

16^{of} 100
Rose Nthite



Here to be Liberating

Redefining fashion while reclaiming confidence: Challenging global fashion norms.

For generations, the fashion industry has told women that beauty comes in a single shape. Runways, retail stores and clothing brands have largely designed for one idealised body type, leaving millions of women struggling to find garments that truly fit their bodies and reflect their identities. For Rose Nthite, this was never simply a fashion problem; it was a question of visibility, dignity and representation.

A visionary entrepreneur and passionate advocate for body inclusivity, Rose has dedicated her career to challenging the long-standing assumptions that have shaped the global fashion industry. Through research, observation and lived experience, she identified a critical gap in the market: while nearly 70% of African women are pear-shaped, few fashion brands intentionally design for their bodies.

The result is an industry that often leaves women feeling unseen, underserved and pressured to conform to standards that do not reflect their reality. Rather than accepting the status quo, Nthite chose to rewrite the narrative.

She founded Tithen, an aspirational fashion house created specifically to celebrate and elevate the elegance of pear-shaped women. At the heart of the brand is a simple but powerful belief: women should never have to change their bodies to fit fashion; fashion should be designed to fit women.

Through carefully considered silhouettes, premium craftsmanship and designs that embrace natural curves, Tithen empowers women to feel confident, comfortable and beautiful in their own skin.

Her commitment to inclusivity extends beyond luxury fashion. As the founder of Mulligan Golf Apparel, Rose is also transforming the sportswear landscape by creating apparel designed specifically for African women athletes. In a sporting environment where women have often had to settle for clothing adapted from men's or generic international designs, Mulligan Golf Apparel offers a fresh alternative that combines style, functionality and performance with a deep understanding of the women it serves.

However, Rose's work reaches far beyond clothing. Through both brands, she is building a movement that challenges narrow definitions of beauty and encourages women to embrace their authentic selves. Her message is one of liberation: that confidence begins when women feel seen, valued and represented.

In a world where fashion has too often dictated who belongs, Rose is creating space for women to

define beauty on their own terms. She is proving that innovation is not only about creating new products, it is about changing perspectives, expanding possibilities and ensuring that every woman can see herself reflected in the world around her.