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Welcome to House OG, where streetwear meets Web3 innovation. Founded by a South Florida native who honed his craft in NYC's garment district, House OG blends the ethos of street fashion with Web3 tech. Our name "OG" not only signifies being first of its kind but also pays homage to our founder, known in creative circles as Guccheetah, as in "House Of Guccheetah".

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At House OG, we don't just create apparel—we pioneer wearable art by integrating NFT culture into every collection. Each piece is a testament to craftsmanship and creativity, featuring unique elements like custom buttons, zippers, and materials that make every drop distinctive. An example of incorporating physical rarity can be found in our first three drops illustrated below.

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Embracing cutting-edge tech, select collections are chipped and connected to the blockchain, verifying its authenticity, origin, and rarity while offering access to new forms of digital utility.

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To date House OG has released and delivered 14 items across 6 drops, shipping to 34 states and 16 countries. Drop 7 and 8 are already scheduled, one during ApeFest, and the other in Fall/Winter 2024. Stay Tuned!

And speaking of ApeFest, and thanks to Thank Ape and the BBAC, House OG will be hosting its first IRL event, House OG Happy Hour, Fashion & Art Show!

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The event is on October 18 from 5:30-7:30pm and is meant to be a lively prelude to ApeFest's official welcome event! There will be 10 canvas art pieces and 10+ fashion items on display from creators in the community and the theme is Attributes IRL. Basically we are calling on creatives to reimagine attributes from the BAYC/MAYC NFTs collections!

In addition to our IRL event, House OG will be popping up at the Ape Market at Marvila. We will have items from every drop to date, including sold out pieces, rare/legendary items, and some unreleased items from future drops.

And what is to come next for House OG? Well we have our eye out into the future. Virtual storefronts are coming

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And maybe event IRL!

Join us in pushing the boundaries of fashion, where innovation meets individuality, and where every thread tells a digital story.