

SHAKIB CHAM LUTAAYA



NETFLIX REALITY TV STAR
LIFESTYLE INFLUENCER
CORPORATE BOXING CHAMPION
ENTREPRENEUR

BRAND PROFILE 2025



The Storyline

Today, the world is fraught with relentless scrutiny — where the famous often slip through dynamics and public expectations. Shakib Lutaaya's life, career and culture remain a cool mix of all round focused lifestyle, entertainment-driven, and youth pop-culture amongst the youth in Uganda and across the African continent and continues to carve his own path on the scene.

Charming Biography

Shakib Cham, a Sagittarius born Shakib Lutaaya on December 5, 1992, in Kampala, is a multifaceted Ugandan young hustler, boxer, and reality film star whose lifestyle is trendy and followed by the media. He studied at Nakasero primary School and Cambridge College Gayaza. He has lived and works in both Uganda and Guanteng, South Africa.

His journey unfolds like a pracked novel, with a single chapter set in both Uganda and South Africa where he operates his business and family. Kib's rise from street smartness in the head and followed by a diverse passion for the glitzy world of luxury car dealership, reality TV stardom, and hip-hop.

Shakib Cham is a father of one and is happily married to famous socialite and fellow reality TV star Zari Hassan with whom they made their relationship public in 2022. The couple made their relationship official in June 2023 when they tied the knot in a private Islamic ceremony called Nikkah that took the continent by storm.



(Shakib Cham & Wlfe Zari Hassan)



Reality film star with NETFLIX

SCs debut in “**Young, Famous and African**” Season 3 on Netflix has opened up his on-screen charisma and culture garnering attention from audiences worldwide.

It all started when the rights to his wedding with Zari were sold to Netflix following their official union in matrimony in South Africa. Shakib joins a reality series crew of famed, affluent other stars as they all work and play, flirt and feud in Johannesburg, South Africa.

However, this move left fans disheartened, as the wedding content remained inaccessible, sparking speculations of a potential hoax. Some conjectured and proved right as the couple scene became the highlight for the Young, Famous and African Netflix TV series starring that previously starred **Bonang Matheba, Fantana, Diamond Platnumz, Ini Edo, Khanyi Mbau, Louis Munana, Swanky Jerry and 2Face Idibia.**

Therefore, Shakib and bae decided to document the entire exclusive white glamorous affair and sell the rights to a streaming platform Netflix, known for its high-quality content and global reach.

N



CORPORATE BOXING



Shakib developed love for gyming, wellness, and healthy living during his teenage years. He slowly kept it until he watched Creed the movie and he was inspired to bring the concept to the grassroots.

In 2024, he emerged a champion corporate boxer after partnering with Uganda Corporate Boxing Association and ran a sold-out thrilling corporate bout contest at the NCS Indoor Arena Lugogo in Kampala against JK Kazoora watched by live fully packed and over 3 Million people online across East Africa and beyond. He showcased great footwork as well as defence in the opening two rounds and he carried the same energy till the win.



From his ring walk, the fans screamed their lungs out as they sang aloud for the majestic arrival of Shakib who already has a name among the growing youth in Uganda and East Africa as a whole.

Predictably at the start of the third and final round, JK Kazoora succumbed as he removed his head gear, gloves and gave up to avoid further punishment before the night's referee declared Mr Lutaaya as the runner.

