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Acada Magazine

DIGITAL
EDITION
/// APR :: 2025

10+
LUXURY
ALEXANDER AMOSU
PRODUCTS

EXCLUSIVE
PHOTOS
FROM THE
LUX AFRIQUE
POLO EVENTS

MY JOURNEY
INTO THE
WORLD OF
LUXURY
LIFESTYLE

ALEXANDER
Amosu

HOW I MADE MY FIRST MILLION
POUNDS AT 25 SELLING RINGTONES

EXCLUSIVE SPECIAL EDITION



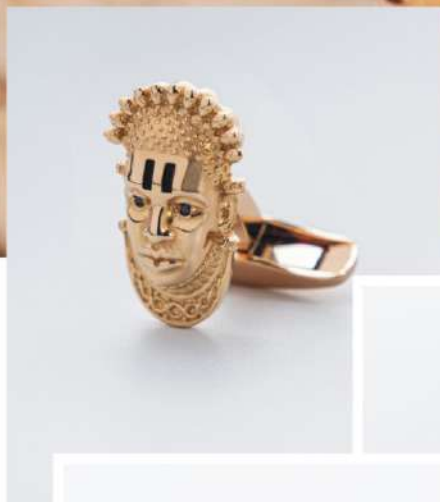
ALEXANDER AMOSU



Amosu Idia 18ct Gold Cufflinks

18ct Gold Cufflinks inspired by Queen Idia of Benin City, renowned warrior and mother of Esigie, the 17th Oba of Benin. Made in 18ct Rose Gold with two black diamond eyes in black enamel.

\$4,230





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From the Editor

ALEXANDER AMOSU

The Man Who Sells Luxury Lifestyle

It was a great privilege putting together this special edition to celebrate one of Africa's great sons, Alexander Amosu. A young man who has put the continent, especially Nigeria on the global map through his many ventures and projects. In this edition, you will get to read about how he started business at a very young age and became a millionaire by the time he turned 25 years. The many luxurious products he created with some earning him the prestigious Guinness World Records. We also served you mesmerising pictures from the high octane Lux

**ALEXANDER AMOSU'S
SUCCESS STORY IS A
GREAT INSPIRATION
FOR TODAY'S YOUNG
ENTREPRENEURS.**

THE TEAM

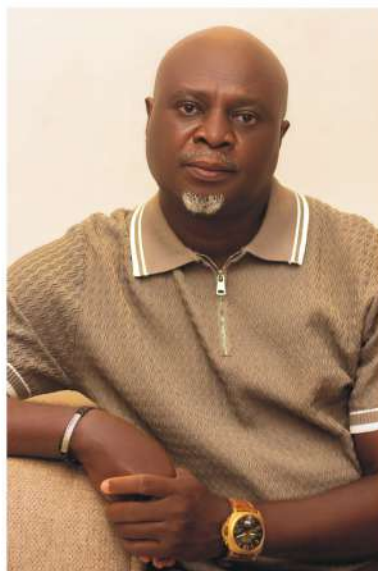
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Photoetc, Mario Chukwu, Google,
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MY JOURNEY INTO THE WORLD OF LUXURY LIFESTYLE

ALEXANDER AMOSU

CEO, LUX AFRIQUE & AMOSU LUXURY

By **'Biodun Caston-Dada**
Publisher/Editor-In-Chief

FFrom doing paper rounds at age 12 and making 10 pounds a week to creating ringtones and making 1 million pounds at 25, Alexander Amosu's rag-to-riches story is an example of how dreams come through by due diligence, hard work, tenacity and consistency. His story is a big inspiration for today's young entrepreneurs who are striving to carve a niche for themselves in their chosen fields and businesses.

To Amosu, Luxury Products are childhood passion and indulgence, and he now fiercely promotes luxury and opulence lifestyle through his brand, Lux Afrique. The British/Nigerian luxury designer and entrepreneur was named by Guinness World Records as

having created the world's most expensive suit at £70,000. His £240,000 Diamond Encrusted BlackBerry Curve 8900 is ranked the world's most expensive BlackBerry. He is also credited with producing the world's most expensive champagne. He has created exclusive luxury phone designs for Motorola, BlackBerry Limited, Apple and Samsung. Despite being very rich and owning many successful enterprises, Amosu is humility personified, and a man of great character.

In this exclusive interview with Acada Magazine, the stylish and a serial entrepreneur spoke passionately about his love for Nigeria and the African continent and how he has been using his platforms to showcase the good and the positive sides of the country and continent to the world.

A man with a beard and mustache, wearing a grey suit, a red tie with white polka dots, and a green beaded bracelet, is sitting in a large, dark brown leather armchair. He is resting his chin on his right hand, looking directly at the camera with a slight smile. The background consists of light-colored, vertically pleated curtains.

“DIFFICULT! IT WASN'T EASY.”

...WE WERE LIVING IN A COUNCIL ESTATE AND THERE WAS A LOT OF POVERTY IN THE AREA, DRUGS. IT WASN'T REALLY LIKE THE BEST PLACE TO GROW UP BUT I THINK THAT WAS WHAT MADE ME. THAT IS PART AND PARCEL OF THE DNA THAT GIVES YOU THAT TENACITY THAT, OKAY COOL, THIS IS NOT SO GREAT AN ENVIRONMENT BUT WHAT ARE YOU GOING TO DO TO GET YOURSELF OUT OF IT.”

You made your first million in British pounds at the young age of 25. Tell us, how does it feel to have a million pounds to your name?

At the time, it was waah! Obviously I didn't grow up with money, it was quite exciting that I made some money for the first time. Not now, it doesn't really surprise me anymore because we are working to get to the billions level, then you can ask me the question again. But for now, I'm thankful that I have the idea and I'm able to create something at that level.

How was growing up like for you?

