

Our Story

Every story begins with an idea. A person. A place. A dream. Or a blank canvas waiting for its first stroke.

This story begins with a vision— a vision to make yourself into a ship, carrying everything that holds meaning to your heart like a pledge.

Searching for a vessel, you find yourself at an intersection you've never been before, wondering where to turn to, you ask?

Temmy: *...Or “The Aesthetes— One who loves and appreciates work of art and beautiful things.*

Art is nature and nature holds the art. Why not?

It merges through with the idea of the greens and of humanity.

Shomade: *This came at the moment when I came across the word “esthesia” and good lord, this is beautiful!*

Temmy: *Esthesia, a variant of aesthesia— a capacity to feel and sense deeply. Also, sensitivity and sensibility. Phew! That’s a beautiful word.*

You turn to where the wave leads, and everything flows. . .

Shomade: *I didn't even need to read the rest of the suggestions after seeing this. It jumped right at me and began to justify itself.*

Nature. Art. Humans. They all diffuse to a point that they are difficult to disband. What's nature without humans? What are humans if not natural art? What are humans without nature and art?

Temmy: *Life. All of it is mystical and unrestrainedly esoteric. No matter what face or path you look and take, it's just the art you need.*

It's almost magical.

Shomade: *The words might not mold well now, but the thoughts are there. It just clicks.*

A relationship that speaks. creates preserves. nurtures. appreciates. Each preserving the other and as well of course, damaging it. Beautiful.

Temmy: *Phew!*

And as an aesthete, it's our core essence to appreciate, to sense and to feel—that's human. And humans are art. And we are The Aesthetes.

We found it! There's so much a word can say.

. . . & like that, many strokes later, your vision stares back at you in orgasmic clarity. You weren't trying to find Archimedes' principle, but you hit your eureka moment, anyway!

But this is not how your story ends— there are still many blank canvases and visions yet unpainted; scripts unwritten; notes unsung. The next chapters are written collectively by a community of heroes that uses creative expression to champion sustainability.

Brand Pillars

The Aesthetes envision a world where sustainability advocacy, creative expression, and community engagement come together to inspire positive change. Our brand is built on the

belief that beauty can be a catalyst for progress, and we strive to champion meaningful impact on the world through their aesthetic creations.

Our brand is a testament to the transformative power of these pillars, driving positive change and leaving a lasting impact on our planet and its inhabitants.

Sustainability Advocacy

At The Aesthetes we are fervent advocates for the United Nations Sustainable Development Goals (SDGs). Our commitment to sustainability goes beyond words; it's embedded in everything we do— the arts we create and the relationships we nurture. We aspire to be a catalyst for change by promoting eco-friendly practices and a deep respect for our planet and its resources, showcasing sustainable initiatives, and participating in environmental causes.

Creative Expression

Creative expression is the heartbeat of The Aesthetes. We believe that creativity is a powerful force for innovation and positive transformation. Our brand encourages individuals to explore their unique artistic voices, inspiring them to incorporate sustainability into their creative endeavors. Whether through fashion, art, design, or any form of expression, We celebrate the beauty of innovation and its potential to drive positive change.

Community Engagement

Our brand thrives on the idea that meaningful change is only possible where inclusivity thrives. We actively engage with and nurture a community of like-minded individuals who share our values. The Aesthetes serves as a platform for collaboration, education, and collective action. We believe in the strength of community to amplify our efforts, fostering a sense of belonging and empowerment among all who join us in our mission.

In essence, "The Aesthetes" is more than just a brand; it's a movement that unites sustainability, creativity, and community into a potent force for a better world. We invite

individuals to be a part of this transformative journey, where aesthetics serve as a bridge between aspirations and action, forging a brighter future for all.

Vision

The Aesthetes represents our aspiration to merge the worlds of artistry, sustainability, and community engagement into a harmonious whole, where aesthetics serve as a bridge to a better world for all.

We aim to collaborate with creatives of diverse backgrounds—fashion, art, design, music—and use storytelling as a tool for advocacy.

By emphasizing that we're one with nature, we invite people to explore and embrace sustainable choices as a beautiful way of life, ultimately fostering a more conscious and interconnected community.

Therefore, we aim to serve as a platform for heroes without capes— everyday individuals who take small steps that create profound ripples. We envision that your stories will become integral chapters in our journey, proof that each brushstroke, picture, stanza, paragraph, note, and lyric; each eco-friendly choice, contributes to a masterpiece of positive change.