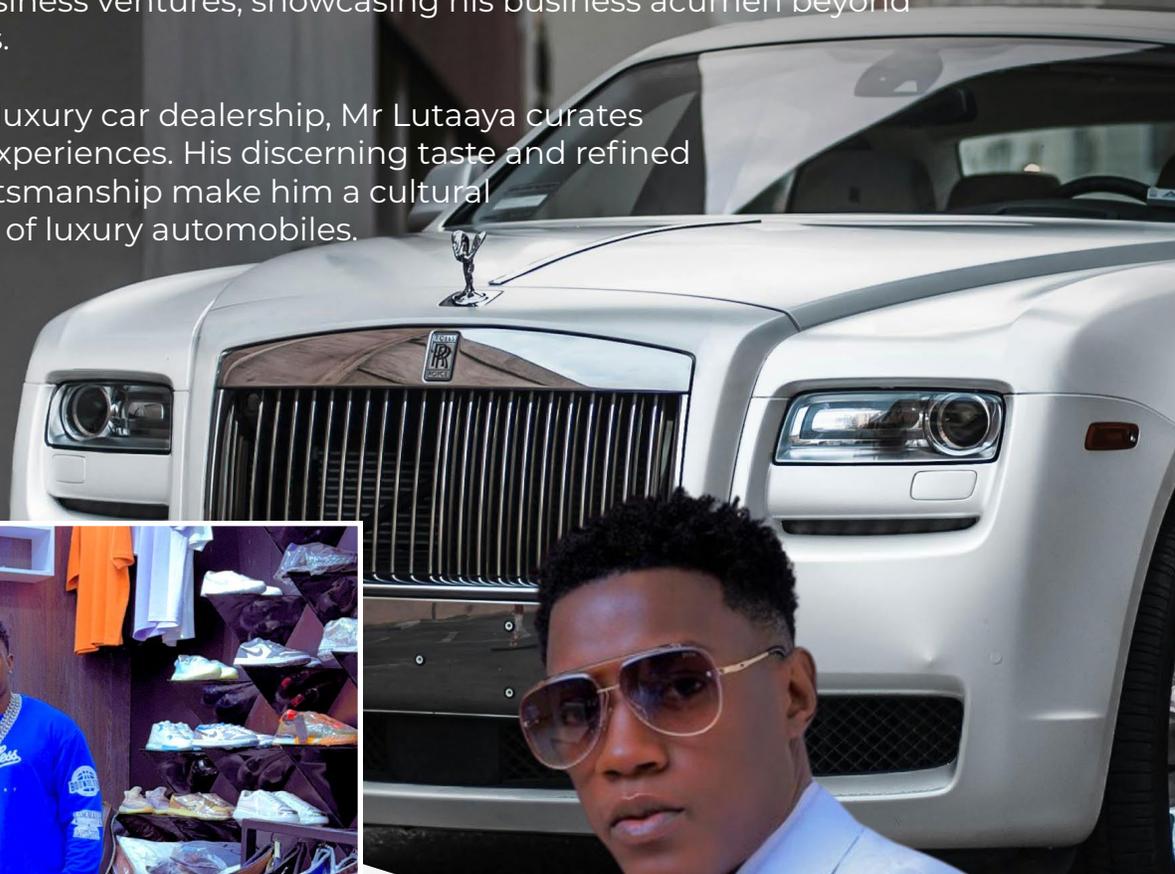
This lived to the very billing as every jab, guard and body movement was cheered aloud by the hundreds of passionate boxing fans across the divide.



ENTREPRENEURSHIP

Shakib Cham has diversified his portfolio through entrepreneurship. He owns a clothing line, King Cham Collections, motor company Cham Motors and has invested in various business ventures, showcasing his business acumen beyond his socialite endeavors.

As the face of an elite luxury car dealership, Mr Lutaaya curates not just vehicles but experiences. His discerning taste and refined understanding of craftsmanship make him a cultural navigator in the world of luxury automobiles.



LOVE FOR LUXURY, HIP HOP AND CANVAS MUSIC!

Shakib describes his style as casual, smart and straight up urban inspired by hip hop. His love for hip-hop is more than a genre preference; it's a connection to his roots.

“ I LOVE HIP HOP, AND IT HAS HAD A HUGE INFLUENCE ON MY STYLE. I SHOP FROM PRETTY MUCH EVERYWHERE. AS LONG AS IT FITS MY AESTHETIC, I WON'T MIND WHERE I FOUND IT. I DEFINITELY LOVE SHOES, I HAVE SO MANY PAIRS, AND WHEN I GO OUT THERE TO BUY THEM, I'M ALWAYS OPEN-MINDED BECAUSE I ALWAYS CREATE MY FASHION ENSEMBLE STARTING WITH THE SHOES. ”

His involvement on the rap scene is marked by a genuine passion for the culture and a commitment to its authentic representation with his favorites being Guna, Pusha T and NAS. His style, whether perfect or imperfect, reflects the passion within his soul and personality.



