

King Flash Photography Expands with Ultra-Model Studio in Abuja

'My dream is to revolutionize Photography in Africa'...Olalere

King Flash Photography, a rapidly growing photography brand, launched its state-of-the-art ultra-model studio in the Central District of Abuja recently. The new studio marks the sixth branch for the company, extending its reach both locally and internationally, including two thriving studios in Liberia. The CEO and founder, Mr Oluremi Olalere, recounted his inspiring journey from a struggling photographer to the official photographer of both the former and current Presidents of Liberia. According to Olalere, his rise was driven by a relentless focus on his dream despite early challenges.

"King Flash Photography, I can say from day one, is a testimony," Olalere said. "It got this far because I believed in God who is able to make all things possible. I also believed in myself and my dream. Even when people doubted me and said, 'Who are you to think you can do it?' I stayed focused and do thing in my style. I don't do what others are doing. I don't get what they get. I remain focused and worked on my dream and to the glory of God we are where we are today." The young enterprising and diminutive Olalere began his career in Suleja, where his first studio was shut down after he couldn't afford the rent. A year later, he reopened and expanded the business, eventually launching additional branches across Nigeria and Liberia. According to him "I started with nothing. My first studio in Suleja was closed down because I couldn't renew the rent. But I refused to give up. Today, we're here in Abuja, and I have studios in Liberia where I train young photographers for free," Olalere said. "I became George Weah's personal photographer when he was President of Liberia. Later, I was called to produce the official portrait of Liberia's new President, Joseph Boakai."



OLUREMI OLALERE
CEO, KING FLASH PHOTOGRAPHY

Olalere, who once rode a commercial motorcycle for seven years to make ends meet, emphasized his unwavering focus as the key to his success. "I am writing a book titled 'A Determined Mind.' I rode 'okada' for seven years, but I never lost sight of my dream. Youths today sit around waiting for handouts. I tell them to be focussed. That is the key word You being a lawyer or doctor doesn't make you a star or better than anyone else, it is your dream, focus and determination that matters.

I believe in myself and so I worked hard to achieve my dream and I can tell you we are just beginning. We are revolutionizing the photography industry in Nigeria and within the West African Sub-region. Our vision is to take photography to the next level as it is done in advance Nations of the World. We believe we can do it, it is not a rocket science, it is a question of commitment and dedication and we shall get there with God on our side. Photography has taken me across the sub region and I believe it will still take me round the world."

Currently employing over 40 Nigerian youths in his studios, Olalere uses his platform to inspire young entrepreneurs. "Your mission must be clear to you before people will help you. Many people are doing photography, but they don't believe it can take them to places. It's not a curse; it's a mindset," he said. He urged the government to identify and empower young talents. "The government should create platforms that will encourage and empower people who have marketable skills and talent and support them to succeed. This is why youngster abroad succeed, ours should be the African dream to encourage young entrepreneur's like us to excel and build up others," Olalere concluded. King Flash Photography's Abuja studio is positioned to set new standards in the industry, offering ultra-model photo sessions and advanced photography training for aspiring professionals. There is no doubt that the likes of Kings Flash deserve the support and encouragement of the Government to help empower more youth in photography.

