

PRESS RELEASE

IMMEDIATE RELEASE



PAPÁ ORIGINALS
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PAPÁ ORIGINALS launched on October 12th in Brooklyn.

A high-end baseball cap brand inspired by the original Brooklyn Excelsiors design from the 1860's.

Brooklyn, NY, October 19th - This Fall, PAPÁ ORIGINALS is launching a line of fine, elegant, superior baseball caps, all Made in Brooklyn. Combining carefully hand-selected premium materials, PAPÁ ORIGINALS finally offers the perfect, stylish hat for the discerning cap lovers.

With their first collection of classic ball caps, PAPÁ ORIGINALS focused on getting the details right: pure charmeuse silk, antique brass eyelets, the perfect stitch, and signature stoned oil leather detailing. PAPÁ ORIGINALS created a sleek design that cap lovers can be proud to wear and represent the old-school Brooklyn style.

"We design and manufacture right here in Brooklyn, the first high-end baseball cap that's not overpriced. I didn't make this for the fashion Elite, I made it for the real cap lovers." - Founder, Raphael Faccarello.

Retail price: \$155

Made in Bushwick, Brooklyn, NY

Online PreOrder: 10.12.16 (free US & international shipping)

The first 25 hats of each color are labeled with a unique number

- materials
- stoned oil leather
 - premium cotton canvas
 - pure charmeuse silk
 - antique brass eyelets

PAPÁ ORIGINALS was born from passion. Founder Raphael's favorite baseball cap is the original style, invented and first worn by the Brooklyn Excelsiors baseball team in the 1860's. The style that later conquered the streets of New York, and then the US: the high profile, structured, flat brim cap.

Even in the hometown of the original cap, Raphael couldn't find a quality one that wasn't grossly overpriced. So, he decided to bring the stylish, classic, and reasonably priced baseball cap back to Brooklyn - the way it used to be. Raphael designed and carefully crafted the cap of his dreams at one of the last factories in Brooklyn.

It didn't take long for friends to start asking him to make ones for them. Calling him 'papá' - a term used endearingly among friends in his latin neighborhood.

PAPÁ ORIGINALS was born.

For more information, contact: Raphael Faccarello
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