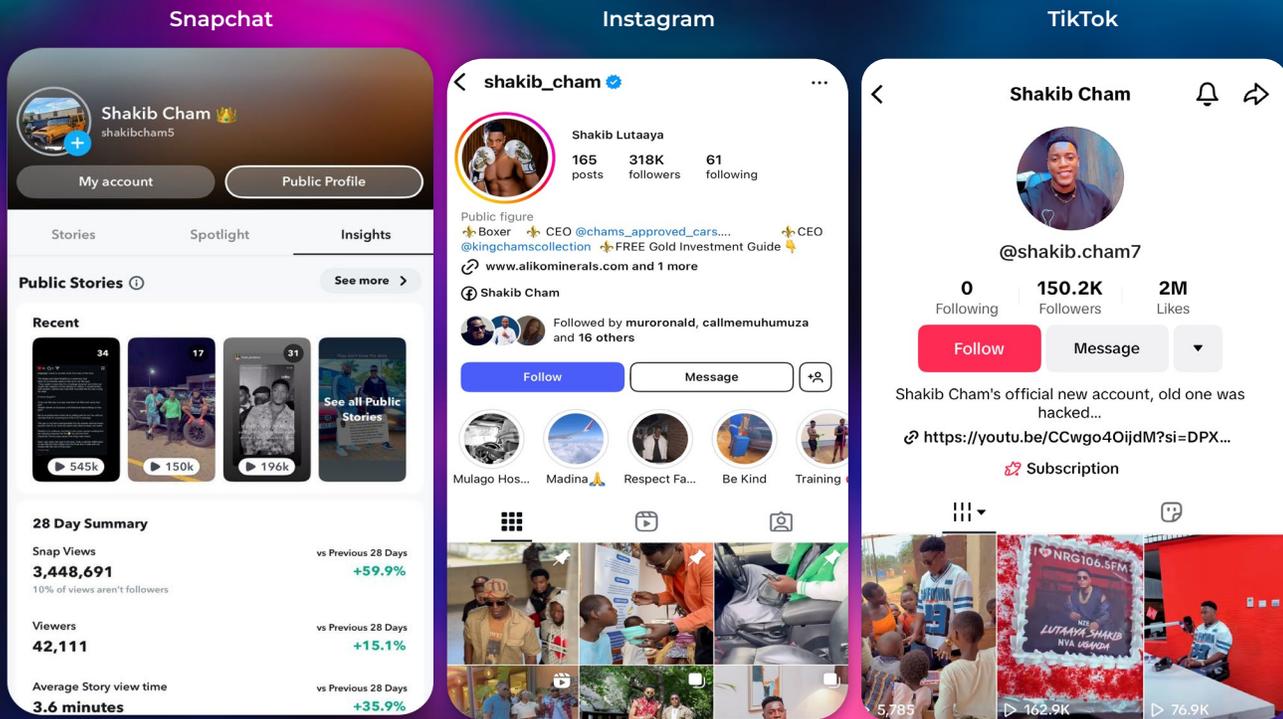
Healthy Living and *inspiring Wellness*

Shakib Cham's holistic wellness approach extends beyond the gym, encompassing mindful dietary choices to look fit and flexible. As a wellness advocate, he inspires followers to embrace a healthy lifestyle. His strategic plan not only prioritizes personal fitness but also encourages a broader community of enthusiasts to join him on the journey towards a balanced and vibrant life.



Social Media Presence

Shakib Cham, boasting a substantial social media following across platforms such as Facebook, Instagram, Twitter, Threads, Snapchat, and TikTok, is an influential figure both online and offline.



SMALL SCALE BUSINESS BOOST WITH SHAKIB CHAM

100K PACKAGE

- Instagram Story
- Facebook Story
- Snapchat Story

WEEKLY \$100

CONTENT

- > 2 Images
- > Link
- > 30 sec video

Follow @shakibcham and share your advert!

He engages with fans through behind-the-scenes glimpses, project updates, and personal anecdotes.

Lets work together!

Shakib's humble demeanor amid *Media storm*

In the riveting career of Shakib Cham, controversies have got way into the fabric of his journey. The spotlight, at times harsh and unrelenting, cast its gaze on highly publicized incidents involving personal and work relationships. The gossip mills churned out narratives, the media traded in the currency of his lifestyle, yet amid the tempest of speculation, Shakib stood undeterred; he has continued to do good and maintain a dedicated fan base across social networks in Africa.



In January 2024, Shakib encountered a robbery where a bag containing phones, cash, and luxury chains were stolen during a supermarket shopping spree at dawn in Kampala.



Philanthropy

Shakib actively participates in philanthropic endeavors, dedicating his support to charities that focus on children's health in the Kampala suburb ghetto, education, and disaster relief. His commitment to giving back to the community is evident in contributions that extend beyond the spotlight.



Ongoing Projects

As of Current Date, Shakib Cham is actively working on new acting and boxing tournament projects, collaborating with emerging artists, and exploring creative avenues. His influence in the industry remains prominent, and fans are always on toes eagerly anticipating his next announcements via social media.



Collaborations

Shakib Cham welcomes collaborations that resonate with his values and provide unique experiences for his audience. Brands seeking to connect with a diverse, global, and engaged audience will discover in Shakib a sincere partner, offering more than mere visibility and numeric clout – he brings charm in form of numbers both within and beyond digital networks.





Shakib Cham is Newsworthy

1. <https://www.thesouthafrican.com/lifestyle/celeb-news/local-celebs/breaking-shakib-cham-zari-hassan-husband-age-career-wedding-more-photos-6-december-2023/>
2. <https://satisfashionug.com/behind-the-perfection-of-my-style-is-the-passion-of-my-soul-personality-shakib-cham-lutaaya-on-what-inspires-his-sense-of-style-and-his-most-expensive-buy/>
3. <https://exclusive.co.ug/zari-hassan-reveals-netflix-bought-the-rights-to-her-wedding-with-shakib/>

Previous Brand Endorsements



Social Media Footprint

 https://www.instagram.com/shakib_cham/	 https://www.facebook.com/profile.php?id=100077353314912
 https://twitter.com/shakibcham2	 https://t.snapchat.com/GFKCLGwB
 https://www.tiktok.com/@shakibcham	 https://www.threads.net/@shakib_cham

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www.bmpublications.net/shakibcham
Edited and Published by:

