



Graphitti Studios
CREATIVE INDUSTRY .LAGOS

NIGERIA'S ENTREPRENEURIAL SPOTLIGHT

MINE 0006 . CREATIVE INDUSTRY . LAGOS

Made in Nigeria Entrepreneurs (MINE)

Barbara Omoregie

From Creative Curiosity to Building a Multidisciplinary Creative Powerhouse,
Graphitti Studios



MINE 1000 SPOTLIGHT 2026

From the Dorm Room to a Creative Empire

In a country still wrestling with what it means to produce rather than consume, Barbara A. Omoregie built her answer one stroke, one stitch, one prosthetic at a time. For her, creativity wasn't a phase — it was a vocation that arrived early and refused to leave.

Raised in Warri, Delta State, by a Mobil-and-Brisow pilot father and an entrepreneur mother, Barbara grew up at the intersection of precision and enterprise. She studied Geophysics expecting an oil-and-gas career. The dream was conventional. The execution wouldn't be.

By her late teens, she was painting at a professional level and selling pieces from her university room. Her first commission — seven paintings for a Port Harcourt hotel at ₦250,000 — confirmed what her hands already knew: art could be a business. After her father's passing, she realised talent alone wasn't enough. Enterprise had to follow.

Today, Graphitti Studios operates as a multidisciplinary creative hub: a Leather Studio crafting handmade ladies' bags, a Textile Studio producing hand-painted wearable art, and a Special Effects Makeup Studio working across Nollywood film and stage productions. With operations in Benin City and Lagos, the brand is positioning itself as a globally exportable Made-in-Nigeria proof of concept.

What sets Barbara apart isn't just her ability to create, but her discipline to systemise creativity. She understood early that passion without structure is fleeting, so she built processes, trained teams, and refined her craft into repeatable excellence. Each arm of Graphitti Studios reflects this philosophy — where artistry meets precision, and imagination is translated into products and experiences that consistently deliver value.

Beyond products, her work represents a larger narrative — one of redefining what it means to build from Nigeria for the world. By combining indigenous creativity with global standards, Barbara is not only expanding her brand's reach but also contributing to a growing movement of Nigerian creatives proving that local ingenuity can compete, scale, and thrive on the international stage.

“Creativity is fantastic, but structure is what keeps a business running almost on auto.”

— Barbara Omoregie, Creative Director, Graphitti Studios, 2026



-MINE 0006 SIXTH FEATURE

She Started With a Pocket Allowance – Just a Brush

Barbara Omoregie launched Graphitti Studios in 2003 from her off-campus university room — armed with art supplies bought from her pocket allowance and a conviction that creativity had commercial value. What began with paintings would evolve into a three-in-one creative house spanning leather, textile, and special effects makeup.

2003
FOUNDED

₦0
STARTUP CAPITAL

23 yrs
IN THE GRIND

SECTION A - THE FOUNDER'S ORIGIN STORY

Raised in Warri, Shaped by Crayon & Canvas

The daughter of a Mobil pilot and a Warri-born entrepreneur, Barbara A. Omoregie grew up at the intersection of precision and enterprise — a Christian household where excellence was non-negotiable and creativity always had a seat at the table.

WHERE DID YOU GROW UP?

Most of my formative years were spent in Warri, Delta State, in an environment that encouraged exploration and ambition. My parents exposed me to possibilities beyond my immediate environment, and that broadened how I saw the world from an early age. It nurtured both **discipline and imagination**.

WHAT DID YOUR PARENTS DO?

My father was a pilot who flew for **Mobil and Bristow**; my mother was an entrepreneur. From my father I learned precision, professionalism and excellence. From my mum I absorbed independence, enterprise and the courage to create opportunities.

WHAT DID THE YOUNGER YOU DREAM OF BECOMING?

Because of the environment I grew up in, I initially dreamed of working in the oil and gas sector. That dream led me to study Geophysics. At the time, I saw that path as success. But underneath it all, creativity had always been calling me.

