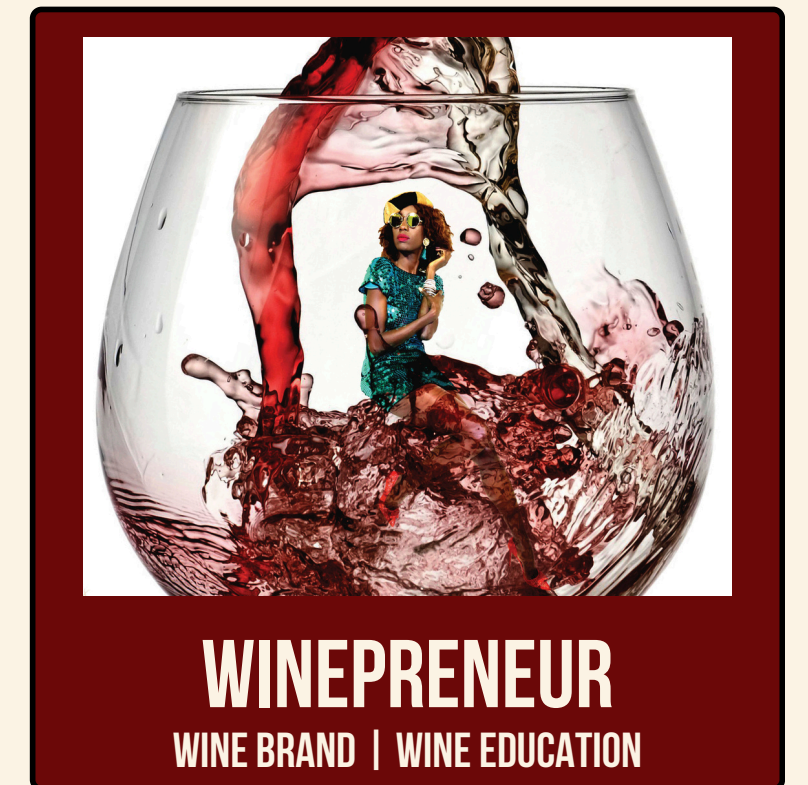
www.kensoul.tv



www.lizogumbo.com/fashion



www.lizogumbo.com/blog



www.lizogumbowines.com

Liz Ogumbo Music, KenSoul

In the music realm, Liz Ogumbo is an acclaimed African World-jazz-fusion artist known for her KenSoul, a rich tapestry of influences inspired by jazz, taraab, chakacha, blues, reggae, and hip hop. Her distinctive sound blends various genres and languages, including Luo, Swahili, English, French, Spanish, and Portuguese.

In conveying her creative output, Liz coined the term "KenSoul." representing her Kenyan soul that weaves stories of her Kenyan origin and global influences into the KenSoul experience, This unique blend is also the title of her first album, released to acclaim in 2010, and serves as the reference point for her second follow-up album, KenSoul: The Lotus Chapter with 6 singles to follow. Traversing multiple musical influences and expressed in multiple languages, Liz's music reflects her genre-agnostic sound and her rich life experiences.

www.kensoul.tv



MUSIC

PERFORMER | COMPOSER, SONGWRITER



CLICK TO WATCH

Liz Ogumbo Fashion

Since its conceptualization in 2007, Liz Ogumbo's Fashion Brand is a clothing brand that specializes in offering the global market fashion that exemplifies our lifestyles in an eco-friendly manner, while enhancing our individual expression. Her fashion offering is inspired by her African heritage for the fashion-savvy individual through sleek cuts, simple-yet provocative design and attitude from the inside out. Her fashion brand 'Liz Ogumbo' ensures that every day is celebrated as an opportunity to make our mark through what we wear.

With a vision to be the African leader in bringing economically, socially and environmentally sustainable African fashion to the world while empowering African Communities, her brand core guiding values include Integrity, Eco-friendly, Community development, Development, Sustainability, Empowerment, Women, UBUNTU, Style innovation, Standing out and Self-expression.

