



POTRO
somos potro™



“I’ve always found that the great contributions of the Hispanic/Latino culture in the USA has brought inspiration to art, music and fashion,” said Joseph DeAcetis Founder of Potro Inc. “These polo’s are a testament to the significance of Spanish heritage and influence on the United States of America. Latino’s diverse experiences have brought to life these distinct and unique spins on this classic look.”

— **Joseph DeAcetis**

POTRO

PORTERO







ELEGANT
POWER

IN THE BEGINNING THE INFLUENCE OF...

The contributions and significance of Spanish influence on the America's have been and continue to be monumental. Beginning in 1492 with the arrival of Christopher Columbus in the Caribbean and continuing control of vast territory that spanned for over three centuries, The Spanish Empire would expand across the Caribbean Islands, half of South America, most of Central America and much of North America (including present day Mexico, Florida and the Southwestern and Pacific Coastal regions of the United States).

During the colonial period (1492–1832), a total of 1.86 million Spaniards settled in the Americas and a further 3.5 million immigrated during the post-colonial era (1850–1950) – with millions more continuing to immigrate following independence. In the early 19th century, the Spanish American wars of independence resulted in the emancipation of most Spanish colonies in the Americas, except for Cuba and Puerto Rico, which

were finally given up in 1898, following the Spanish–American War with millions more continuing to immigrate following independence. Enter Simon Bolivar also known, as El Libertador was a Venezuelan military and political leader who was the catalyst in establishing Venezuela, Bolivia, Columbia, Ecuador, Peru and Panama as sovereign states – independent of Spanish Rule. In 1808 he had begun his campaign for independence from the Spanish Crown. To this day, Bolivar is viewed as a national icon of modern South America, and is considered one of the great heroes of the Hispanic Independent movements.

“

What Potro has captured of contemporary Latino men is power without exuberance, masculinity with ease, quality without excess, nobility with humanity, style with identity and a culture with solidarity. Through the development of a luxury menswear lifestyle brand, Potro celebrates and honors the unification of Latino culture in America! ”