Difficult! It wasn't easy. We were living in a council estate and there was a lot of poverty in the area, drugs. It wasn't really like the best place to grow up but I think that was what made me. That is part and parcel of the DNA that gives you that tenacity that, okay cool, this is not so great an environment but what are you going to do to get yourself out of it. So I don't regret it but I actually think that's part of the success story.

Growing up in such a difficult environment and background, how were you able to navigate through it and not get caught up in the whole mess?

You know when you have good parents and you yourself also have a strong will, it's quite easy to follow the crowd but when you

have a goal and a focused mind and you know what you want, you know that is not for you no matter how much people in your environment tried to influence you, you know that's not your direction so you just leave it alone.

How did you become an entrepreneur because you started early in life?

I don't think there's like a thing that you can say, oh I'm looking to be an entrepreneur. I just realized that I needed to make money. And I get to know that part of wanting to make money is you have to be an entrepreneur, you have to think of ways to create something that brings incomes in, and I guess what entrepreneurship is about is finding something that people want to pay for and you get the income. And there were no written rules that I wanted to be an entrepreneur. It was more like, cool, I need to get out of

“YOU KNOW AT A TIME WHEN YOU'RE THINKING ABOUT DOING THESE THINGS IT SOUNDS AND SEEMS SO FAR AND DISTANT, IN FACT IT SEEMS ALMOST IMPOSSIBLE TO DO, BUT I THINK FOR ME THAT'S WHAT ATTRACTS ME TO DO SOME CERTAIN THINGS. I WANT TO LOOK IMPOSSIBLE BECAUSE THE EXCITEMENT AND THE BELIEF IS THAT WE ARE GOING TO MAKE SOMETHING THAT IT'S IMPOSSIBLE POSSIBLE.”

my situation and I need to be very creative in terms of what I do to make money and that's how it happened.

What prompted your delving into the Luxury Lifestyle market?

I've always had the passion for luxury. I've always from the young age liked things that are very luxurious. And I've always said to myself that one day if I have the opportunity I would like to start my own luxury brand, and that was a perfect opportunity to get into the luxury world. As you know, I did the most expensive suit, the most expensive phone, etc., so it's all about doing something I have the passion and the love for in the industry. And I always wanted to do something on that scale.

How does it feel having the Guinness Books of Records for the World's most Expensive Suit, BlackBerry Phone and Champagne?

You know at a time when you're thinking about doing these things it sounds and seems so far and distant, in fact it seems almost impossible to do, but I think for me that's what attracts me to do some certain things. I want to look impossible because the excitement and the belief is that we are going to make something that it's impossible possible. So when people say you can't do something, I will say let's go. I would rather fail at doing it than to not know whether I could do it or not.



Most times people only see the successes and the good sides, especially you Alex. People will usually say, oh Alex is a millionaire, is a billionaire, but they don't see the difficult sides. Have you lost money in business before?

Of course! I've been losing money since I was a kid. You know when you start up in business and you have the opportunity to experiment with business, sometimes you put your money in this venture and it doesn't work out, you learn from the mistakes you make and you go into another venture where you put your money. Several times as a young person I've lost money, investing in things that unfortunately didn't yield the returns. But I think that's part of the lessons of being an entrepreneur. It's like

riding a bicycle, when you ride the bicycle, you fall down to the left, and you get up and say okay I have to balance it this way. So you do it again and you fall to the right, and you're like, okay I have to stay in the middle. So that is business in the sense, when you fail you fall to the left, and you learn, okay you learn you're not supposed to do that again. Fall to the right, you learn not to do it again, then as you get better you start riding your bicycle and that's no different from business, to the point when you're now doing stunts, and that's what entrepreneurship is about. Failure is actually a natural progress to success. Nobody should see it as a bad thing, you should actually fail more. The more you fail when you're starting out in business, the less you fail in the future through the lessons you have learnt in terms of failures. Anybody

“

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that doesn't want to fail cannot succeed.

We can never get tired of the ringtones story that brought you fame and fame and fortune, which also gave you the moniker, 'Lord of the Ringtones'. Tell us about how it happened.

The ringtone business started with me making a ringtone in the living room. I designed it and it took me about 2 hours to design it, 'Big Pimpin' by Jay-Z. I sent it to my brother, he took it to school. His friends heard the ringtone, and literally by evening, 21 people came back to the house. I thought it was some kind of problem but when they got to the house they said they wanted the same kind of ringtone on their phones. And I said no problem, if you want it, I will



charge you a pound each. That was how I made 21 pounds that day and I just thought if I can make one ringtone and sell it at one pound, what will happen if I make 5, 10, etc.? And that was how the ringtone business started.

Tell us about the Lux Afrique. What's the concept behind it?

Lux Afrique is about how can I bring the word luxury, and the word Africa together by celebrating the African culture? Celebrating the beauties and luxury that is within Africa and also in Europe but combining the two together. And I just felt with my passion it's something I want to explore a little bit more that is why I launched Lux Afrique.

Tell us about Lux Afrique

Boutique.

Lux Afrique Boutique is a luxury online shopping and concierge service tailored to high-net-worth individuals across Africa and beyond. We specialise in providing access to the most coveted luxury brands and experiences, delivering directly to all 54 African countries and worldwide. Our services go beyond e-commerce; we curate personalised shopping, gifting, and exclusive lifestyle services that redefine convenience and luxury. From couture fashion and high-end jewellery to one-of-a-kind experiences, Lux Afrique Boutique is committed to bridging the gap between global luxury and Africa.

What were the initial challenges you faced and

how did you overcome them?

One of the biggest challenges we faced was convincing luxury brands to work with us.

Most brands didn't understand the African market and assumed that if people wanted luxury goods, they should travel to Europe to buy them. So to secure brand partnerships, we had to design a model where we entered wholesale agreements with the brands. Essentially, if a product cost £100, we would agree to buy it for £50 and sell it for £100, so our customers would get the same pricing as if they were walking into a shop in Europe.

