

Expanding Business for Luxury Apparel & Merchandise Plus New “Tover” Whiskey Brand Aimed at High-Profile Exposure: \$NICH

Nitches, Inc., Expands into Luxury Apparel and Merchandise Plus New “Tover” Whiskey Brand, (Stock Symbol: NICH)



Niches Inc. Stock Symbol: NICH OTC: \$NICH

LAS VEGAS, NEVADA, UNITED STATES,
January 23, 2024 /EINPresswire.com/ --

Expanding Business for Luxury Apparel and Merchandise Plus New “Tover” Whiskey Brand; All Aligned for High Profile Exposure with Celebrities and Social Influencers: Nitches, Inc ([Stock Symbol: NICH](#))

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Our vision is to establish Tover Spirits as a household name in the alcohol industry, and partnering with industry giants is a crucial step in achieving this goal”

John Morgan, \$NICH CEO

□ Trailblazing Company Dedicated to Creating Extraordinary and Unforgettable Luxury Lifestyle Experiences.

□ Multiple Brands in Luxury Apparel & Merchandise Aligned with High Profile Personalities Including Celebrities.

□ New “Tover” Whiskey Brand Launching Through Wholly Owned Subsidiary.

□ Welcomed Heng Design, Renowned Industry Leader, to Spearhead Bottle and Package Designs, Setting a High Standard for Aesthetic Appeal.

□ Strategic Partnership with JocoGlass, a Prominent Name in the Wine and Spirits industry for Innovation and Growth.

□ Tover Spirits Preparing for Debut in the Florida Market in Q1 of 2024.

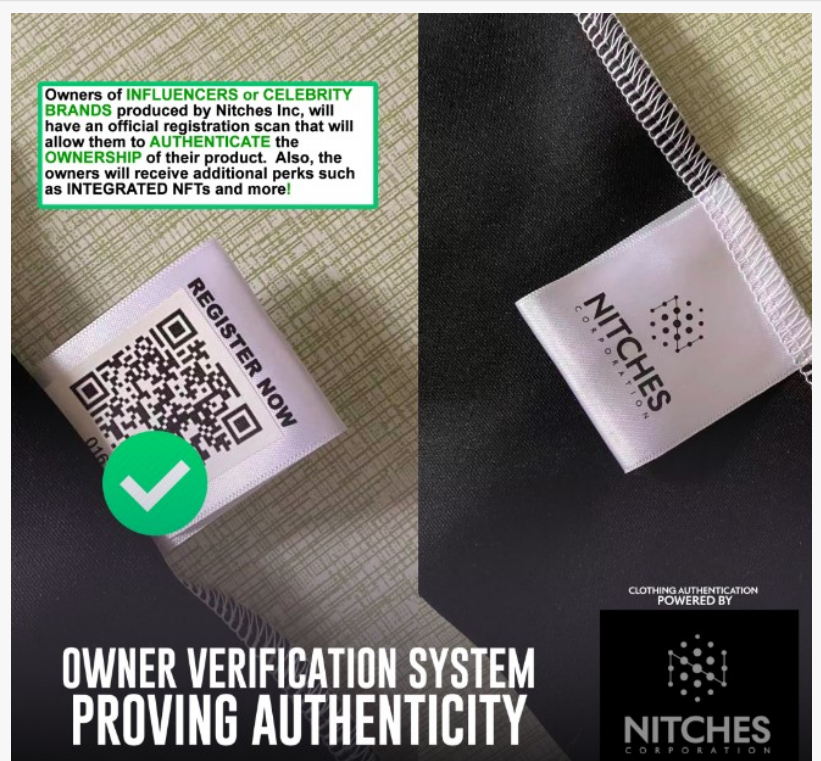
□ NICH Featuring Clothing at Prestigious Venues.

Nitches, Inc. is a multifaceted holding company with multiple brands in the luxury apparel and merchandise sector as well as a budding new whiskey Brand called "Tover" through its wholly owned subsidiary "Life Style of Spirits. With a track record of successfully bringing products to market from idea to implementation, NICH is poised for continued success in the evolving Spirits landscape. NICH is a trailblazing company dedicated to creating extraordinary and unforgettable luxury lifestyle experiences. With a commitment to excellence, NICH curates products, events, and partnerships that redefine the boundaries of luxury and sophistication.