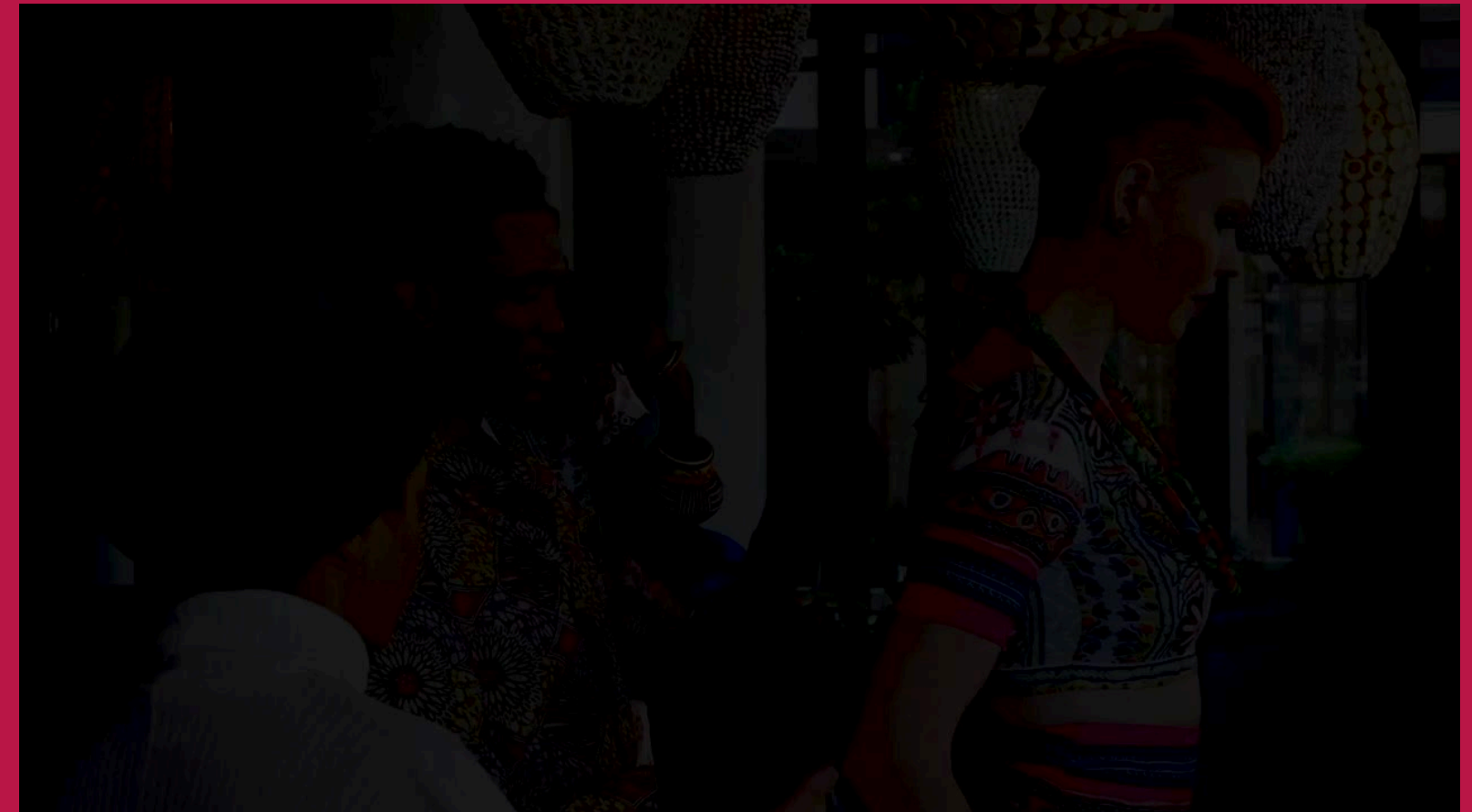
"I believe less is more when you ooze confidence, hence I have minimized fuss and accented the beauty of our individuality as beautiful women TODAY. My philosophy through what we wear is that every day should be celebrated as an opportunity to make our mark."

www.lizogumbo.com/fashion



FASHION

DESIGNER | CREATIVE DIRECTOR | FASHION CAMPAIGN
PRODUCER



CLICK TO WATCH

Liz Ogumbo Wines

Since incorporation in 2018, Liz Ogumbo Wines entered the market with vision and tenacity with a focus on the higher end of the market place where a culture of enveloping wine into the experience of education, hospitality, entertainment, tourism and lifestyle has been developed. The wine brand is backed-up by a solid track record for market presence while providing great quality wines.

Liz Ogumbo Wines 'music-in-wine' concept brings together the art of wine and music, offering a unique opportunity to explore sensory beyond traditional art forms. Liz Ogumbo Wines are here to tantalise your taste buds traversing into your auditory senses through each bottle's melodies and rhythmic soundtrack. By scanning the QR code on the back of each bottle, you get to follow the narrative presented through the music.

As They think out of the bottle, they thrive in curating one-of-a-kind experiences to stimulate your sensory. It's a truly immersive experience that will leave you feeling enchanted and inspired.

