

A decorative pattern of horizontal, wavy lines in a lighter shade of green, located on the left side of the page.

Company Profile  
2026 / 2027

scentified

# Contents



scentified

Discover what defines you.



## Our story

In 2016, Scentified began with a single conviction: the way you present yourself to the world is never accidental. It is one of the most intentional things you can do. Born from a Pan-African vision with Nigerian roots, we didn't set out to open another luxury retailer. We set out to create a house where fragrance, skincare and culture come together in service of self-expression. A house that is an extension of our customers' sense of identity and style.

As a Pan-African authority on niche fragrances and luxury skincare, we source exceptional collections from the world's most high-end and avant-garde fragrance houses and pair them with sensorial expertise, cultural intelligence, and radical personalisation. Every experience, carefully curated. Every customer, a unique expression, never a transaction.

**Because it's not simply about what you wear.  
It's about how you choose to be remembered.**

To us, scent is deeply personal. It is the quiet ritual of discovering something that feels unmistakably your own. One that leaves a lasting impression without saying a word.

**This is not retail. It's ritual.**

Anchored by a single purpose: to cultivate the art of self-expression.





### Vision

To become Africa's leading house of sensorial luxury – a globally recognised destination for niche fragrances and skincare products.

### Our Mission

To cultivate the art of self-expression. We do this by curating exceptional sensorial experiences. Pairing world-class fragrances and beauty products with deep expertise, attentive service, and an understanding of identity that goes beyond the surface.



scentified

## Our values

### Mutual respect

Every interaction is built on genuine respect, attentive listening, and the belief that no two scent journeys are ever the same.

### Stewardship

We are custodians of the brands we carry and the auras we help curate. Every product on our shelves was chosen with intent. Every consultation is delivered with depth. We do not take either responsibility lightly.

### Revolutionary personalisation

We remember the details that matter. Your occasion. Your taste. Your aesthetic inheritance and fragrance profile. Creating experiences that feel deeply personal, considered and unmistakably yours.

### Innovation

Through sensory education, contextual and conversational education, we continuously redefine what the luxury fragrance experience can be in Africa.

### Style

To us, style is the standard. The coherence of the Scentified experience: intentional, refined and authentic to Pan-African cultural expression. We become an extension of our customers' style.

## Meet our founder

### Derrick Chike Memeh

Derrick Chike Memeh is a multi disciplinary professional with over 3 decades experience spanning banking, financial consulting and perfumery. Long before Scentified became Africa's destination for niche fragrances, Derrick was fascinated by the stories behind the world's rarest scent houses.

A chance encounter with the world of luxury perfumery revealed something impossible to ignore: while exceptional fragrances were celebrated across Europe and the Middle East, they remain largely undiscovered across much of Africa. He found that niche luxury brands in particular carried ambience and presence that could not be sourced anywhere else.

#### **And that realisation became a pursuit.**

Not simply to source niche fragrances, but to curate a house where rarity, craftsmanship and culture could meet. A place where customers are guided towards an expression of self that feels completely unique.

Today, that vision has made Scentified the trusted destination for discerning customers seeking niche, luxury fragrances and skincare, thoughtfully curated for the African market.



## Corporate certifications

# 2026

Purveyor of Luxury Cosmetics  
and Scents CEO of the Year

THE BUSINESS TIMES CEO EXCELLENCE AWARDS

# 2025

Most Innovative Corporate Body  
(Cosmetics) Of The Year

PORT HARCOURT CHAMBER OF COMMERCE & INDUSTRY

scentified



**BT BUSINESS TIMES**  
**CEO EXCELLENCE AWARDS**

2nd September, 2026

Derick Chile Memeh  
CEO  
Cascade Luxury Limited  
28A, Providence Street, Marwa,  
Lekki, Lagos State, Nigeria.

Dear Sir,

**WINNER FOR THE PURVEYOR OF LUXURY COSMETICS AND SCENTS CEO OF THE YEAR 2026**

It is with great honour and pleasure that we announce you as **WINNER** of the prestigious **PURVEYOR OF LUXURY COSMETICS AND SCENTS CEO OF THE YEAR** AT the Business Times CEO Excellence Awards 2026. This nomination reflects your Exemplary Leadership and the significant impact of your Company on the lives of the citizens.

The Business Times CEO Excellence Awards is Africa's most prestigious recognition programme dedicated exclusive to Chief Executive Officers who have demonstrated Extraordinary Leadership, Transformative Vision, and Measurable Impact across industries. The Awards continue to set the benchmark for corporate leadership excellence on the Continent.

The 2026 edition promises to be the most expansive and celebrated ceremony in the Awards' history, featuring an expanded panel of independent Judges, New Award Categories, and an elevated gala experience befitting the caliber of our honourees.

