

EPITOMEXR

OFFICIAL PRESS / MEDIA KIT

OAKLAND, CALIFORNIA | 2026

BE THE EPITOME.
CHANGE YOUR WORLD.
CONTROL YOUR REALITY.

A verified source package for journalists, investors, partners, event organizers and media outlets covering Harold Desmond IV, The Epitome Clothing Company and the EpitomeXR ecosystem.

MEDIA CONTACT	OFFICIAL LINKS
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FOUNDER BIO

HAROLD DESMOND IV

Harold Desmond IV, known as Epitome, is a spoken word artist, entrepreneur and founder of The Epitome Clothing Company and EpitomeXR. Born in Germany to military parents and raised in West Oakland, he built his creative path through fashion, poetry, technology and community-centered entrepreneurship.

The Epitome Clothing Company, established in 2015, is the physical fashion foundation for his larger EpitomeXR vision: a connected world of apparel, personal creative identity, wearable-interface concepts and immersive retail experiences. His work is rooted in resilience, ownership, cultural imagination and helping people turn ideas into action.

COMPANY OVERVIEW

EpitomeXR is an Oakland-born fashion and XR vision connecting physical streetwear, digital identity, living Element concepts and future spatial experiences. The public platform clearly separates physical products from prototypes and future XR concepts.

THE EPITOME CLOTHING COMPANY

ESTABLISHED 2015

The physical fashion foundation behind EpitomeXR, created to champion individuality and the instruction to Be The Epitome.

VIZORXR

PROTOTYPE / CONCEPT

The proposed wearable interface for viewing and controlling EpitomeXR layers while keeping the real world present. Hardware and engineering remain in development.

DESMONDSXR

XR VISION

A future retail and social experience built around XR Mirrors, try-before-you-buy interaction and the invitation to Try Your IZM.

EUPHORIAXR

XR EXPERIENCE CONCEPT

A non-drug visual experience concept imagined as a living, reality-bending layer of psychedelic depth and continuous environmental motion.

TRAPCOIN

ECONOMY CONCEPT

A developing connection between physical products, activation, digital ownership, rewards and future experiences. It is not presented as a tradable financial product.

OFFICIAL PRESS RELEASE

EPITOMEXR UNVEILS AN OAKLAND-BORN PLATFORM FOR FASHION, IDENTITY AND FUTURE XR EXPERIENCES

FOR IMMEDIATE RELEASE | SEPTEMBER 9, 2026 | OAKLAND, CALIFORNIA

OAKLAND, Calif. - Harold Desmond IV, founder of The Epitome Clothing Company, has introduced EpitomeXR.com as the central public destination for a growing ecosystem that connects premium physical streetwear with a long-term vision for interactive apparel, wearable technology and immersive retail.

Built on the foundation of The Epitome Clothing Company, established in 2015, EpitomeXR brings together physical apparel available for purchase, living Element experience concepts, the VizorXR wearable-interface vision, the DesmondsXR retail concept and an activation framework designed for future digital product identity.

The platform clearly separates products available now from prototypes and future XR concepts. The distinction reflects Desmond's commitment to presenting the vision boldly while remaining transparent about what has and has not yet been physically validated.

"We don't rent the future. We build a lane into it."

- Harold Desmond IV

Desmond's founder journey is also featured in Next Level CEO, the business education series hosted by entrepreneur and FUBU founder Daymond John. The official feature explores resilience, creativity, entrepreneurship and the discipline of turning ideas into action.

EpitomeXR is seeking aligned manufacturing, engineering, investment, media and community partners to help advance apparel production, prototype development and accessible XR experiences.

VERIFIED MEDIA COVERAGE

Next Level CEO - Official Harold Desmond Feature

<https://cast.nextlevelceotv.com/harold-desmond63781729>