

FOUNDER PRESS KIT

DF

Nikholas Jamal Hackett

FOUNDER & CEO, DRAGONFITT APPAREL LLC

PROFESSIONAL BIOGRAPHY

Nikholas Jamal Hackett is the visionary founder of DragonFitt Apparel, a brand forged at the intersection of ancient warrior discipline and modern performance technology. A graduate of Reinhardt University with a Bachelor of Science in Sport Administration, Hackett's professional journey is rooted in a lifetime of elite athletic competition and martial arts mastery.

As a second-degree black belt and certified Taekwondo instructor, Hackett integrates the "Spirit of the Dragon" into every facet of his entrepreneurial endeavors. His background as a collegiate defensive lineman and a multi-time national championship-winning martial artist informs the "Neo-Ancient" aesthetic and high-intensity functionality of the DragonFitt line.

Beyond apparel, Hackett is pioneering the "Digital Dojo" through The Apex mobile application, creating a community-centric platform designed to help athletes track growth and "Defy Limitations." Based in Atlanta, he continues to build a legacy of excellence, community leadership, and innovative design.

CORE COMPETENCIES

Leadership: Strategic Brand Development & Operations

Athletics: Collegiate Football & National Champion Martial Artist

Technology: UI/UX Visionary for The Apex Digital Ecosystem

Education: B.S. Sport Administration (Cum Laude), Reinhardt University

KEY PROJECTS & INITIATIVES

Summer

2026: Official Launch of DragonFitt Performance Apparel

Summer

2026: Inaugural DragonFitt Athletic Summer Academy

The Apex: Deployment of the Athlete IQ Tracking System