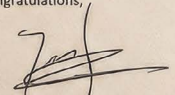
The Grand Gala Award Ceremony of the Business Times CEO Excellence Award will be on the 2<sup>nd</sup> October, 2026 at the Lagos Oriental Hotel, Victoria Island, Lagos, Nigeria. Cocktail Hours: 6:00pm, Dinner: 8:00pm, Award Ceremony: 9:00pm. At the Ceremony, each Winner will receive a Golden Plaque and an Iconic Business Times CEO Excellence Award Certificate of Recognition.

We kindly request your confirmation of acceptance of this nomination at your earliest convenience. Please find the attached literature about event and the opportunities it presents.

Please read the attached Literature and response on or before 25th September, 2026.

For further enquiries call +234 903 088 8871, +234 815 479 2202.  
You can visit our website at: [www.business-timesnewspapersng.com](http://www.business-timesnewspapersng.com).  
Email us at: [ceoaward@business-timesnewspapersng.com](mailto:ceoaward@business-timesnewspapersng.com), [business-timesnewspapers@gmail.com](mailto:business-timesnewspapers@gmail.com)

Congratulations,



Dada Ajakihike (Arpa)  
Chairman, Business Times CEO Excellence Award 2026/Editorial Board  
Business Times Newspapers Limited

**PARTNER:**  
**BTtv**  
Africa's Leading Business Channel  
**BERAAD**  
A New Perspective

[www.business-timesnewspapersng.com.ng](http://www.business-timesnewspapersng.com.ng) | [info@business-timesnewspaper.com.ng](mailto:info@business-timesnewspaper.com.ng)  
@BusinessTimesng | business-timesnewspapers | Business-timesnewspaper

## Our management team



**From left to right:** Javier Carmanes, International Operations & Strategy Executive; Femi Emmanuel Alabi, Head of Finance & Group Executive Assistant; Babatunde Bunmi, Head of Legal Services & Administration; Derrick Memeh, Founder; and Ms Tola M. Aida, Group Consultant, Ethiopia.

## The Scentified brand ecosystem



## Incoming launches this fall (2026)

Thomas De Monaco

Sarvari Paris

BohoBoco

Ajmal Perfumes

Giardini Di Toscana

# TDM

**SP**  
SARVARI  
PARIS



## Locations

Scentified operates as an integrated luxury ecosystem, not a collection of retail points. We have created a network of immersive sensorial environments, each one designed to deliver the same standard of style, expertise, and intent.

We exist across three distinct retail formats:

- Malls
- Hotels
- Airports

### Malls

**Circle Mall:**  
Lekki Peninsula II,  
Lekki, Lagos-State.

**Delta Mall:**  
Shop I3a , Effurun Round-About,  
Delta State.

**Silverado Mall:**  
23, Admiralty Way, Lekki  
Phase I, Lagos-State.

**Ikeja City Mall:**  
Shop L23, I74/I94, Obafemi  
Awolowo Way, Alausa, Ikeja, Lagos-State.

**Dd Centrium Mall:**  
Dbs Road, Central Area,  
Asaba, Delta-State.

**Owerri Mall:**  
Shop I9, Egbu Road By Old  
Somachi Park, Concord  
Junction, Imo State.

**Asaba Mall:**  
Shop No. 34 Situated By  
Inter-Bau Roundabout, Okpanam Road,  
Asaba, Delta State.

**Jabi Lake Mall:**  
Shop L19 Jabi Mall, Abuja.

### Airports

**Enugu Intl. Airport (Vip Lounge):**  
Akanu Ibiam Intl. Airport Enugu.

**Nnamdi Azikiwe Airport:**  
(Protocol/Private Wing), Abuja.  
-Arrivals  
-Departure

**Enugu Intl. Airport (Arrival):**  
Akanu Ibiam Intl. Airport Enugu.

**Mma2, Ikeja:**  
The Escalator Landing Area Of  
The Terminal Departure Lounge.

**Aminu Kano Intl. Airport:**  
Aminu Kano International Airport,  
Domestic, Departure.

**Warri Airport:**  
Delta State.

**Port-Harcourt Airport:**  
-Corridor  
-Departure.

**Asaba Airport:**  
Asaba Departure Lounge.

**Asaba Intl. Airport:**  
- Arrival Hall  
- Departure Hall  
- Vip Lounge

**Abuja International Airport:**  
Private Jet Wing (Gat) Hall.

**Abuja Airport:**  
Domestic Arrival.

**Warri Airport 2:**  
Warri Airport Delta State.

### Hotels

**Radisson Blu Hotel:**  
1a, Ozumba Mbadiwe Avenue,  
Victoria Island, Lagos-State.

**Marriott Hotel:**  
122, Joel Ogunnaike Street,  
Ikeja Gra, Lagos-State.

**Golden Tulip Hotel:**  
1c Evo Road, Phase 2,  
Port Harcourt, Rivers State.

**Bristol Hotel Kano:**  
54-56 Guda Abdullahi Road,  
Street, Kano.

**Parktonia Hotel:**  
Km I4, Lekki Epe Expressway,  
By Chisco Busstop, Ikate,  
Lekki, Lagos.

**Best Western Hotel Asaba:**  
Best Western Hotel By Dbs  
Road Asaba.

**Legend Hilton Lagos:**  
Quits Aviation Services Free  
Zone, Airport Road, Ikeja Lagos

**Tahir Palace Hotel:**  
4 Ibrahim Natsugune Road,  
Kano.

**Marriot Hotel, Accra:**  
Liberation Road, Airport City,  
Accra, Ghana

**Transcorp Hilton Abuja:**  
1. Aguiyi Ironsi Street,  
Maitama, Abuja.

**Best Western Plus:**  
Best Western Hotel Yenagoa,  
Bayelsa State

## The future

### Nigeria

As part of consolidating our Nigerian footprints, we have embarked on the following restructuring measures

- Rebuilding and remodeling of two flagship stores at Jabi Lake Abuja, and the Ikeja City Mall, Lagos. These remodeling plans are geared to repositioning scentified as the most attractive destination for globally respected brands.
- Opening of the scentified flagship store in Port Harcourt in 2027.
- Opening of the scentified Victoria Island, Lagos Store in 2027.
- Official partners of the annual renowned “white party” holding every December in Lagos.

### Ghana

- Opening of the collaborations experience centre at the Lancaster Hotel, Accra, Ghana, in 2026.
- Opening of the ultra modern boutique at the Kempinski Hotel, Accra.

### Ethiopia

Establishment of the first NICHE ONLY flagship store at Addis Ababa, Ethiopia in 2027.

### Kenya

Commissioning of scentified partnership in Nairobi, Kenya in 2026

### Rwanda

Commissioning of added distribution rights and agreement with the Art of Essence, Kigali, Rwanda in 2026.

### Cote’ D Voire

Commissioning of distribution rights and agreement in Abidjan, Cote’Voire in 2026.

Other current exploits in Senegal, South Africa and the United Kingdom are under review.

## Scentifed stores

A refined, intentional and sensorial space that reflects Scentifed's unique expression. Pan-African in its roots, and global in its ambition to house the best the niche luxury market has to offer.

Every light, colour, texture and detail designed to slow down the moment. Luxury should never feel rushed.

Circle Mall,  
Jakande Lekki Phase I, Lagos





FINE  
FRAGRANCES  
FOR A  
BOLDER YOU

MORE  
THAN SCENTS  
A LIFESTYLE

  
**SCENTIFIED** *by*  
CASCADES LUXURY  
*Fragrance. An Affair.*

Curio Collections by Hilton  
(The Legend), Lagos

  
**SCENTIFIED** *by*  
CASCADES LUXURY

  
**SCENTIFIED** *by*  
CASCADES LUXURY



The Experience Room, Marriott  
Hotel, Accra, Ghana

  
**CASCADES**  
LUXURY  
*Art & Fragrance*

PRIVATE COLLECTIONS

PRIVATE COLLECTIONS

The Experience Room, Marriott  
Hotel, Accra, Ghana



Proposed design plan for  
upgraded Jabi Lake Mall, Abuja



Proposed design plan for  
upgraded Ikeja City Mall, Lagos

## The Scentified experience

### Product offerings

#### Niche & luxury fragrances

Sourced directly from some of the world's most respected luxury houses, spanning across Europe, the Middle East and contemporary avant-garde perfumery.

#### High-end skincare

We are the exclusive distributors of the award-winning range of skincare products from Rivage, Jordan. Inspired by the power and results of the Dead Sea to transform skin and hair, the range has gained popularity as the preferred “miracle” lotions and treatments in Nigeria.

## Services

### Consultations

Our consultants are trained to guide customers through a process of discovery, exploring fragrance families, skin chemistry, occasion, mood, and aspiration. Helping them to arrive at a scent that feels more like a revelation than a suggestion. Private consultations and VIP viewings available via appointment.

### Bespoke Gifting

Our gifting service goes beyond selection; we help the giver understand the connection between scent and perception, presenting it with the care and intention it deserves.

For corporate gifting, private events, and bespoke experiential moments, our team designs sensorial experiences tailored to the occasion, the audience, and the unique story.