But the biggest hurdle was convincing brands that there was a market for luxury goods locally. Most African territories don't have luxury brand stores, and only a few countries in Africa have luxury brands. That was a major challenge for us at the start.

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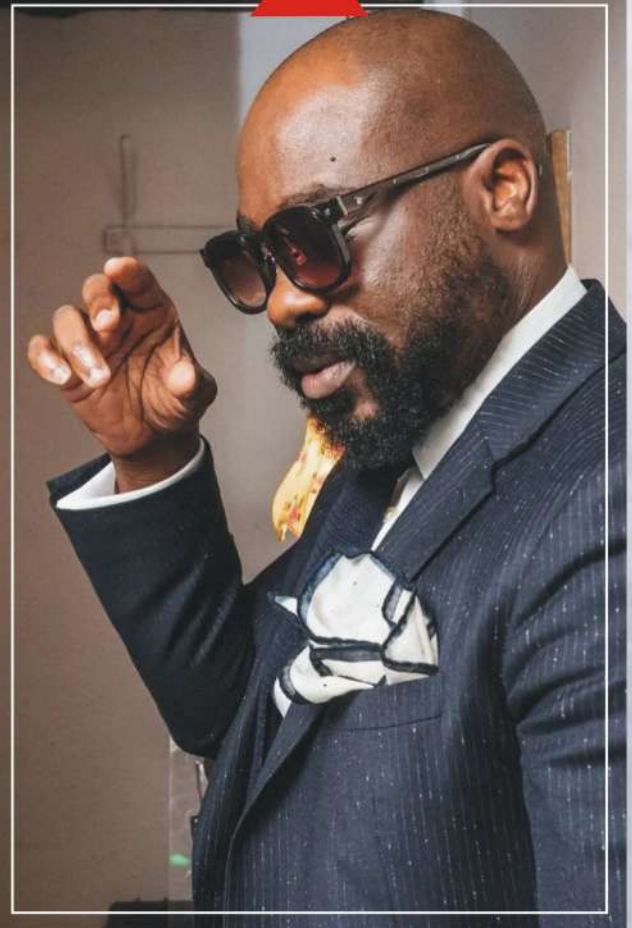
When you have an idea, 99% of the people are going to tell you the idea is going to fail, but I think you owe it to yourself to find out for yourself. Don't listen to the naysayers, always believe in your abilities. Whatever you do, be the best at it.

”

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My business philosophy has always been to do whatever you want to do with all excellence. Go above and beyond. It's not always about trying to look for the money, it's about how can you please the customer to be above and beyond anybody else.

”





What of the Lux Afrique Polo Tournament?

The concept behind that was more of how can we celebrate African Polo across the world? My first time coming to Nigeria, I was ignorant like everybody else. I went to the Polo Club and I'm like waoh! I didn't know that people black people play Polo, not alone Nigerians play Polo, and everyone was like me. In Europe, they've never seen it before. So I wanted to bring that element to the world and we are actually showcasing that, that actually we do play Polo, and we play it on a very high professional level. And the Lux Afrique Polo was an opportunity to do that. We started with 600 people, and last year we had 4,500 people in attendance. So it has grown tremendously, the show is the importance of

why we should celebrate each other and our culture.

Are you planning to stage it in Africa, Nigeria to be precise?

Absolutely! That's the plan for the future. It would be in Africa soon; I can't tell you when but it's definitely on the card for sure.

Let's talk about entertainment. You were once a DJ and you staged events. Are you still much into music?

I'm very much into music, I can't do a day without listening to music. I'm

definitely into music.

Can you share with us your current Afrobeats playlist and your top 5 Afrobeats songs/artistes?

Oh God! I'm going to refuse to say and I will tell you why. I'm a friend to a few of them





and if I now list one above another one it will start some kind of wahala I don't want. What I will say is, I'm a fan of the Davidos, the Wizkids, Burna Boys, Tiwa Savage, the Remas. Those are my favourites, and all of them I listen to on a regular basis. In fact, I can't go without listening to them.

If you could only listen to one album for the rest of your life, what would it be?

If I could only listen to one album for the rest of my life, it would definitely be a Michael Jackson album. His music is timeless and always filled with energy.

I could listen to his songs over and over again, and they would never get old. Michael Jackson's music is something that stays with you forever.

What is your business philosophy?

My business philosophy has always been to do whatever you want to do with all excellence. Go above and beyond. It's not always about trying to look for the money, it's about how you can please the customer to be above and beyond anybody else. Because I guarantee you, if you do that for that customer, you have that customer for life. And that in

“

MY BUSINESS PHILOSOPHY HAS ALWAYS BEEN TO DO WHATEVER YOU WANT TO DO WITH ALL EXCELLENCE. GO ABOVE AND BEYOND. IT'S NOT ALWAYS ABOUT TRYING TO LOOK FOR THE MONEY, IT'S ABOUT HOW YOU CAN PLEASE THE CUSTOMER TO BE ABOVE AND BEYOND ANYBODY ELSE.

”

return will bring the money. But the mistake people make is, they follow the money all the time but they don't give the customer the value they deserve and then you lose and you're only making money on the short term and not on the long term. My philosophy is to always do everything with excellence. If you do it with excellence, nobody can fall you.

Your advice for young people out there planning to go into the business world.

I think it's for you to dream big. Don't be scared to fail. When you have an idea, 99% of the people are going to tell you the idea is going to fail, but I think you owe it to yourself to find out for yourself. Don't listen to the naysayers, always believe in



your abilities. Whatever you do, be the best at it.

Your favourite Nigerian food.

Jollof Rice of course! There's no argument there.

Jollof Rice and what?

Well, Chicken, and you can't have Jollof Rice without plantain for sure. I love that. When I landed, the first thing I ate was Amala and Egusi, and some Goat meat. So I'm really a fan of Naija foods.