Liz Ogumbo Wine experiences are produced to attract a sophisticated, lifestyle-driven audience who appreciate rich cultural heritage and creativity.

www.lizogumbowines.com



WINEPRENEUR
WINE BRAND | WINE EDUCATION



CLICK TO WATCH

Liz Ogumbo Media

Liz Ogumbo is a powerful voice in media, dedicated to promoting African culture, fashion, and lifestyle on a global scale. She founded Fashion Lab Africa in 2014, the world's first fashion business radio show, which has since evolved into a podcast and vodcast. Through this platform, Liz has initiated crucial conversations about African fashion, entrepreneurship, and industry trends, providing a stage for African designers, artists, and entrepreneurs to share their stories. In addition to her work with Fashion Lab Africa, Liz is an accomplished writer, covering lifestyle topics such as fashion, media, music, and wine. Her writing highlights the richness of African culture and its influence on global trends, advocating for a broader understanding and appreciation of African creativity.

Liz's media contributions are both educational and empowering, offering valuable insights into the business of fashion and lifestyle. She uses her platforms to inspire and guide professionals in these industries, fostering cultural exchange and representation. Through her work, Liz Ogumbo is reshaping global perceptions of African culture and playing a key role in creating a more inclusive and diverse cultural narrative.

www.lizogumbo.com/blog



MEDIA

HOST/ PRODUCER - FASHION LAB AFRICA
WRITER - LIZ OGUMBO BLOG | FAB L'STYLE

Liz Ogumbo: Advocate for Women & Girls

Liz Ogumbo is a dynamic creative force and passionate advocate for women's empowerment and gender equality. With a multifaceted career that spans music, fashion, wine, and media, Liz has leveraged her platforms to create impactful initiatives dedicated to uplifting women and girls across Africa. Through her foundation, Liz has spearheaded several projects that reflect her deep commitment to advocating for the rights, dignity, and economic empowerment of women.

One of her standout initiatives is the UBUNTU Project, a women's empowerment group that brings together women from Eswatini and Kenya to create unique, luxury African arts and crafts inspired by Swazi and Kenyan influences. This collaboration offers women who have overcome significant challenges the opportunity to regain peace, financial independence, and a sense of fulfillment. By fostering creativity and entrepreneurship, UBUNTU helps these women build sustainable livelihoods while preserving their rich cultural heritage.

In her music career, Liz has also taken a strong stand against gender-based violence. Her latest single, "Say No," is a powerful anthem aimed at raising awareness about this pervasive issue and promoting positive social change. The song addresses the complexities of gender-based violence and seeks to inspire solidarity, empowerment, and hope for survivors. Through her music, Liz amplifies the voices of those affected, encouraging collective action to end violence against women and girls.

Liz's commitment to empowering the next generation of girls is also evident in her 101 Faces Initiative, which seeks to nurture the creative abilities of 101 girls in Africa. Through art, self-development, and skill-building, the initiative provides a platform for these girls to express themselves, develop financial independence, and pursue future growth. This project not only promotes artistic expression but also creates lasting economic opportunities for young girls, giving them the tools to thrive and succeed.

Liz Ogumbo's work embodies the values of gender equality and empowerment, and she is eager to further her impact on a global scale. As a proud African woman with a proven track record of creating opportunities for women and girls to rise above their circumstances, Liz is committed to elevating the voices of women and advocating for their rights at every level of society.

LIZ OGUMBO

150,000+

Followers

500+

Product Design

20,000+

Sales

500+

Jobs Created

150,000K
Followers

250,000K
Impressions

30,000K
Reach

-     @LizOgumbo
-   @LizOgumboKenSoul
-   @LizOgumboFashion
-    @LizOgumboWines
-    @KamatanaFoundation
-    @FashionLabAfrica



