

On Women's History Month, we highlight Kenya's leaders of the new school. Known as progressive thinkers in the arts and cultural sectors as **ALFAYO ONYANGO** covers, they are the finest aesthetes from Kenya's creative sector.

BIG DEAL

[PHOTOS: COURTESY]

254's WOMEN TASTEMAKERS



ELSA MAJIMBO — COMEDIAN

Twenty-year-old Majimbo rose to prominence during the height of the coronavirus pandemic. Born and raised in Nairobi, Kenya, she is now a global phenomenon and has promoted brands by stars such as Rihanna and Beyoncé, courtesy of her charming sense of humour and magnetic personality. Professionally, Majimbo is a 15 times chess champion, but this is not where she vows to express her talents. The 2020 Vogue Entertainer of the Year is an eloquent monologue star, and a self-love champion that revolutionized comedy in the digital age. She uploads 15 second videos that critique culture and real life ordeals, cracking ribs with her daring point-of-view commentary. What makes her brilliant is her confidence to think out loud at a tender age, and in a creative fashion. In the darling's videos, she has a signature pack of barbeque crisps while she pours out relatable jokes in her famous bedroom, and this has catapulted her to international notoriety in a way hardly ever witnessed before, at least for a Kenyan.



ROSE WAKARINDI — FASHION

Marching to the beat of her own drum, Rose Wakarindi, aka Luca Kenya, proclaims herself as the 'Fashion Hov'. A weighty title paying homage to legendary rapper Jay-Z, who is also alias 'Hov', Luca distinguishes herself as the fashion version of the rapper turned billionaire mogul from Brooklyn, New York. Of Luca's portfolio, she is the stylist to two of Kenya's current rising stars, Kahu\$h and Chris Kaiga. The two are part of the rare category of local artists whose work consistently garners more than 1 million views. Luca began fashion as a hobby to keep her busy after high-school, and now she has become an enterprise that deals in sustainable fashion. Successfully transitioning from a fashion business she owned with friends, she is now a part-time stylist for mainstream Kenyan acts such as Boutross, Benzema, and many other creatives. Interestingly enough, she was superstar Elsa Majimbo's first ever stylist.



XENIA MANASSEH — SINGER, SONGWRITER, DANCER

Xenia Manasseh, 23, graduated from Aga Khan Academy in Mombasa and was sent to Berklee College of Music on a part-time scholarship. While in the elite music environs of Berklee, she would become teenage star Karun Mungal (Karun of Camp Mulla)'s roommate, and this was a perfect alignment of the universe for the starlet singer, songwriter and dancer. Her former schoolmates describe her as very athletic (she played basketball), hardworking, and passionate about music. Today she is one of Kenya's pearliest musicians waving the flag internationally. She has been signed to Upper Class Music Group, where she has been tapped as a songwriter for a Number One charting album in the world, Teyana Taylor's 'The Album' in 2020. As if that wasn't the apex, she was the music director for Kenya's Netflix debut film, *Sincerely, Daisy*. She was US Grammy-nominated rapper Goldlink's opening act during his tour in Nairobi, and was an integral part in Sauti Sol's iconic fifth album, *Midnight Train*. Xenia has cemented herself among Kenya's folklore pretty early, with still so much to live for.



ANGELA KARIUKI — MUSIC BUSINESS

Angela is famously known as Camille Storm. Camille picked up the name from her early Facebook days in the early 2010s, and as she says, "It just stuck with me". At 24, Camille is the owner of boutique PR company and distribution label, Camille & Co (C&C). The storm that is Angela has worked with the biggest names in African music such as Rema, Blaqbonez, to name but a few. The music lover also doubles up as a journalist in her endless list of multifaceted talents, and has written for multinational publications such as The Fader, Okay Africa and Boiler Room. Camille owns an event company called The Playlist, and has countless times stated: "This isn't a man's world."



NATASHA AYOO — CREATIVE DIRECTOR

Tasha, as she is referred to in entertainment circles, is an unsung hero. She has offered her expertise to key projects such as Nviiri The Storyteller's 'Overdose' (over 2.2 Million views on YouTube), Vallerie Muthoni's 'Spicy Szn' (Over 100K Views on YouTube), among a tonne of passion projects she has her credits in. The art connoisseur's gift lies in art composition, colouring, still and motion picture shooting, stage directing, and managing subjects on sets to bring out appealing emotions that are art-like. Yet to graduate from USIU, her goal to own her own production company in future are some of her ambitions, as she continues to amplify Kenyan art in her plausible capacity.

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