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CALENDAR

Street Dreams are Made of These...

Banana Republic, watch out! Though it's been 10 years in the making, your Dominican competition is about to jump off. Founded by **Rafael Jimenez, Republica Trading Company** got it's start in New York's Washington Heights. Inspired by the popularity of Banana Republic shirts in the 90's, Jimenez imprinted a dozen shirts with the word "Republica," commemorating his native home, the Dominican Republic. He sold them out of his backpack for \$20 apiece and in twenty minutes they were gone.



That summer alone, 30 dozen t-shirts were sold. The summer after that, encouraged by the impressive sales with the men's shirts, Jimenez imprinted "Republica" on tinier tees, targeted at women. Thirty dozen of those sold as well. He decided this was bigger than just a summer gig and went on to start his own clothing line.

Now, almost 10 years and a few back packs later, the trade has expanded to formal wear which includes trendy men's suits, a unisex hat collection and a women's line which features sexy handbags and tops.

Republica Trading Company has recently launched it's 2004 collection and can be found in retail outlets such as Macy's and Bloomingdale's. Mi gente, sigue representando!

By Mariel Concepcion



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