LIZ OGUMBO

work

EXPERIENCE



Banyana Banyana



BRITISH COUNCIL



FASHIONLAB
www.fashionlabfrica.com



KAMATANA
www.kamatana.org



MASSIVETRO



LAKE of STARS
MALAWI ARTS FESTIVAL



ORIFLAME



ananse
AFRICA



KFC



SA FASHION WEEK®



Miss MY HOMETOWN
Zambia 2022



tribes



AFRICA FASHION INTERNATIONAL



PHARE DES MAMELLES
18★64
DAKAR



Ze Djoloff



NEW YORK FASHION WEEK



Kenya Airways
The Pride of Africa



DELICIOUS
INTERNATIONAL FOOD & MUSIC FESTIVAL



BARNARDT BOYES



Coca-Cola



HIFA 2012
A SHOW OF SPIRIT
1-6 MAY 2012



IOMMA
INDIAN OCEAN MUSIC MARKET



cliff central.com



Sanda
AFRICA
the spirit of celebration



FVER BEAUTY®
don't be beautiful



mi



NAIROBI SERENA HOTEL



CAVE DIANI



FIVE SENSES RESTAURANT



harvest



DIAMONDS
LEISURE BEACH & GOLF RESORT
DIANI-KENYA



TRAVENTURE
Adventure Served FRESH



Cultiva
ACROSS THE EQUATORIAL LINE



TAMARIND
MOMBASA



JOBURG WINE CLUB

LIZ OGUMBO

Upcoming projects
PORTFOLIO

FASHION MUSEOLOGY

SAY NO

DENIMANIA UPCYCLED

KAMATANA PROJECTS

LUO MUSIC CULTURE



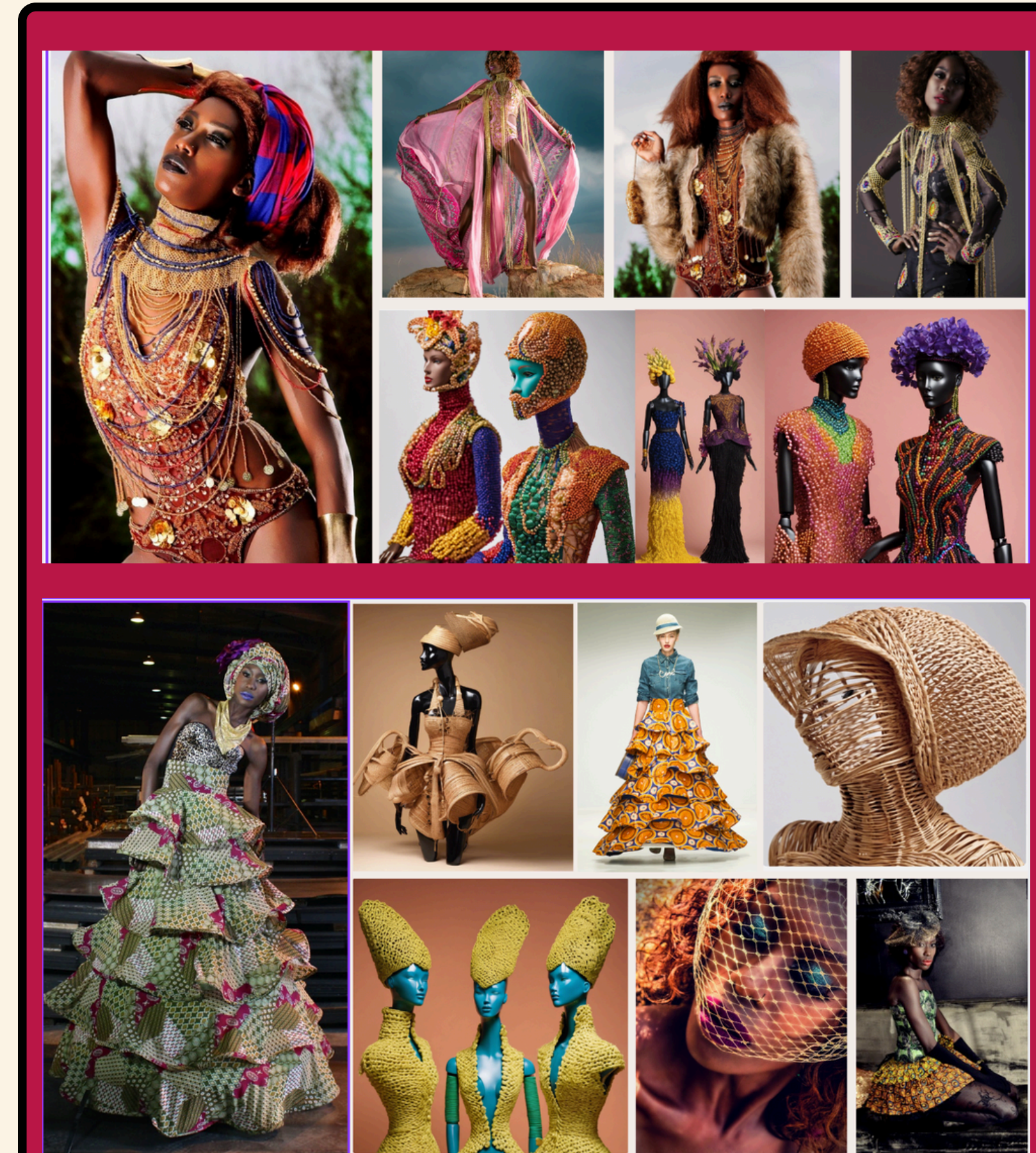
LIZ OGUMBO

FASHION MUSEOLOGY

WHERE FASHION MEETS ART: FASHION AS A CANVAS

Liz Ogumbo is redefining fashion by merging haute couture with sustainability and artistic expression through her Fashion Museology series. This innovative project features upcycled mannequins adorned in her signature African-inspired couture, creating a new paradigm where fashion transcends the runway and finds its place in art galleries and museums. Unlike traditional runway shows, this approach emphasizes fashion's role as a reflection of cultural heritage and societal evolution.