POTRO



SOMOS POTRO™



THE EVERYDAY
POLO
THE PERFECT POLO FOR ANY OCCASION





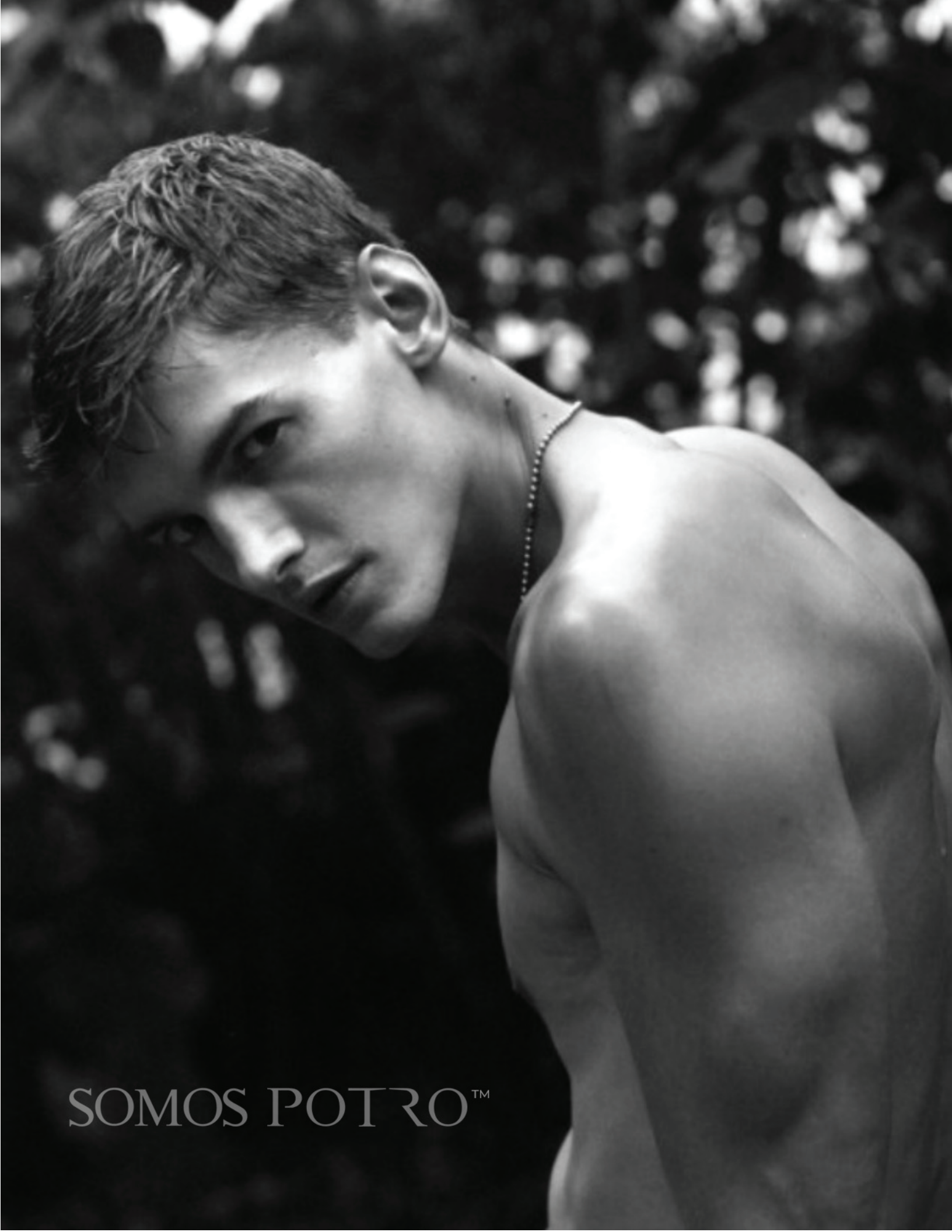


Crafted in Peru...

The Potro Polo shirt is the ultimate in casual luxury. Its lightweight piqué fabric is knit from long-staple cotton and double-mercerized to enhance its strength and color retention.

Detailed Potro debossed buttons and our signature embroidered Pony complete this modern fit polo.





SOMOS POTRO™

WHO WE ARE.

The proper study of mankind may indeed be man. Today, the terms Hispanic and Latino refer to an ethnicity sharing a common history, culture, and language. According to the Pew Research Center Hispanic Americans and Latino Americans make up more than 18% of the U.S. population with over 57 million Hispanics and Latinos living in the U.S. With the Hispanic community in the United States growing each year, Hispanic influence on American culture is more visible than ever. Hispanic and Latin Americans come from diverse social, economic, and geographic backgrounds making them all very different depending on their family heritage and national origin. However, there are some cultural similarities that tend to bring these diverse backgrounds together. One thing is for certain; Hispanic culture has been part of "America" longer than the United States has existed.

Today, a new chapter in menswear is born as we unveil Potro menswear.

Potro has constituted so profound an inquiry into the great history and influence of the Latino community and the essence of modern man that attire has created a culture. While Latino culture

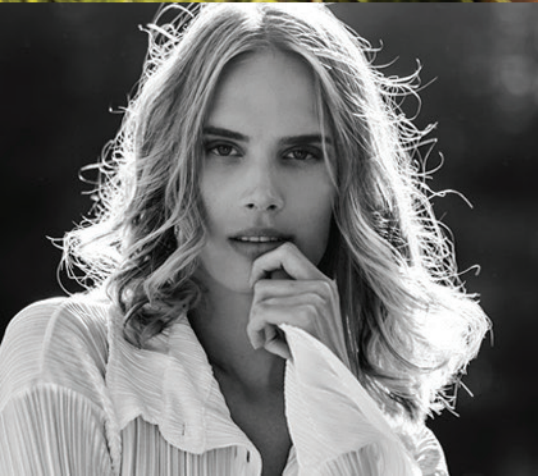
has long been recognized for its substantive role in the new definition of a culture that has influenced the Americas more significantly than any other. Potro's appropriations and varied menswear detailing along with the elusive vocal authority have claimed the definitive statement of men's clothing of our time. What Potro has captured of contemporary Latino men is power without exuberance, masculinity with ease,

quality without excess, nobility with humanity, style with identity and a culture with solidarity. Through the development of a luxury menswear lifestyle brand, Potro celebrates and honors the unification of Latino culture in America!

Potro is preserving the past while making a supreme statement – thus wielding a heritage of menswear to create new style frontiers as well as captivating images and video of this high-minded culture. Potro is deeply familiar, yet actively contemporary immersed in the heritage of culture and present day awareness. The concept of Potro is quintessentially of our time and will become path-breaking in men's fashion when worn by consumers who set out to make their mark. Firstly, the design innovation is modulated and never extreme. It proceeds with modification and restyling – never the radical

or our outlandish gesture of change. Secondly, the Potro garment is close to us. It looks and feels broken in and comfortable. Short or long sleeved, with jeans or formal pants, in various fabrics and an infinite range of colors, the polo shirt can be paired with anything and that is the key to its great success.

Stemming from a culture that has long exulted the in fashion to appreciate the truth of the familiar. Reversing the flow to consider the Matrix of dress requires different assumptions and different conclusions. Clothing actually speak, they tell us who we are and who we would like to be. Potro thieves on details and makes heritage the hallmark of the perfect gentleman in a modified world.



THE BRAND
UNIFYING
HISPANIC
IDEOLOGIES
INTO
AMERICAN
MENSWEAR



POTRO
UNMENTIONABLES









POTRO

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