WHEN DID YOU DECIDE TO RUN YOUR OWN BUSINESS?

A gradual awakening, not a lightning bolt. From childhood, I knew I was deeply creative and multi-talented, but I wanted something that could hold all those expressions in one vision. That realization gave birth to Graphitti Studios.

WHO INSPIRED YOUR ENTREPRENEURIAL JOURNEY?

My mum — whom I lovingly call my Egbewde — believed in me when it mattered most. At one point, she sold her car so I could start my photobook outfit. She made me believe my creativity was worth betting on.

BEFORE THE BUSINESS, WHAT DID YOU DO?

I was a university student studying Geophysics, supported by my family. I wasn't earning a formal income, aside from occasional money from selling my paintings and drawings — which is exactly how Graphitti Studios first announced itself.



“Even if you choose to be a shit packer, be the best shit packer in the whole wide world.”

— Barbara's father, of blessed memory · the philosophy that built Graphitti Studios

SECTIONS B & C
- BIRTH & STRUGGLES

From the Dorm Room to the Marketplace: *Lessons Paid in Sleepless Nights.*

What didn't kill the business...

YOUR VERY FIRST CUSTOMER?

"My very first customer was a friend who was a businessman in Port Harcourt. He needed paintings for his new hotel and commissioned seven pieces. I was paid ₦250,000, which was a lot of money at the time, and I was absolutely elated. It made me realize my art had commercial value."

WHEN DID YOU ALMOST QUIT?

"One of the moments I almost quit was during my photobook business when my laptops were stolen from my office. For anyone in photography and event coverage, that is not just equipment — it is the heart of the business. What pulled me back was realizing my creativity was bigger than one setback."

LOWEST FINANCIAL POINT?

"My lowest point came after losing key equipment to theft. I had to sell off my photography equipment just to stay afloat, and there came a point I could no longer pay staff. It was chaotic and painful — but that season taught me resilience and how to survive business shocks."

BIGGEST MISTAKE IN YEAR ONE?

"After graduation and the loss of my father, I realized you cannot rely on selling paintings alone, because you could go months without selling one art piece. That pushed me to think beyond art into enterprise. Talent alone is not enough; creativity must be supported by strategy."

BIGGEST PERSONAL SACRIFICE?

"I have sacrificed comfort, sleep, personal time, and moments with loved ones. Entrepreneurship has demanded long seasons of pouring into vision while postponing many personal conveniences. I believed the sacrifice was in service of something bigger than me."

ANY BETRAYALS ALONG THE WAY?

"Yes, I have experienced disappointments in business, from broken trust to people not handling responsibility the way I expected. Those experiences were painful, but they taught me that passion alone does not run a business, systems do. I learned to put structures in place, trust with wisdom, and keep moving forward without letting betrayal harden me."



— EARLY GRAPHITTI ARTWORK

Mother & Child

Mixed-media painting · circa university years

An early painting from Barbara's university-era catalogue. Pieces like this — sold from her dorm room before Graphitti Studios formally existed — funded her first art supplies and seeded the business that would later span leather, textile and SFX.

#O

STARTUP CAPITAL.

SECTIONS D & E - BREAKTHROUGH & THE BUSINESS TODAY

-BREAKTHROUGH & TODAY

A Move, a Million, and a *Three-Studio Hub*

BIGGEST OPPORTUNITY THAT CHANGED YOUR TRAJECTORY?

“The single biggest opportunity was moving from Warri. That relocation opened up an entirely new trajectory for Graphitti Studios. It exposed me to bigger possibilities, broader networks, and new creative and commercial opportunities that helped transform what had been evolving organically into a more expansive vision.”

THE ONE DECISION THAT TURNED OUT BRILLIANTLY RIGHT?

One decision that turned out brilliantly right was quitting my teaching job and moving out of Warri. At the time, it took a lot of guts because I was leaving stability for uncertainty, but I knew I had to bet on a bigger vision for myself. It was risky, but it paid off in the end, because that decision opened doors that completely changed the trajectory of Graphitti Studios.

FIRST MILLION MOMENT?

“My first million milestone came through the movie industry. As soon as I moved, my creativity entered another level and new opportunities opened up. When real breakthroughs come, you sometimes don’t even have time to celebrate — you are too busy responding to the next opportunity.”

WHAT SETS YOU APARTS FROM YOUR COMPETITORS?

I believe what sets us apart is our unwavering commitment to quality and uniqueness. Every piece we create carries a distinct creative signature and a high level of craftsmanship. We do not focus on outdoing competitors but on continually improving our standards, because healthy competition is necessary in business and pushes everyone toward excellence.

WHEN DID YOU KNOW YOU MIGHT SUCCEED?

I first realized I might actually pull this off when I moved. That relocation made me understand that sometimes it is not enough to be creative; being in the wrong place for your craft can seriously dampen your chances. Moving placed me in an environment where my creativity could breathe, be seen, and find opportunity. That was when I knew the vision had real possibilities.

BIGGEST OPERATIONAL CHALLENGE RIGHT NOW?

“Expansion. The model works lean, but lean has a ceiling. The next chapter is structure- proper systems, a small dedicated team, and processes that don't depend on me being the bottleneck for every brief.”

SIGNATURE SERVICE

The 3-in-1 Studio

A multidisciplinary creative hub combining three studios under one Made-in-Nigeria roof — handmade leather, hand-painted wearable art, and special effects makeup for film and stage. Customers love the originality, quality, and the unmistakable creative signature in every piece.

FULL SERVICE MENU

- 01. Leather Studio** Handmade ladies’ bags • timeless craftsmanship
- 02. Textile Studio** Hand-painted shirts • wearable art
- 03. SFX Makeup Studio** Film & stage productions
- 04. Entrepreneurship Consulting** Schools, NYSC SAED, IOM partnerships



FLAGSHIP FIRM
Graphitti Studios Ltd.

IDEAL CUSTOMER

Anyone who values originality & craftsmanship

CURRENT LOCATION

Benin City & Lagos

TEAM SIZE

Full-time employees + artisan network

NEXT FRONTIER

Premium product lines merging artistry & function

SECTOR

Nigeria → Africa → UK → Europe → North America

SECTIONS F, G & H - LESSONS, IMPACT & FUTURE

Lessons from *the Trenches*

WHAT DO YOU KNOW NOW THAT YOU WISH YOU KNEW ON DAY 1?

“As a Creative Director, I have learned that having the creative knowledge to make a great product is not enough to run a successful business. There is also the technical and business side — systems, structure, strategy, management. I wish I understood that more deeply from Day 1.”

BIGGEST MYTH ABOUT ENTREPRENEURSHIP TO DEBUNK?

“That you need a perfect setup or huge resources before you can start. You can start from anywhere — a small room off campus, even your cousin’s garage. Great businesses are often born from humble beginnings, not perfect conditions.”

HOW DO YOU HANDLE TAXES AND COMPLIANCE?

As I said earlier, Nigeria can be a very challenging place to do business—it is often a double-edged sword. We navigate it with resilience and adaptability, but there is a real need for policies and laws that support rather than frustrate producers. Businesses thrive better in an environment where creators and manufacturers are enabled, not burdened.

WHAT ADVICE WOULD YOU GIVE ASPIRING ENTREPRENEURS?

Creativity is fantastic, but structure is what keeps a business running almost on auto. My advice is to not only master your craft, but understand every side of the business—creative, technical, operational, and financial. Knowing all sides of the business is key to building something sustainable.

WHAT PROBLEM DOES YOUR BUSINESS SOLVE BEYOND PROFIT?

“Beyond profit, we solve problems around youth empowerment, skills development, and entrepreneurial preparedness. We have worked with the International Organization for Migration and NYSC under the SAED program, equipping young people with practical tools for self-reliance.”

WHERE DO YOU SEE GRAPHITTI IN 5 YEARS?

“A globally recognized Made-in-Nigeria brand exporting proudly to the ends of the earth. I’m a huge believer in local production. My vision is to build products proudly made in Nigeria but desired globally — proving world-class craftsmanship can come from here and compete anywhere.”

MOST VALUABLE SKILL FOR YOUR SUCCESS?

“People management. Managing people - values, attitudes, character - is the toughest job and the foundation of any business that lasts. The technical work follows. People come first.”



“Where art meets craft. Every wound, every transformation, told in service of a Nigerian story.”

— BARBARA’S ACRONYM

Made in *Nigeria*

- M** — **Manufacture**
Local production over importation
- I** — **Identity**
Nigerian heritage as creative signature
- N** — **Nation-Building**
Jobs, training, youth empowerment
- E** — **Excellence**
World-class standards, no compromise



“Many businesses in Nigeria die before they even see the light of day because people underestimate what it takes to build sustainably. If you build with systems, vision, and endurance, you create something that can outlive you.”

— Barbara Omoregie, Creative Director, Graphitti Studios, 2026

SPOTLIGHT INTELLIGENCE - FOUNDER DATA PROFILE

Founder Intelligence Profile

A structured data portrait of Barbara A. Omoregie — key facts, milestones, and metrics from her MINE 1000 spotlight.

Barbara A. Omoregie

Graphitti Studios Ltd.

LEATHER · TEXTILE · SFX MAKEUP · BENIN CITY & LAGOS · EST. 2003

- MADE IN NIGERIA
- 23 YEARS BUILDING
- MINE 0006

 #0 STARTUP CAPITAL	 2003 YEAR FOUNDED	 20 AGE AT LAUNCH	 Lagos HQ STATE
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COMPANY SNAPSHOT

Legal Name	Graphitti Studios
Trading As	Graphitti Studios
Sector	Creative · Manufacturing · Film
Annual Revenue	Disclosed privately
Team	Full-time + artisan network

FOUNDER PROFILE

Education	B.Sc. Geophysics
Origin	Warri, Delta State
Key Skill	Multidisciplinary Creative Direction & Enterprise Development
Background	Geophysics Graduate with a Creative & Entrepreneurial Upbringing
Mentors	Her Mother (Egbeweja)

PRODUCTS & SERVICES

Flagship	3-in-1 Creative Hub
Core Services	Leather · ladies' bags Textile · hand-painted shirts SFX makeup · film & stage
Ideal Customer	Lovers of original craftsmanship
Physical Hub	Benin City & Lagos, Nigeria
Distribution	Studios + referrals + social

GROWTH & IMPACT

Key Pivot	Move from Warri → Benin / Lagos
Funding Type	Self-funded · pocket allowance
Mentorship	NYSC SAED · IOM · schools
Impact Goal	Made-in-Nigeria for global markets
Target Markets:	Africa → UK → Europe → North America

MILESTONE TIMELINE

- 2003** Graphitti Studios born in a university off-campus room. Self-funded from pocket allowance, paintings sold from late teens.
- 2003+** First major commission: seven paintings for a Port Harcourt hotel at ₦250,000 — proof of commercial value.
- 2020s** Sourcing photobook formalises. Recruitment fees evolve from one-off to structured engagements with retainer-style follow-through.
- 2026** MINE 1000 Spotlight: featured as MINE 0006 — Made-in-Nigeria creative entrepreneur scaling toward African and global markets.



3 TIERS AVAILABLE

Invest in Your Story. Secure Your Legacy.

Choose the feature package that fits your ambition.

BASIC

₦50k

Text Profile + Archive

EXECUTIVE

₦150k

Video Documentary

ENTERPRISE

₦200k

Text + Video + Priority

B E N E F I T S

- Funding Opportunity
- Top 100 Award Considerations
- Verified Business Networking
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- e-Magazine copy
- National and Global Visibility
- Largest Annual SME Database
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- 250k newsletter
- Social media distribution

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