By presenting her work in gallery settings, she challenges the perception of fashion as solely a consumer-driven industry and elevates it to a timeless art form. This initiative not only promotes sustainable practices but also enriches the dialogue about fashion's impact on art and culture, positioning it as a powerful medium for storytelling and identity.



LIZ OGUMBO



SAY NO

"I believe that music has the power to spark meaningful conversations, foster empathy, and inspire positive change," said Liz Ogumbo. "With 'Say No,' we hope to amplify the voices of survivors, raise awareness about the root causes of gender-based violence, and mobilize people to join us in creating a world free from violence and inequality."



UPCYCLED DENIMANIA

REIMAGINING DENIM: DENIM WITH A PURPOSE

The Upycled DeniMania Project is a sustainable fashion initiative dedicated to upcycling denim, a universally relatable garment but one of the most polluting in the textile industry. This project seeks to address the environmental impact of denim production while promoting business growth through innovative design, music, and artistic collaboration.

By creating immersive storytelling experiences that integrate music and visual art into each upcycled collection, the project transforms denim into a medium for cultural expression. Liz Ogumbo collaborates with scientists, local artists, and other experts to explore new business models that prioritize sustainability alongside creative expression.

This collaboration aims to enhance the DeniMania collection's impact, reduce the carbon footprint of denim production, and leverage France's status as a global fashion capital to gain international visibility. Ultimately, the Upycled DeniMania Project champions sustainable fashion and artistic innovation, inviting audiences to engage with the cultural narratives behind each piece while fostering a dialogue on the environmental challenges associated with denim.



LIZ OGUMBO

'KAMATANA' PROJECTS



UBUNTU


UBUNTU



PHOENIX RISING

ART | FASHION | FOOD | MUSIC | WINE

PHOENIX RISING



101 Faces

Of the African Girl Child

A Creative Economy Development Education Project 2022

101 FACES



LIZ OGUMBO

LUO MUSIC CULTURE:

PROMOTING & PRESERVING THE LUO MUSIC OF KENYA

Music is a cornerstone of Luo culture, serving as a means of expression, storytelling, and communal bonding. It plays a vital role in social, cultural, and religious activities, marking important life events and celebrations.

Traditional instruments like the Nyatiti, Orutu, and various drums create the distinct sound of Luo music, which includes genres like Ohangla and Benga.



Liz Ogumbo's Works: Fashion | Art | Media | Music

Liz Ogumbo's performances are a fusion of fashion, music, and art, creating a multi-sensory experience that captivates and inspires. On stage, Liz embodies her fashion discipline through bold, statement pieces that are not only visually striking but also carry deep messages of advocacy. For instance, her UnPlastic Collection—designed using biodegradable plastics to address environmental pollution—becomes a centerpiece of her performance. Every outfit Liz wears is part of her fashion activism, marrying high fashion with sustainability, pushing the boundaries of creativity, and challenging conventional perceptions.

The fashion extends beyond Liz herself. Depending on the size of the show, her dancers and band members are also styled in statement pieces, reinforcing the narrative of sustainability and innovation. Fashion museology is integrated into the performance with curated fashion-art installations around the stage, turning the entire event into a gallery experience that showcases select designs as art.




Art and music also intertwine seamlessly. A live illustrator captures the essence of the performance in real-time, creating art pieces that not only document the show but can also be purchased afterward, adding an interactive and collectible element to the event. Together, Liz's fashion, music, and art create an immersive experience where each element enhances the other, inviting audiences to explore deeper connections between creativity, advocacy, and artistic expression.

LizOgumbo
www.lizogumbo.com



LizOgumbo
www.lizogumbo.com



   @LizOgumbo

   @KamatanaFoundation

  @LizOgumboKenSoul

   @LizOgumboWines

  LizOgumboFashion

www.kensoul.tv

www.lizogumbowines.com

www.lizogumbo.com/fashion

KE: +254 745 694342 | SA: +27 769430396

liz@lizogumbo.com

www.lizogumbo.com