How are you helping in changing the perspective of foreigners about Nigeria because it's all about the negative news most times?

I think we are all playing our contributions. Mine is Lux Afrique by showcasing Africa to them, through that they get to understand the essence of who we are. The Polo is a classic example, people don't realise that we play Polo, but when they come they are like, waoh, they play it up to professional level. This is beautiful, this is the high level that we are. Our job is to showcase the best and the more we showcase that they will actually understand us better.

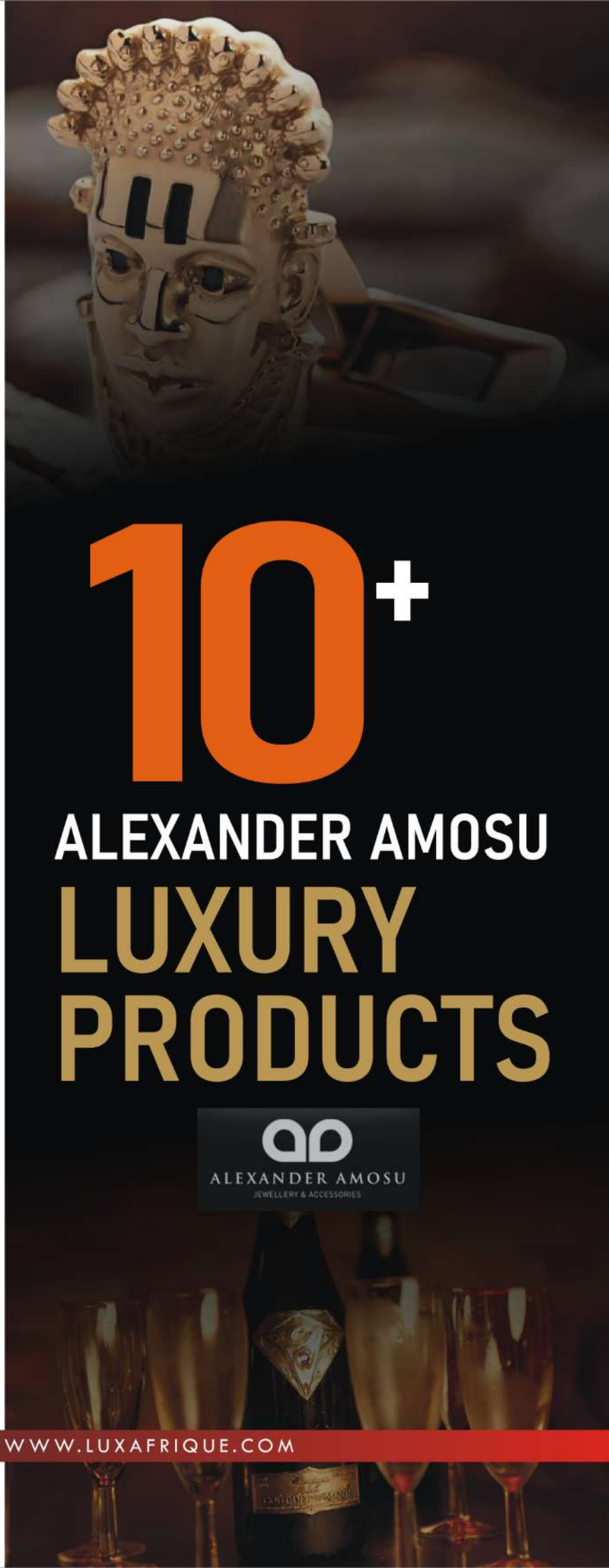
And Polo is actually luxurious and I'm always dazed about the fashion, style and glamour part of the events.

Yes, it's a luxurious sport and we dress very high standardly.

When you are not working or making money, how do you relax and unwind?

For me, it's family time, going on holiday and restaurants. Do things with the family and spend quality time with them. That's what I do to unwind.

Thanks so much for your time and the audience.
You are most welcome.



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ALEXANDER AMOSU
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Goût de Diamants
£1,200,000
champagne



Vanquish II Bespoke
£70,000 Suit



£240,000
Diamond
Encrusted
BlackBerry
Curve 8900





AMOSU ROLEX
SKY DWELLER 54



AMOSU DIAMOND
MEISTERSTRUCK
PEN



KEY OF LIFE



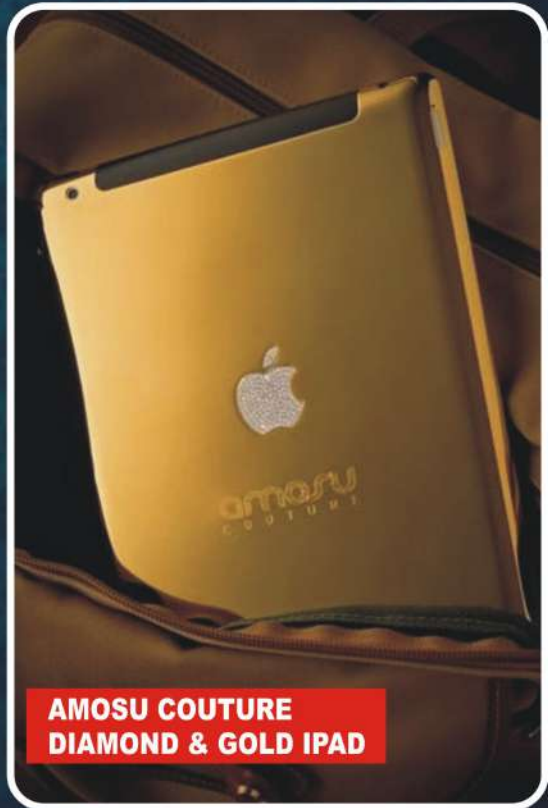
AMOSU NATURAL
& MADURO CIGAR



AMOSU 18CT YELLOW GOLD
BLACKBERRY CURVE 8900



**AMOSU DIAMOND
HEADSET**



**AMOSU COUTURE
DIAMOND & GOLD IPAD**



**AMOSU 18CT GOLD
AND DIAMOND IPHONE 6**



**AMOSU 18CT GOLD &
DIAMOND CUFFLINKS**



**AMOSU IDIA
CUFFLINKS**



LUX AFRIQUE POLO DAY 2023

The 2023 Lux Afrique Polo Day showcased elegance, style and rich cultural heritage of Africa. With thrilling polo matches, stunning fashion displays, and delectable African cuisine, it was an unforgettable celebration of luxury and diversity.





