



# Ostentions

We are **born** out of a deeply personal pursuit to defy **limitations** and **empower** others to realize their **potential**.

**BRAND  
PROFILE**



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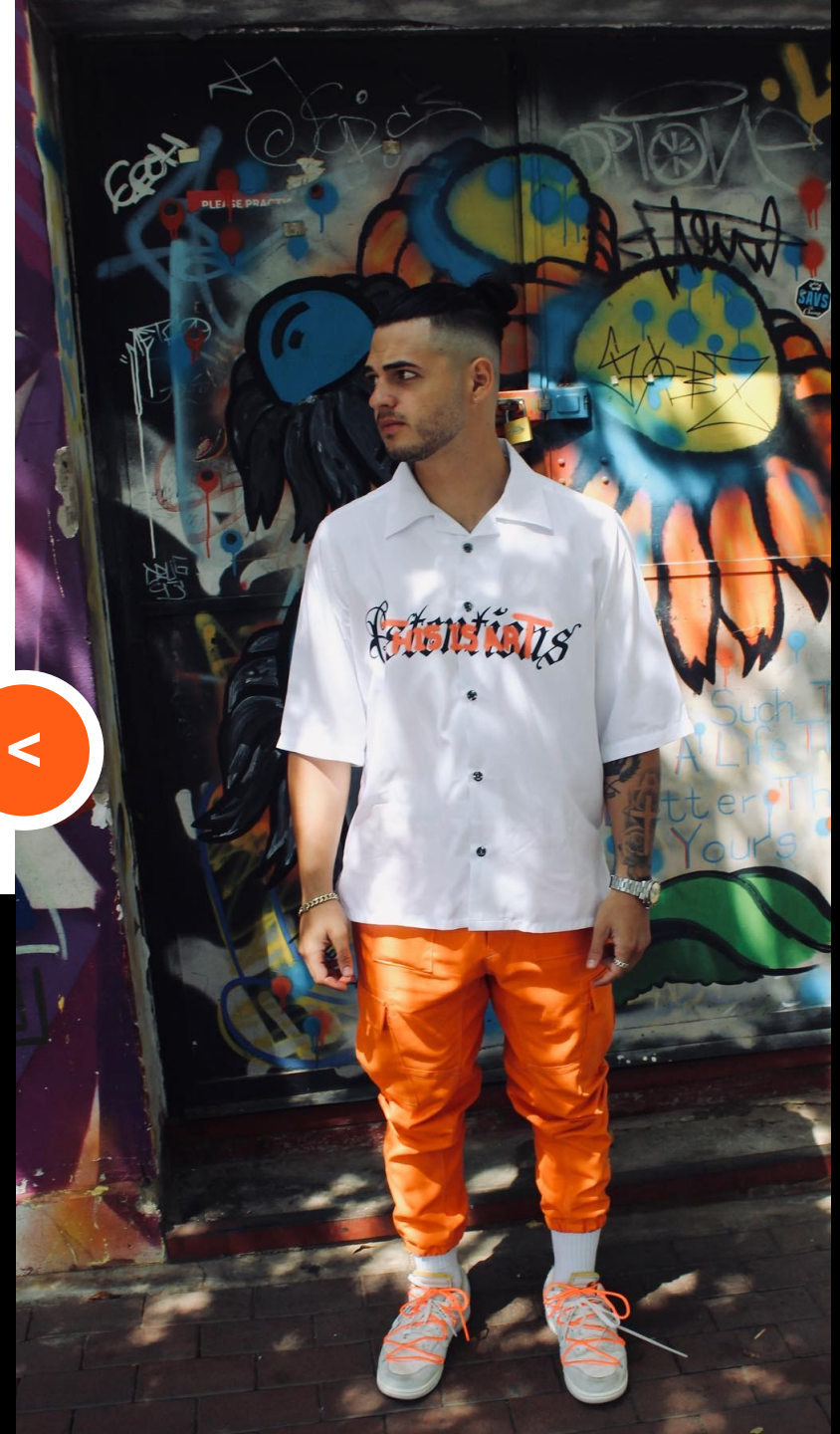


# ABOUT THE BRAND

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Founded in 2021, Ostentious emerged from a deeply personal journey driven by the desire to defy constraints and empower individuals to unlock their potential. The genesis of the brand was sparked by a pivotal moment, a decision to forge an unconventional path following my departure from college. With a mission to encapsulate the spirit of uniqueness and individual capabilities, Ostentious was conceived.

