

Get It, Hombres!

SUAVECITO POMADE SLICKS
BACK THE COMPETITION

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What began as small, front-of-shop exchanges between friends has grown into a cultural boom. Suavecito, founded by Pete Adame, Tony Adame and JBird, started with their classic pomade.

Today, Suavecito has branched out into hair care, grooming, apparel, accessories and even a women's line called Suavecita. "We're just having fun," JBird smiles. "We're super home-grown, and we have a lot of good people supporting us."

WHAT'S COOKIN'?

• Because of JBird's culinary background, the three originally wanted to open a hotdog/sausage gastropub, but the bank denied their loan. They decided to start selling their pomade to make the gastropub happen. "We didn't plan for it to get this far. We never had time to do our restaurant!"

WHERE IT ALL STARTED

• The trio started building their products as a hobby around 2007. At the time, pomades were pricey and hard to find. They eventually began handing out their pomades in front of barber shops, which was only the beginning of their soon-to-be massive following.

LET IT BE

• "[Suavecito's success] organically happened. It naturally became like this," JBird discloses. While they never planned to have a building, a storefront or employees, the trio took each step in stride, rolled with the punches and allowed the company to blossom into what it is today.

BLAST FROM THE PAST

• Suavecito has recently launched its petroleum oil-based product. "It's going to stay in your hair for three or four days," JBird explains. "It's an old-school pomade. Really high-shine, super-thick—it's an old recipe that's been around for years that we've never done before."

COLLECTIBLE COLLABS

• Suavecito releases fun collaborations fairly regularly. Recent collabs include Social Distortion and Felix the Cat, and fans may even be able to look forward to a mash-up with Bobby Tribal from Tribal Streetwear.



Photoshoot Location:
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