

Liz Ogumbo Music Biography

Few Africans have had a creative journey as wide-ranging, singular, and successful as Liz Ogumbo. Over the past decade, this formidable Kenyan has established herself as a multidisciplinary creative entrepreneur artist whose creative journey spans music, fashion, wine, acting, and activism. Her work is deeply rooted in her Kenyan heritage and vividly reflected in her music. Through all these endeavours, she demonstrates an enviable commitment to excellence while fostering relationships and projects that advance the African creative industries globally.

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.

Her humorous writing and skilled storytelling, combined with her smoky, sultry vocals and mature yet playful sound, mark Liz as one of Africa's most notable artists. "I come from a tribe called the Luo, which is one of 42 tribes in Kenya and is rooted in the western part of Kenya, by Lake Victoria," she explains. "The Luo culture is very rich; music and dance are part of our DNA."

Named after her great-great-grandmother Elizabeth Loye, a talented singer and performer, Liz's albums feature songs from her childhood and traditional melodies. Tracks like "Maro Pamore" off her debut KenSoul, and genre-spanning influences in KenSoul: The Lotus Chapter underscore her versatile artistry. Songs like "Oringo Bayoyo" and "Msenangu" blend genres such as soul, hip hop, reggae, jazz, and blues with traditional influences.

As she remains deeply rooted in the continent she loves while being embraced by the global community, Liz is the new face of modern Africa.

Another significant influence on Liz’s creativity is the Chakacha—a Swahili cultural dance she learned growing up. Describing it as “the most sensual dance I know of beyond my geographical boundaries,” Liz integrates Chakacha into her live shows, creating uplifting, near-spiritual, and joyous performances.

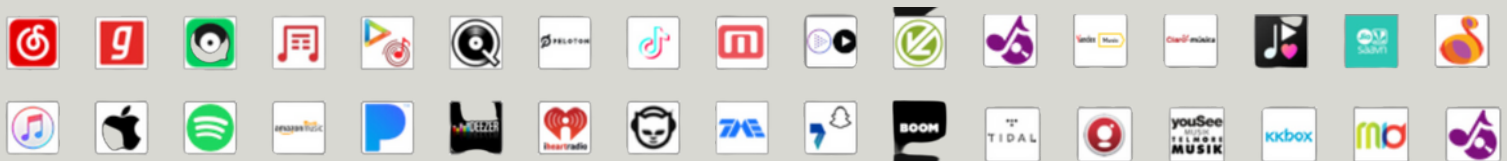
Liz has graced prestigious music stages worldwide, including IOMMA, HIFA, Lake Of Stars, and Delicious Festival. She recently acted in the award-winning South African film "Angeliena and was honoured as a Titan of Africa in Dubai in 2022, Liz has built additional brands in music, fashion, and wine, representing Africa's creative industry growth locally and globally.

Through her philanthropic efforts, 5% of her performance fee proceeds support her foundation, Kamatana, focusing on developing the young talented African creative industry in pursuit to eradicate poverty and unemployment in Africa. Additionally, she is a strong advocate against gender-based violence, supporting initiatives that combat domestic violence and promote gender equality.

A standout feature of Liz’s energetic live shows is the visual element which makes full use of her unique fashion sense. The latter takes expression and influence from her fashion brand label highlighted by bold, elegant, timeless pieces that embrace self-definition through sleek cuts and simple yet provocative designs. Established over a decade ago, Liz Ogumbo’s Fashion offering epitomises attitude that comes from the inside—and this part of her creative life is as much a part of Liz’s soul as music is.

In 2010, Liz moved to Johannesburg and began working on her first album. The release of KenSoul later that year was a turning point for her with several guest artists (including MXO, Just A Band, Tumi Molekane, R.J. Benjamin & Zubz) while the release of her follow up album, ‘KenSoul, The Lotus Chapter,’ produced by Kevin Leicher featuring Special guest Xander Pratt underscoring how rapidly her musical energy was appreciated by the African music industry and beyond.

Fourteen years later, Liz Ogumbo is a leading Afropolitan with a vision, ready to share her KenSoul experience and creativity with the world. Look out for her next story.



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