Things to Buy on...



Lux Afrique Boutique

Lux Afrique is an all-encompassing digital platform focused exclusively on luxury watches, cars, fashion, homes, properties, travel, jewellery, weddings and events. It connects luxury brands with its highly-affluent and engaged audience across Africa and the world. Lux Afrique celebrates the extraordinary beauty and craftsmanship that defines the world's most desirable brands and the key individuals who shape the luxury landscape but most importantly showcasing luxury brands in Africa to the world and the world to Africa.



PERSONAL SHOPPING



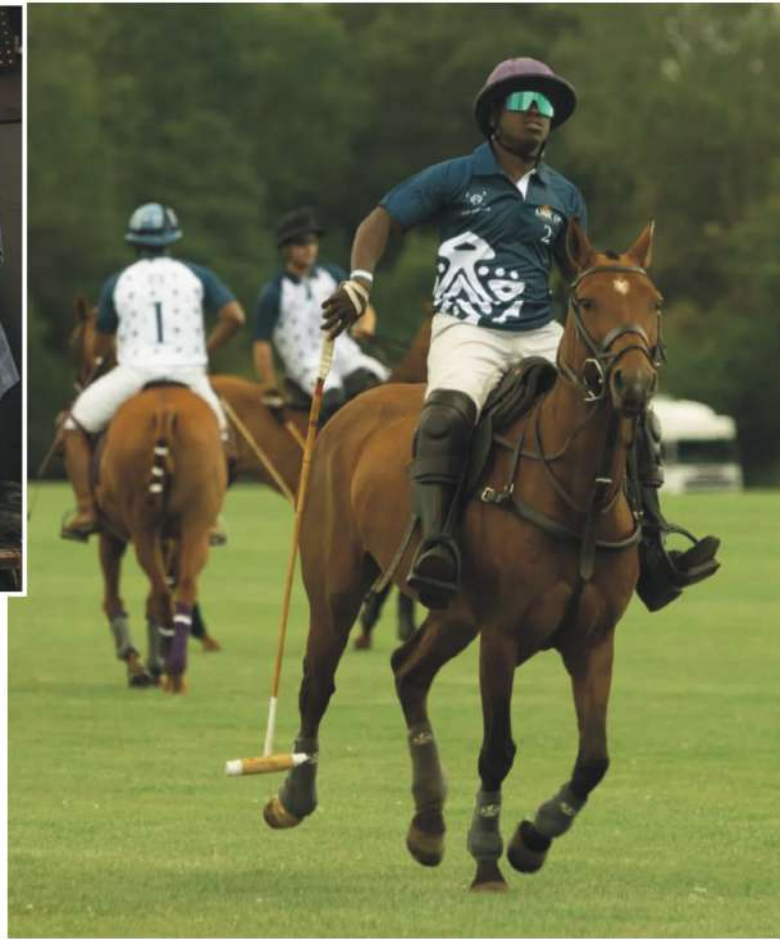
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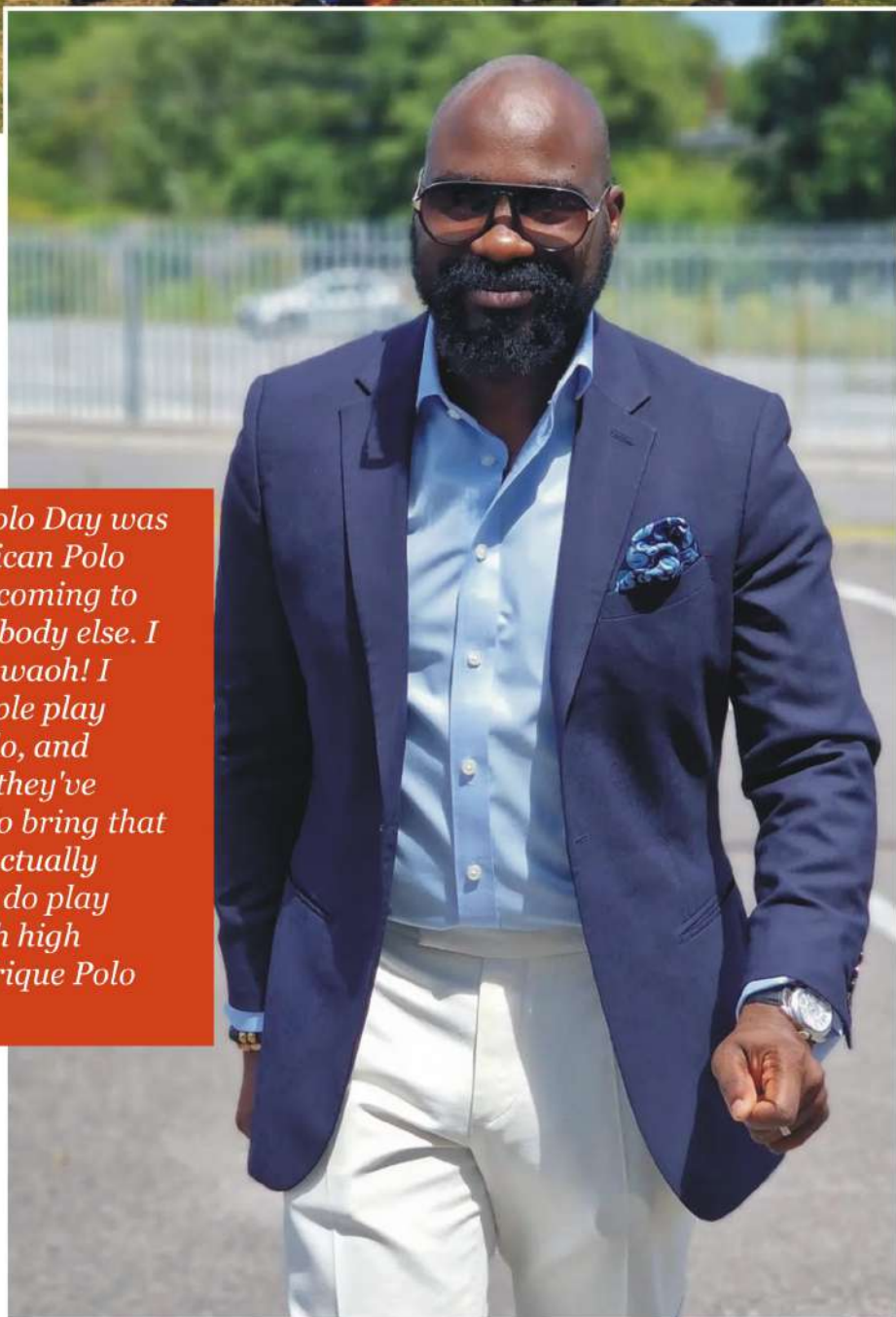




