



“Success isn't a destination but a journey”

Soji Akinkugbe

Soji Akinkugbe graduated from the College of Medicine, University of Lagos in 1989.

His parents instilled in their children a mix of the traditional and the cosmopolitan. This manifested in a cultural world-view of Nigerian tradition and these early influences would later become a central element of Soji's Colours in Africa brand identity.

Colours in Africa began with a store in Apapa in 1998; but prior to this he had been running a small cottage industry supplying various items, from clothing to soft furnishings, to select stores in Lagos.

Today, store locations can be found in Victoria Island, Ikeja, Ibadan and agency distributions for Abuja, Port Harcourt and Calabar. Colours in Africa employ approximately 200 personnel including 20 personnel with special needs. It started with one factory in 2007, and by 2013, spread over 3 sites, producing various indoor and outdoor furniture, parasols, awnings and shade sails designs.

Tangereen, the new sub-brand launched in 2014 offers a furniture range both stylistically and price-point differentiated, to an entirely new demographic of customers.

Soji's vision is “**to build a one-stop home and lifestyle retail platform**”, offering the best in what ‘**Made in Nigeria**’ can mean”.