The name "Ostentious," drawn from the term "Ostentatious," was carefully chosen for its resonance with the concept of standing out, being bold, and making a display. Beyond its linguistic appeal, the name was selected for its easy pronunciation and pleasant sound, embodying the brand's ethos.



# MORE OF THE STORY

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Despite entering the clothing industry with no prior experience and lacking an established network, I committed every available resource to craft high-quality shirts. The initial distribution among friends ignited curiosity and generated demand, setting the foundation for Ostentious. Fast forward two years, and Ostentious has transformed into a flourishing enterprise.

**Our approach involves producing limited runs of 100 pieces for each design, ensuring exclusivity and accessibility for our audience. This signifies the promising trajectory of Ostentious and the collective success that awaits on the horizon.**





COMING IN HOT

# OUR MISSION

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From the outset, our mission as a clothing brand is to unleash the transformative potential of apparel and cultivate an exclusive community of individuals who yearn for the extraordinary.

We aspire for our clothing to empower individuals and contribute to their personal and professional success. We aim to create a space where people can embrace the extraordinary and feel empowered, successful, and part of an exclusive community.





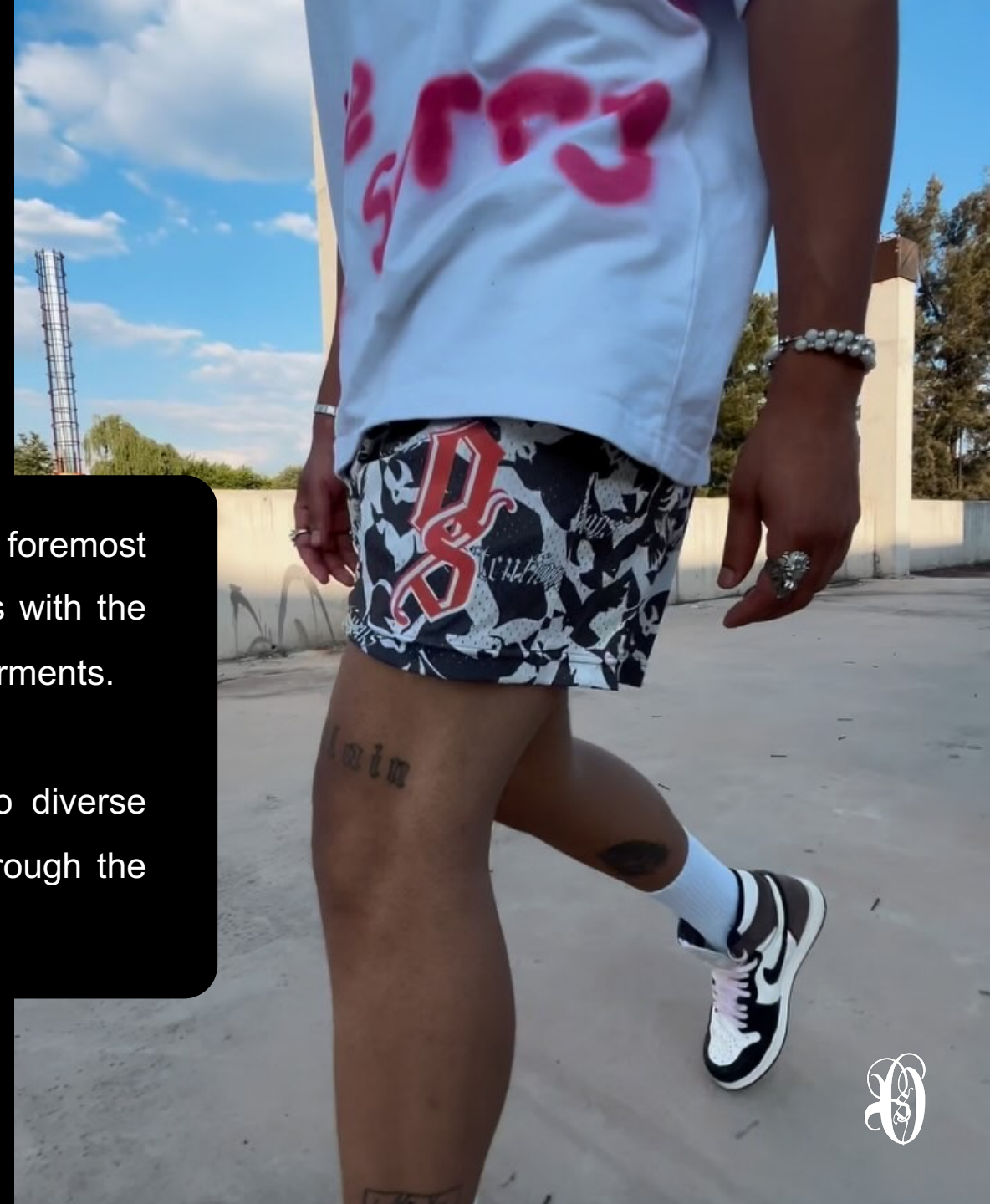
PIONEERING OUR FUTURE

# OUR VISION

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Our long-term aspiration as a brand is to become the foremost fashion label in Africa. We aim to provide our customers with the most affordable, luxurious, and exceptionally exclusive garments.

Beyond being a clothing brand, we aim to expand into diverse domains, intending to positively impact people's lives through the embodiment of Ostentious.



**While** our **services** are currently offered online, we are **excited** to **announce** our plans for the opening of our **inaugural flagship store** in **South Africa** in the near **future**. It's important to note that we provide **worldwide** shipping, meaning that individuals from other countries can **seamlessly** make **purchases** without any constraints.



THE HEART OF OSTENTIOUS

**So, what is our core  
values at the O?**

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THE HEART OF OSTENTIOUS

# TRANSPARENCY IS OUR BEST POLICY!

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At Ostentious, our core values revolve around accountability, where we pledge to provide our customers with exceptionally exclusive, luxurious garments at a fraction of the cost offered by other brands, and ensure swift delivery of their purchased products. Collaboration holds significant importance for us, recognizing the prevalent competition in the fashion industry.

Instead of engaging in comparative analysis with other brands, we prioritize a culture of creation. Continuous learning stands as another fundamental value within our brand, as we are dedicated to perpetual improvement, constantly seeking innovative ways to enhance our service to customers.