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LUX AFRIQUE POLO DAY

20 24

Where sport meets style

The 2024 edition of **Lux Afrique Polo Day** was another elegant and grandeur event that showcased the rich African culture. The **Lux Afrique Polo Day** has been dubbed the '*African Royal Ascots*' and it is the largest Polo festival in Europe.





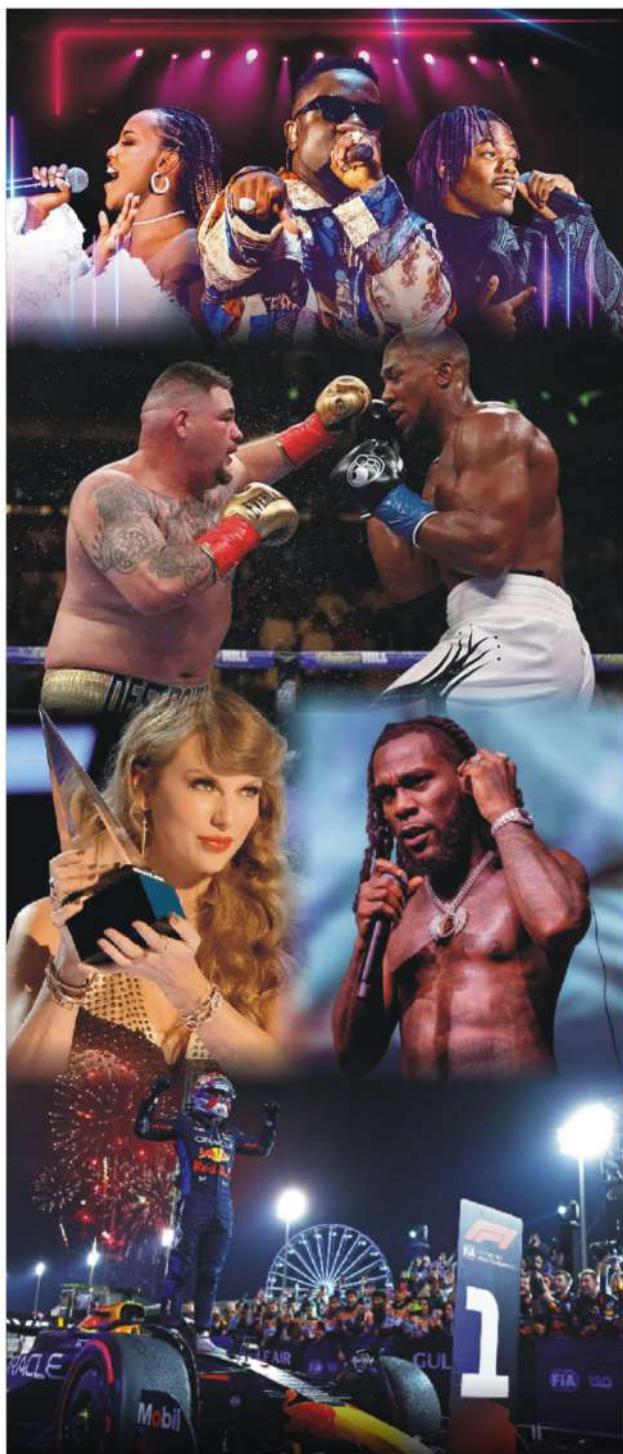




Accomplishments

A sample of accomplishments from his resume listed on his website includes:

- At the age of 12 earned £10 a week doing paper round
- Started his first business at age 15 holding school football, basketball and table tournaments.
- Started Promotion, a Sound system and PA hire company hosting and playing at house parties and nights clubs called **Shadow King Crew**, earning £250 per show.
- Promoted 37 parties in total averaging £2,000 per night
- Started a cleaning company called **HomeCare Cleaning Agency** at age 19 turning over £4,000 p/m with a total of 12 clients
- The first person to start urban ringtones in Europe at age 24 after he sold his cleaning company.
- Made his first million at the age 25
- At the age of 26 started his own magazine called ICON
- Started a new company selling off line mobile phones
- Holds five wards starting from "**Entrepreneur of the year award**"
- Created the first ringtones book and software **Polywap 2.1** that allows you to send ringtones around the world from your PC.
- Had (his) first TV show at 28 called **Rich & Famous**
- Started inspirational speaking at schools, colleges and business seminars
- The first to start the world first mobile video community site **Mobsvideo.com**, here you can upload, download and share content.
- Launched **Mobsworld** 2005, mobile playground for your phone
- Partner and Investor in **Screen Nation Awards**, the first Black film and television awards in the UK



Book your exclusive access to VIP and Hospitality tickets and bespoke packages at lifestyle@luxafrique.com

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AFRIQUE**

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The British/Nigerian luxury designer and entrepreneur was named by Guinness World Records as having created the world's most expensive suit at £70,000. His £240,000 Diamond Encrusted BlackBerry Curve 8900 is ranked the world's most expensive BlackBerry. He is also credited with producing the world's most expensive champagne. He has created exclusive luxury phone designs for Motorola, BlackBerry Limited, Apple and Samsung.

ALEX AMOSU

Lord of the Ringtones

Amosu sent his brother a ringtone he had made on a phone with a composing facility. The tune was "Big Pimpin'" by Jay-Z, which he had listened to over and over again, painstakingly keying in the tones on the keypad.

His brother's phone went off at college and immediately all his friends wanted it. At the time, the vast majority of people only had the ringtone that came with their phone. Already a budding entrepreneur - he had been earning extra money at college by staging parties and balls - Amosu made his brother's friends come round to his house and pay him **£1 for the ringtone**. In the first day he made **£7**. "I thought: 'That's fantastic! What would happen if I made a catalogue of ringtones and advertised it?' My brain went into work mode." He did some research and found only one company in the UK and several in Germany providing ringtones.

Amosu decided to specialise in R&B music and, within six weeks, had come up with a further six ringtones. He installed an extra phone line, with a premium-rate number charging **£1.50 a minute**, in the council house he was living in with his parents. He advertised the number on the back of 20,000 fliers he made for his next party. **On the first day, R&B Ringtones made £97**. Amosu gave up university. Within four months he had moved the operation

out of his parents' council house into two offices in Islington, and employed 21 staff selling 1,000 ringtones. "We were making the songs all day long as they were coming out," he says. **In the first year the turnover was £1.2m**. In 2002, he was **Young Entrepreneur of the Year** at the **Institute of Directors Black Enterprise Awards**. At one time ringtones could only be downloaded from the internet. Now one simply has to dial a number advertised in magazines, newspapers or on television and the ringtone is sent to the buyer's handset in the form of a text message at a cost of between **£1 and £3.50**.