### Events

From intimate brand launches attended by tastemakers and cultural figures to large-scale sensory experiences that mark the arrival of a new fragrance, our eventing capability is an extension of our brand promise – to cultivate the art of self-expression.

### Partnerships

We partner with the world's leading fragrance houses to introduce exceptional brands to discerning African audiences through thoughtful retail, meaningful storytelling, and unforgettable experiences.

Every event is a statement.



# 16

Key milestones  
and achievements

## 30+

International niche & luxury  
fragrance brand partners.

## 30+

Retail stores across  
Nigeria, Ghana and Ethiopia.

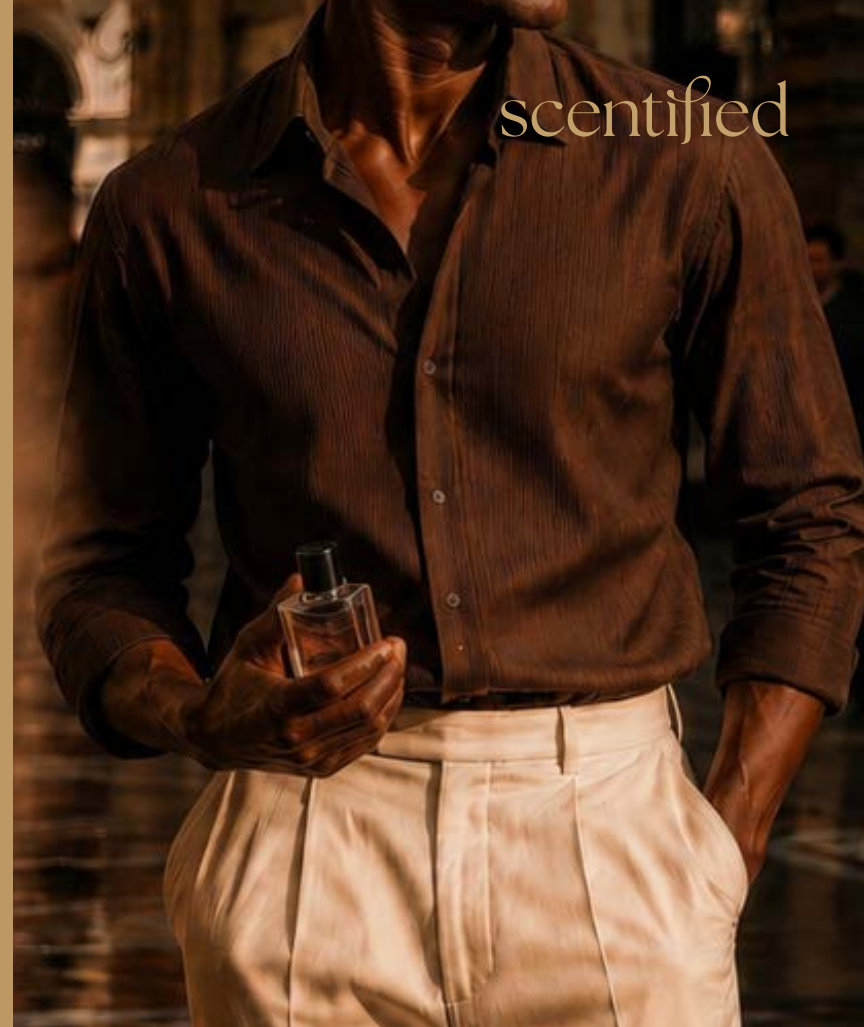
## 10+

Years of luxury  
retail experience.

## 10,000

UHNWI customers  
across our network.

scentified



## Exclusive distribution partner

Boadicea the Victorious

Clive Christian

Kajal

Oman Luxury

Spirit of Kings

Spirit of Dubai

Fragrance Du Bois

Strangelove NYC

Kajal Perfumes Paris

BOIS 1920

Pantheon Roma

Gritti

Tomav Ricci

Alexandre J

Cristian

Cavagna

Maison

Rebatchi

Liquides

Imaginaires

Stephane Humbert Lucas

Beverly Hills Polo Company (BHPC)

RIVAGE SKIN CARE

## Global footprint

Integrated with global hospitality groups;  
Marriot Bonvoy, Radisson Blu and  
Golden Tulip in Nigeria.



## Elite clientele

A clientele comprising of state governors, C-Suite executives, cultural icons and digital creators.



## Be part of the house.

If you are a luxury brand seeking to launch your brand in the African market, a retailer looking to elevate your fragrance offering, or a creative collaborator whose vision aligns with ours, we would love to hear from you.

[scentified.com](https://scentified.com)

IG @ScentifiedPerfume  
+234 902 084 2708

email [info@scentified.com](mailto:info@scentified.com)  
28a Providence Street, Marwa, Lekki, Lagos.

scentified