# TARGET AUDIENCE

At Ostentious, we don't actively target a specific audience. Instead, we welcome those who naturally connect with our brand. Our ideal clients are individuals who recognize the value of progress. For example, someone aspiring to own a R12,000.00 Ostentious garment may start by investing in a R1,000 .00t-shirt, showcasing a conscious journey towards their goal. This shared understanding of progress defines our ideal client – diverse individuals united by a commitment to growth and aspiration within the Ostentious community.



IGNITING FASHION, DEFYING LIMITS

# MEET OUR CEO & FOUNDER

After completing my education and leaving university, I made the decision to join the family business. However, I soon realized that I lacked fulfilment in my role. My passion for creativity has been ingrained in me since childhood, where I would spend hours drawing and conceptualizing new ideas. Despite having no prior experience, I made the bold move to pursue my interest in the fashion industry and establish my own business.

Without any connections or guidance, I knew I had to make myself and my venture appealing to those who could help me succeed. I firmly believe in the power of attraction and how it can shape our journey. This belief is what inspired the concept behind the Ostentious brand—to empower individuals to attract what they need in life through their attire. My art teacher once dismissed my work as not being "art," but that experience only fuelled my determination to redefine the perception of art and its diverse forms.

Fast forward a few years later, I have had the incredible experience of witnessing people proudly honing the ideas that I once only envisioned. The Ostentious brand is not just about me; it is about becoming a canvas for countless other narratives. I can assure you that our sole purpose as a brand is to serve as the foundation for your unique story.

I want Ostentious to serve as a testament to the idea that art knows no bounds and comes in myriad expressions. This is the ethos I aim to imbue in every creation associated with the brand.

**Taitin De Agrela**



“My inspiration for founding **Ostentious** stems from a multitude of sources, but at its core, the primary driver has been me. Without veering into egotism, acknowledging the role of self-inspiration has been pivotal. Throughout my journey, the innate desire to stand out and embody uniqueness has been a guiding force.

From a young age, the aspiration to be distinct, to possess something exclusive, has been ingrained in me. This internal drive led to the creation of a clothing brand that goes beyond the conventional. **Ostentious** represents a vision where luxury meets affordability, and each design is exceptionally limited on a global scale. The result is a brand that echoes our commitment to individuality and style.” – **Taitin De Agrela**







# Ostentious

## OUR ADDRESS

Operating efficiently &  
effectively throughout  
Southern Africa 🇿🇦

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