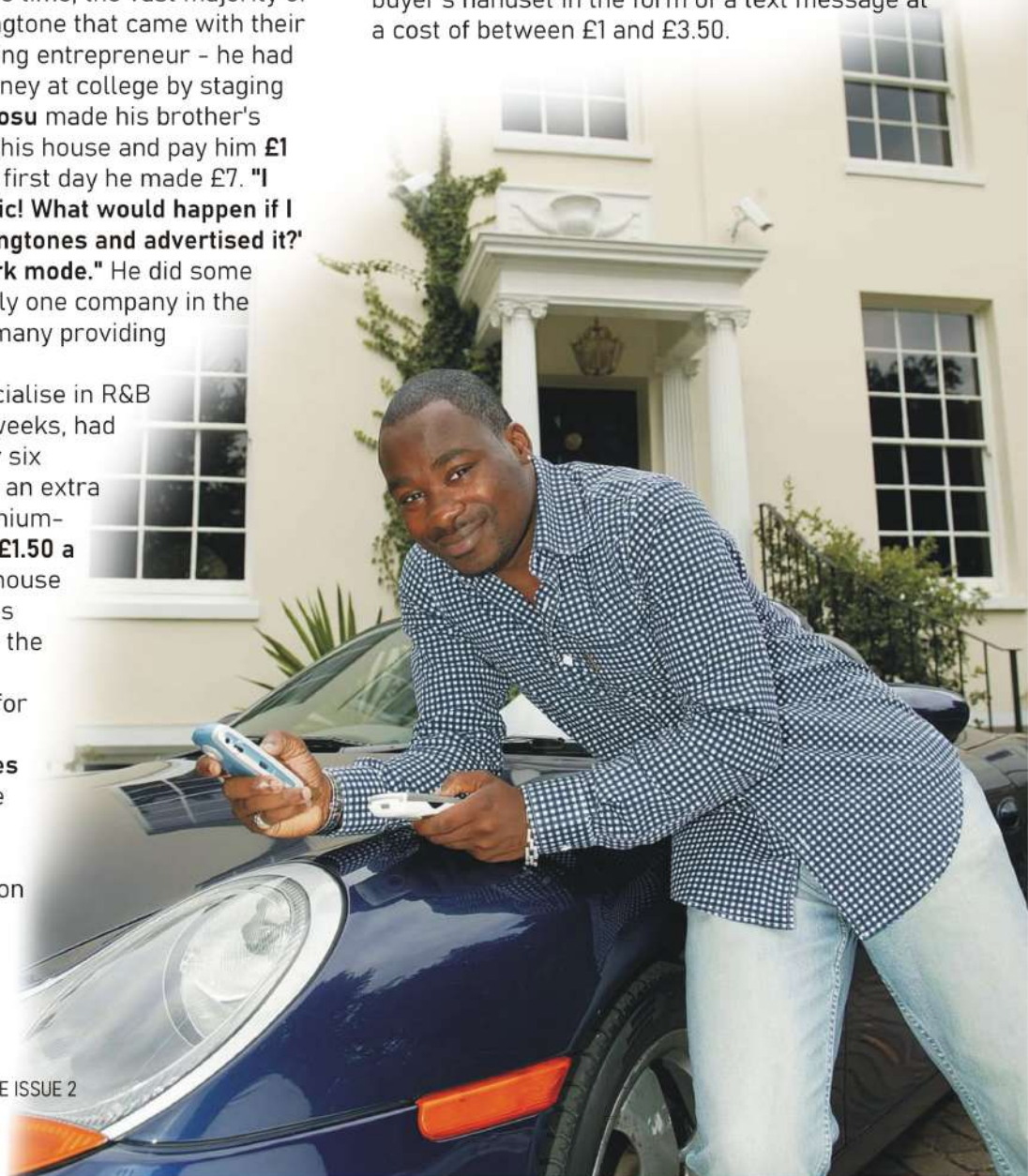
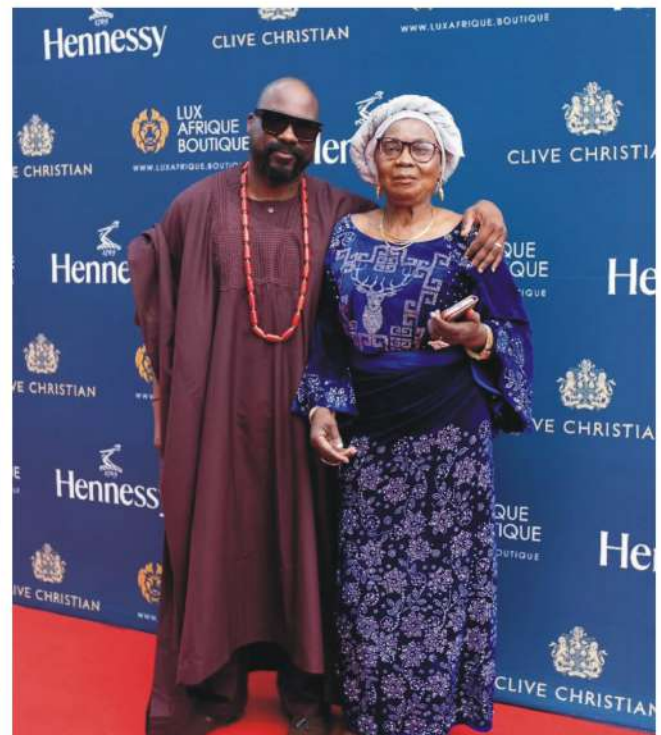
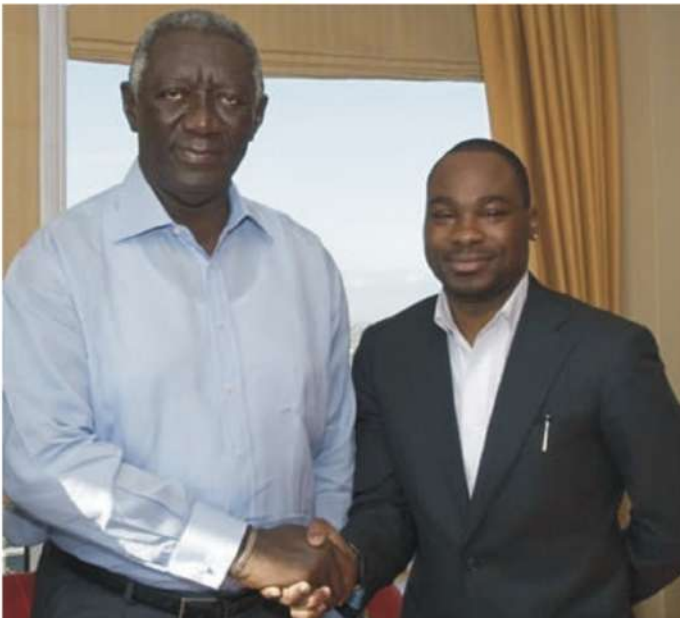
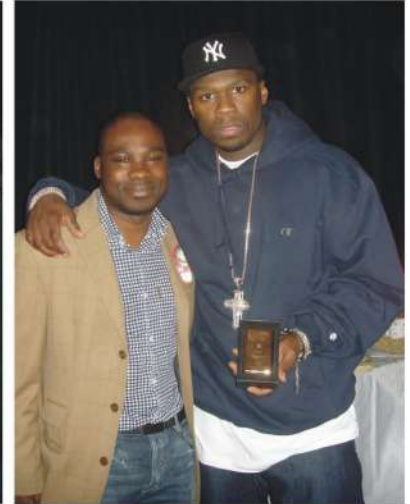




PHOTO gallery

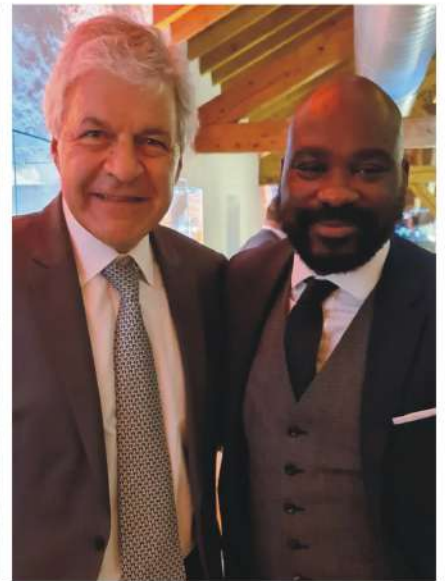
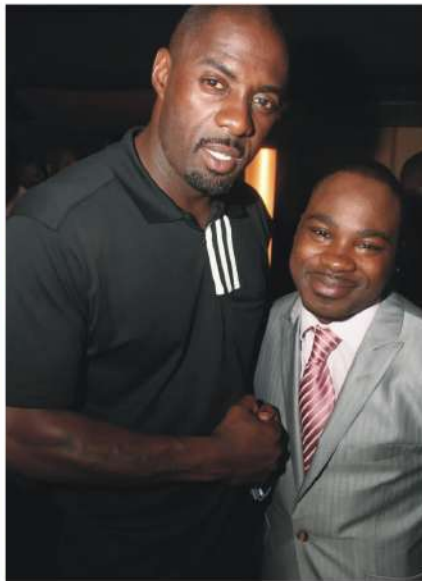
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18th Anniversary

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