

# Matthew "Casper" Oakley Unveils American You Originals: A Clothing Line for the Fearless

HOUSTON, TEXAS, UNITED STATES, February 28, 2024 /EINPresswire.com/ -- Podcaster and host of the American You Show, Matthew "Casper" Oakley, is pleased to announce the launch of his new venture, [American You Originals](#) - a clothing line that embodies extraordinary resilience and determination. Oakley, celebrated for his candid demeanor and compelling narrative, brings his unique perspective to the fashion industry with this latest endeavor.

With a history that includes over 15 years in the California prison system, Oakley's life story is one of resilience and transformation. Released at the age of 35 with minimal resources, he has since redirected his life towards success, emphasizing the importance of perseverance and self-belief. His experiences have instilled in him a no-excuses philosophy, which he now extends to his clothing line.



At its core, American You Originals is designed for individuals who are unafraid to stand out and assert their beliefs. The brand has quickly gained traction, selling out multiple collections and projecting sales of over \$5 million by the end of 2024. Oakley's approach to life and business is straightforward: live authentically and contribute positively to the lives of others.

"What set me apart from the rest was the drive; I knew in my mind there was no other option but success," says Matthew in his most recent interview. "I've seen it all in the prison system. Doing most of my time in a Level 4 facility, I learned real fast that your life can be taken at any moment," says Matthew. "Most of the people on these yards are never going home. You can't trust anyone; always be on your toes and ready for war."

Matthew believes that the majority of people are lost because they have a victim's mentality and are unable to think for themselves. He claims that selfishness and cowardice are destroying American men. "I created my clothing line for individuals who are not afraid to define themselves and represent their beliefs."

"I love my life," Matthew states. "I don't need a Lambo or a fancy watch to impress and manipulate others. You can't take that with you when you die, and we're all going to die. I would rather leave this world knowing that I helped people change their lives for the better. That is truly an accomplishment."

Readers can find inspiration and insights from Oakley's journey on his YouTube channel @americanyou, and the [American You Original Apparel](https://americanyou.com/) is available for purchase at <https://americanyou.com/>.

#### About American You Originals

American You Originals stands as more than merely a clothing brand; it symbolizes resilience, courage, and the power of self-definition. It was created from the life experiences of Matthew Oakley, whose journey through overcoming adversity serves as the foundation for the brand's ethos.

Oakley's narrative, marked by 15 years of incarceration, has not only shaped him but also inspired the creation of a brand that motivates individuals to confront their challenges and convert them into sources of strength.

American You Originals resonates with those who cherish the principles of freedom of thought,



accountability, and the relentless resolve to advance despite obstacles. It champions the belief that individuals are the architects of their fate, empowered to shape their identities through their choices and convictions.

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