

Mexabilly **Lost Times**

NEWSLETTER
MARCH - APRIL
2016 ISSUE #2



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COVER PHOTO CREDITS

PHOTOGRAPHER - LEGACY PHOTOGRAPHS

MEXABILLY MODELS

LEFT - VELVET REIN

RIGHT - DANIEL

MEXABILLY STAFF

Joel Villarreal - Lost Times Editor, Art Director, Graphic Designer, and Web Designer.

Diana Villarreal - Photography, Co-Editor, Concept Researcher.

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EDITORS NOTE

Much Thanks for Subscribing to Mexabilly Lost Times Newsletter.
We strive to bring you information that will shed some light on the Rockabilly life style. In this issue of Lost Times, we spotlight Richie Valens, the Mexican American music phenomena that brought some of the inspiration to founder of Mexabilly Clothing Company, Phillip Perez to launch his brand of rockabilly threads and stake his position in the Rockabilly Movement.

In this Issue as well as future issues, we are bringing the opportunity for people to grow with the popularity of the Mexabilly Lost Times Newsletter, by securing ad space. These sponsors support us so in return we urge you to give your support to them.

If you are interested in advertising with us contact Phillip Perez at phillipperez@mexabilly.com

If you have an Idea for a story that would fit our format, we would love to hear it, send info to newsletter@mexabilly.com

Thank you and enjoy the Read,
Joel Villarreal
Art Director
Mexabilly Clothing



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SHINNING THE LIGHT ON ROCKABILLY CULTURE

SPOTLIGHT

Featured Vendor



Anessa Villarreal Mexabilly Clothing Independent Vendor

Anessa Villarreal is a college student in Harlingen Texas that was looking for a money making opportunity to pay for her tuition. So when we approached her with the idea of selling Mexabilly Clothing product in her area she jumped on the opportunity to work with us.

Since November of 2015, she has tested the market in several venues. But by far, her highest success has been at a cool monthly fair called Jackson Street Market Days. Located in the Historic Harlingen Downtown main street, which they close down the first Saturday of every month. This event brings vendors from all trades of business, from clothing, food, crafts, horticulture, all the way to antiques. South Texas is a home away from home for a number of people from all over the United States, that love to shop in this diverse environment.

We are now in the process of helping her develop her own identity as a business, "Bringing Cali To The Valley". By doing so, will give her a wholesaler profit as opposed to commission based income, which will give her a larger return.

*bringing
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to the
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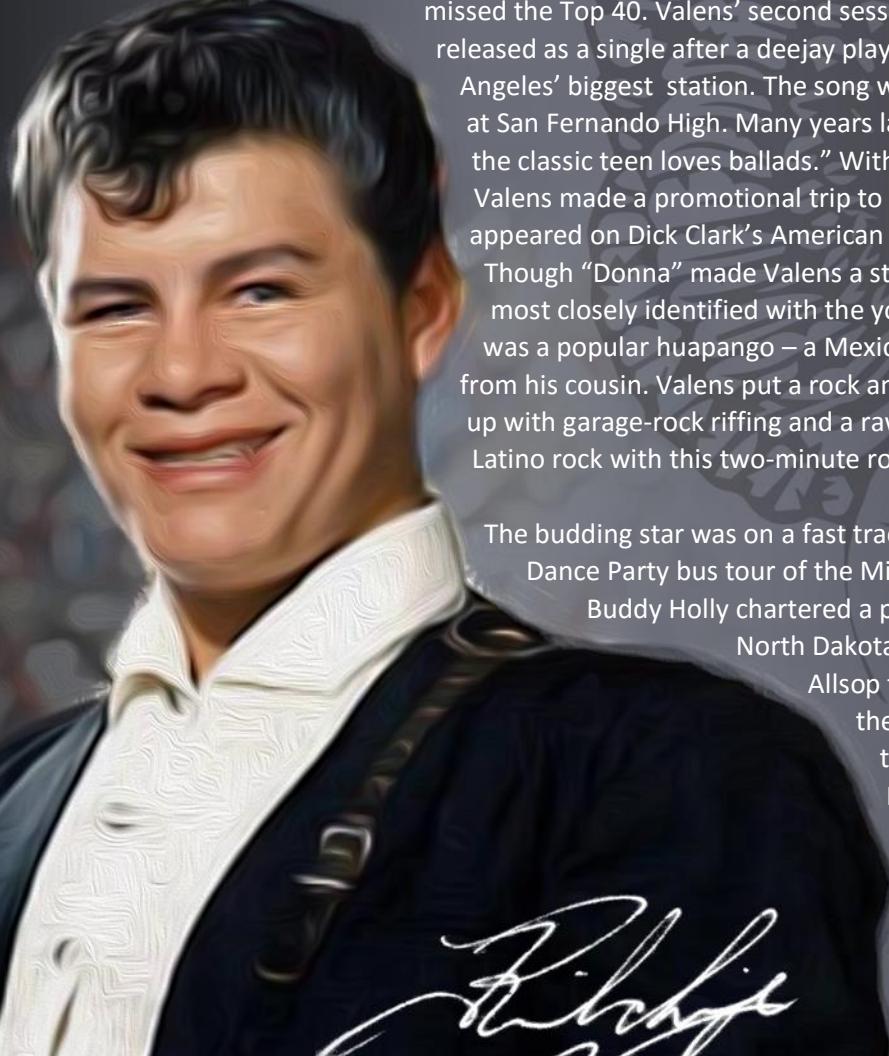
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Artist of the Month