NICH management is also taking([OTC: NICH](#)) tremendous steps to protect the company and its clients' intellectual property by innovating technology to help prevent counterfeiting. In addition to the merchandise and manufacturing, NICH is partnering with brands that are innovating outside of the box. The NICH business model is anchored in a long-term vision that builds on the heritage of company brands and stimulates creativity and excellence. NICH empowers brands, celebrities, and influencers with customized merchandise to increase their bottom line from their notoriety and social fame in this social age.

NICH Reflects on Successful 2023 and Unveils Ambitious Plans for 2024

On January 2nd NICH recapped its achievements in 2023 and announced exciting prospects for the upcoming year.



\$NICH Advantages



\$NICH Tover Whiskey

In a pivotal move, NICH secured its official status by registering with the TTB, marking a significant milestone in the company's journey to bring unique alcohol brands to the market.

The commitment to exceptional design was evident as NICH welcomed Heng Design from Australia, a renowned industry leader, to spearhead bottle and package designs, setting a high standard for aesthetic appeal.

A strategic partnership with JocoGlass, a prominent name in the Wine and Spirits industry, solidified the NICH position as a formidable player in the market. This collaboration promises innovative products and mutual growth.

Identifying a key global partner for the expansion of the Tover portfolio on an international scale showcased NICH dedication to reaching new heights in the global market.

The debut at the Fort Lauderdale International Boat Show 2023, with an exclusive small batch for a private mansion event, demonstrated NICH commitment to delivering unique and memorable experiences.

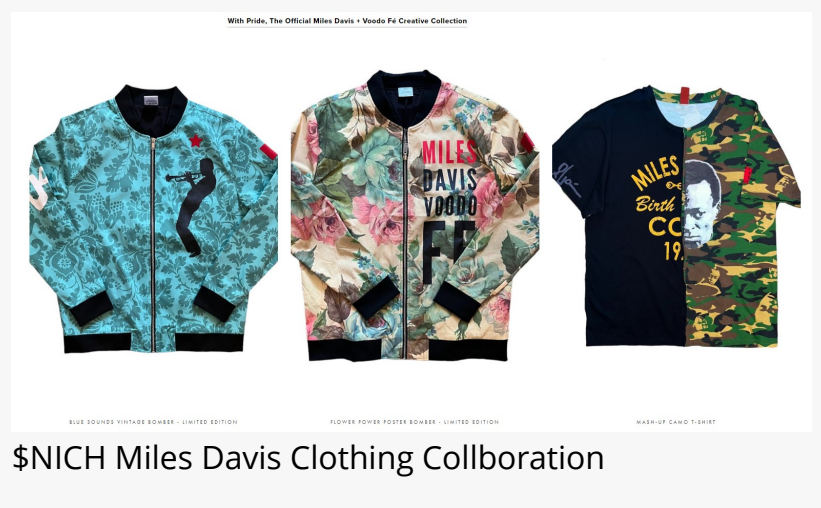
NICH recruited a master distiller to craft three flavor cocktails for Tover Republic, introducing the "Ready Now" cocktails that are sure to captivate the taste buds of enthusiasts.

Anticipation is high as Tover Spirits prepares for its debut in the Florida market in Q1, marking the beginning of an exciting journey to capture the hearts of consumers.

In the realm of fashion, NICH achieved remarkable exposure, featuring its clothing at prestigious venues such as the ALSD, Lucas Oil Stadium, Gainbridge Fieldhouse, and the iconic Indianapolis Motor Speedway. NICH showcased its dedicated team through captivating images and videos,



\$NICH PeaceonMarz Line



offering an up-close and personal look at the individuals behind the scenes.

The NICH Tover brand took center stage at an exclusive mansion event during the Fort Lauderdale International Boat Show, creating a buzz around the brand and leaving a lasting impression on attendees.

Voodofe, a fashion designer and artist who designed the Miles Davis line under the NICH umbrella, garnered attention as celebrities Robert Kennedy Jr, Donnel Rawlings, and Robby Krieger, guitarist for The Doors as well as many others flaunted the unique designs, adding a touch of glamour to high-profile events.

Looking ahead to 2024, NICH is in the final stages of filing the S1, initiating the process of uplisting to a higher exchange. Discussions with several investors are progressing, and NICH is poised to secure a more conventional and non-toxic type of financing crucial for the launch and expansion of the Tover Whiskey brand. NICH has also been in discussions regarding several other flavors and types of spirits that we plan to unveil throughout the upcoming year.

NICH remains steadfast in its commitment to innovation, quality, and unparalleled experiences, setting the stage for another year of growth, success, and groundbreaking achievements.

For more information on \$NICH visit: www.nitchescorp.com

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SOURCE: CorporateAds.com

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