



*"Our slogan - **Born to Cover Nakedness™** - reflects a commitment to design fashion outfits that have meaning, preserve dignity, and empower the wearer. Fashion, for us, is not just about clothing. It's more of a powerful expression of identity, culture, and purpose. We believe that every fashion piece we deliver to clients should not only adorn the body, but also speak to the soul." - **Ajibike R. Oshodi - CEO of Beulah & Daniel Fashion Palace,** www.bndclothings.com*

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BORN To Cover Nakedness™



Why I Do What I Do – CEO of Beulah & Daniels Fashion Palace

Born To Cover Nakedness™ - B&D Clothings [Why I Do What I Do, The Way I Do It]

BORN TO COVER NAKEDNESS™

**(WHY I DO WHAT I DO,
THE WAY I DO IT)**

By Ajibike R. Oshodi, **Born to Cover Nakedness (BCN)™ Specialist & CEO** of Beulah & Daniel Fashion Palace | +234-808-757-0081 | +234-905-741-4998 | bndclothings@royalsiblings.com
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Introduction



This PDF profile is designed to introduce Beulah & Daniel Fashion Palace (aka B&D Clothings).

We create bold, colorful, and timeless African fashion pieces that set you apart from the crowd. From hand-dyed Adire, Ankara, Lace and intricate Aso-Oke, to fully embellished luxury pieces, every design is crafted to celebrate individuality, confidence, and style.

Our mission is to make every woman feel beautiful, unique, and empowered in what she wears.

Our products are shop statement pieces that tell your story – made with love, made to shine.

Our slogan - Born to Cover Nakedness™ - reflects a commitment to design fashion outfits that have meaning, preserve dignity, and empower the wearer.

Fashion, for us, is not just about clothing. It's more of a powerful expression of identity, culture, and purpose.

We believe that every fashion piece we deliver to clients should not only adorn the body, but also speak to the soul.

1. We deliver exactly what they order.
2. We give them 100% value for their money.
3. Our outfits are good quality yet affordable
4. They stand out for their perfect stitches.
5. We cover nakedness not the other way round.

Personal Philosophy Statement

I draw inspiration from the richness of African heritage, combining bold colors, intricate embellishments, and luxurious fabrics to create pieces that are both regal and wearable. I'm especially drawn to free-flowing African dresses for their elegance as well as the comfort, and freedom they give to every woman who wears them.

My signature style includes the use of rhinestones, lace, and Ankara to merge tradition with modern glamour. Every design I create tells a story—of womanhood, strength, faith, and beauty. I design for women who want to be seen, celebrated, and respected.

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My dream is to see African fashion elevated on global runways, infused with cultural pride and contemporary sophistication.

As an artist, I am evolving, learning, and building a brand that reflects integrity, creativity, and excellence. My work is an offering—from my heart, through my hands, to the world.



- ✓ Comfortable yet classy
- ✓ Suitable for everyday & special occasions



I have gone further to categorize those who fit my target audience profile as follows:

- 🏠 Stylish Women
- 👛 Working-class ladies
- 🎉 Party/event goers
- 👗 Fashion-forward creatives
- 🌍 African culture wear lovers
- 📷 Influencers and appearance-conscious women

Industry and Market

The industry I operate in, is a vibrant and competitive space that merges creativity, culture, lifestyle, and commerce. Active players and stakeholders, like me, focus on designing, producing, and selling clothes that are stylish, comfortable, culturally expressive, and immediately wearable without requiring tailoring.

Target Audience Profile

Over the years, I have identified my best patrons to be men and women who purchase clothing to look confident, elegant, and unique.

Specifically, they value clothing that is:

- ✓ Quick to buy and wear
- ✓ Unique, colorful, well-styled

In addition to the above, I've also grouped them according to their buying habits or preferences:

1. **Everyday Wear Buyers:** Easy, breathable clothes for work, errands, casual outings.
2. **Occasion/Party Dress Buyers:** Bold, stylish pieces for birthdays, events, photos, parties
3. **Busy Women:** No-measurement, no-tailor-stress outfits
4. **Fashion Lovers:** Trendy, embellished designs that stand out

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5. **Culture-Driven Buyers:** African fabrics + modern styling

Get Exclusive Access To Walk In & Choose!



Using my understanding of the needs of clients and prequalified prospects that have interacted with me, I've created what is now a versatile (and growing) array of ready-to-wear outfits they can walk in and buy anytime they visit our showrooms.

In other words, rather than wait to have an outfit sewn, you actually have the option to visit us and look through already finished outfits that you can simply pay for, and walk away with, within minutes!

This is however a service reserved exclusively for members of my **Born to Cover Nakedness(BCN)™ Membership Club**.

Through www.royalsiblings.com/bndclothings (i.e. my Royal Siblings Entrepreneurs Club Digital Storefront - an online product/service portfolio) customers can easily view my collections, past designs, size guides, prices, and available customization services. This makes ordering simpler

and helps new clients understand my brand's style and quality.

At the bottom of the page where the product photos and videos are displayed, **the intending buyer will see a link s/he can click to fill and submit a form to request details about how to gain access to the FREE Exclusive Showroom Tour Service by joining my BCN™ Club**. Click www.royalsiblings.com/bndclothings to begin.



Ajibike R. Oshodi

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About Ajibike Rosemary Oshodi



Ajibike has built a reputation as ***the woman who was "born to cover nakedness"*** with her ***unique ability to design, produce, and sell clothes that are simultaneously stylish and dignifying - in addition to being, comfortable, culturally expressive, and immediately wearable without requiring tailoring.***

She runs her signature Beulah & Daniel Fashion Palace - an exclusive clothing line that specializes in producing quality bespoke wears for customers across different lines. Through her brand, she preaches her distinct nakedness-covering fashion design gospel.

For Ajibike, fashion design is more of a Divine calling with a unique mandate, than a passion. Her desire to fulfil this calling, drives her to continually explore new horizons: trending fashion styles and classic vogues.

Although not a veteran in the fashion business, she is not a rookie in the industry – and this is

evident from her demonstrated talent and ability to deliver superior services to her growing population of customers, with every passing day.

She started her signature brand, Beulah & Daniel Fashion Palace, on 28th Oct. 2018 as a means to achieve her longstanding aim of creating attractive, and trendy apparels. The fact that she is a dexterous and customer-oriented designer with an eye for perfect clothing solutions has proved very useful in this regard.

As a prolific fashion designer, Ajibike's portfolio reveals a rich history of applying processes to anticipate the needs of the customer in order to exceed his/her expectations and readily react to their needs. She actively collaborates and follows-up on deliverables with vendors and key partners throughout the entire design process, including merchandising, preproduction, and product development.

This demonstrated competence has endeared her to customers, earning her repeat business from them over the years as a result.

Ajibike strongly believes that through her clothing brand, she will, one day, in the very near future, raise the standards of fashion designing and be the go-to in the world of fashion designing. She is happily married to her ever-supportive husband and the union is blessed with lovely children: Beulah and Daniel.

Contact Ajibike

Email bndclothings@royalsiblings.com to send her a message. Click below to download her profile: <https://royalsiblings.com/bndclothings/2025/12/14/how-i-do-what-i-do/>



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