SPOTLIGHT**Ritchie Valens**

Ritchie Valens (vocals, guitar; born May 13, 1941, died February 3, 1959)

Valens was born Richard Steven Valenzuela in the Los Angeles suburb of Pacoima. He grew up surrounded by Mexican music, but he also intently cocked an ear to R&B vocal groups like the Crows, the Penguins and the Drifters. He also loved Little Richard (and was known as the "Little Richard of the San Fernando Valley"), Bo Diddley and Buddy Holly.



Valens learned how to play guitar and joined a local dance band, the Silhouettes, at sixteen. In May 1958, he auditioned for Del-Fi label owner Bob Keane, who spotted his raw talent. Under Keane's direction, Valens cut a few sessions at Gold Star Studios in Los Angeles. His debut single, "Come On, Let's Go," was a spirited rocker that barely missed the Top 40. Valens' second session produced "Donna" and "La Bamba," rush-released as a single after a deejay played an acetate of "Donna" on KFWB, Los Angeles' biggest station. The song was a sweet, simple love song for a girl he knew at San Fernando High. Many years later, rock critic Lester Bangs called it "one of the classic teen loves ballads." With "Donna" rising in the national charts, Valens made a promotional trip to New York in late December 1958, where he appeared on Dick Clark's American Bandstand and Alan Freed's Christmas Show. Though "Donna" made Valens a star, it was "La Bamba" that would become most closely identified with the young Mexican-American rocker. "La Bamba" was a popular huapango – a Mexican fiesta dance song – that he learned from his cousin. Valens put a rock and roll spin on this spirited folk tune, juicing it up with garage-rock riffing and a raw, enthusiastic solo. In essence, he invented Latino rock with this two-minute rock and roll classic.

The budding star was on a fast track when he embarked on the ill-fated Winter Dance Party bus tour of the Midwest in late January 1959. When headliner Buddy Holly chartered a plane to fly from Iowa, to the next date in Fargo, North Dakota, Valen flipped a coin with guitarist Tommy Allsop to see who would get the last seat. Valens won the toss and boarded the small aircraft, which took off in the early hours of February 3, 1959. Minutes later it crashed in a cornfield, claiming the lives of Valens, Holly, J.P. Richardson ("The Big Bopper") and the pilot. Valens, who was only 17 years old, left behind a small but influential body of work.

HOW TO DRESS ROCKABILLY CHECK LIST

COOL CATS

The look is pure working-class Americana with some flashes of swinger. Do it Dickies style. The classic rockabilly trousers are a pair of Dickies Original 874 work pants in black. Grab some denim. Slim-cut (not skinny) dark jeans are another wardrobe staple. Pick up a pack of T's. You can't go wrong sporting a thin white T-shirt with the sleeves rolled up and the hem tucked in to your pants; this is a staple of the rockabilly "greaser" look. Pick up some work shirts and western shirts to add a little flair to your wardrobe. Give 'em the boot. Worn work boots or motorcycle boots are a no-brainer choice for this look. Get the hair right. Perhaps the most popular men's hairstyle of the the 1950s--the pompadour--is the totally today look of a rockabilly man.



HOT DAMES

Stock up on wardrobe essentials. Rockabilly gals have a way of looking sexy but sweet. Wear a classic halter top or dress fabrics that have cherry, tropical or even skull designs. High-waisted pencil skirts and ankle-length pants A full skirt with some "swing" to it offers a lot of versatility to a rockabilly wardrobe. The Rockabilly wrap dress is a must for dancing. Sweetheart dress, which a full skirt, a fitted and belted waist a lightly puffed sleeve that falls to about the elbow. Refine your look with shoes and accessories. Shiny black or red Mary Janes in a flat or high heel can work with almost all rockabilly gal looks. For a more preppy, casual look, choose loafers or saddle shoes with or without bobby socks or a pair of Converse All Stars. Use a liquid or cream foundation to even out your complexion and dust it lightly with finishing powder. Apply blush sparingly on your cheekbones rather than the apples of your cheeks. Create a cat eye. The cat eye defines the makeup look for a rockabilly gal. Apply a bright red lipstick with a blue (cool) undertone and a matte finish.



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