



y.a.bera  
the modern guayabera  
Where Tradition meets Class.

WWW.YABERA.COM

2018

MENSWEAR





y.a.bera  
the modern guayabera

Y.A.Bera Clothing is all about casual elegance.

We reinvented the iconic [guayabera](#) shirt, with a modern twist. Authentic & Handmade with modern features make it the perfect fit for today's world. We are proud of our heritage and take great honor in creating a stylish shirt. The nostalgic guayabera shirt takes us back to a time when people lived at a slower pace and enjoyed life to the fullest.

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Menswear  
Kidswear  
Mens Bottom  
Womenswear 2018

# y.a.bera

the modern guayabera

modern artwork  
+  
iconic guayabera shirt



RESORTWEAR | FORMAL  
CASUAL | STREETWEAR  
BEACHWEAR | WORK

Y.A.Bera Clothing is becoming widely popular for its collection of Limited Edition Guayabera Shirts. Featuring original artwork from around the world, each collection has an unique design and color combination giving each handmade shirt a personality all its own. The entire team at Y.A.Bera Clothing is fully dedicated to creating a high quality, eye catching shirt that captures the true essence of the guayabera.

Growing up in Miami, FL I can attest that men and women from all walks of life proudly wore the traditional guayabera shirt. Most even had more than one hanging in their closet. But I always felt the guayabera needed something more. It was time to give the "traditional" shirt a modern twist. I wanted to create a line of modern guayabera shirts that still kept true to the culture.

That is where Y.A.Bera Clothing comes in: I am Joseph Jenovese, the man behind the brand, the reinvention, and the guayabera movement.

"The guayabera shirt is already iconic... but for years I felt the guayabera shirt needed a change. So, I had to reinvent it..."

Joe Jenovese



Iconic details remixed with modern features and fit.

For years I have felt that the guayabera shirt needed a change. Fashion is always changing and in most cases cyclical. But the shirt that has defined my culture's style had not evolved and been improved upon. When I use to buy my guayaberas from the store, I felt I was just buying a decent quality shirt...for alot of money (and it was nothing special). My favorite type of shirt couldn't keep up with my style, many mens style for that matter. My first thought and intuition told me, remix the guayabera. Reinvent the guayabera shirt in such a way that everyone will be able to recognize it, connect with it, and appreciate the style. I felt I had an obligation to myself, my family, and my heritage to create something that only enhanced the shirts longevity.

The good thing about Y.A.Bera Clothing which gives this brand an edge, is that it does not manufacture shirts in bulk. Y.A.Bera Clothing shirts are manufactured in limited quality only, thus each and every single shirt is made with pure attention, care, and love. This is the reason why each shirt is unique and a piece of true craftsmanship. Y.A.Bera Clothing shirts are authentic and handmade button-up shirts with perfect pin-tuck pleats, embroidered artwork, and sometimes pockets. The iconic guayabera shirt is now made for the modern world by Y.A.Bera Clothing.

Joseph Jenovese  
Creator / Founder / Owner



The ICONIC Guayabera shirt by Y.A.Bera Clothing is meant to be worn anywhere and for any occasion. We're bringing the classic style into modern times.

Resortwear  
Work  
Streetwear  
Casual FORMAL Beach





## Menswear Collection

ICONIC STYLE  
MADE WITH A  
MODERN TWIST

Our Menswear collection is inspired by the ICONIC guayabera shirt made popular in the '50s. We reinvented the classic shirt and handmade a new classic for men. A modern Fit with Modern Features made with details that make this shirt different from others.



White Lux  
&  
Smoke One

Long Sleeve  
Guayabera Shirt





## White Lux & Smoke One

SMKONE

WHATEVER LEAF YOU  
SMOKE, THERE'S A  
POCKET FOR THAT.

- Bright White
- LUX Linen Blend
- Wrinkle Resistant Fabric
- 50% Linen 50% Cotton
- Long Sleeve
- Button & Latch 3/4 Sleeve
- Snap Down Collar
- Wide Waist Pockets
- Small "Cigar" Pocket at Chest
- Five Color Original Smokers  
Artwork Embroidered



NEW

White Lux  
with Gold  
Cuban Links

Short Sleeve  
Guayabera Shirt





## White Lux with Gold Cuban Links

GCBG



C o m p l e t e l y  
D i f f e r e n t ,  
E n t i r e l y  
I c o n i c .



- Bright White
- LUX Linen Blend
- Wrinkle Resistant Fabric
- 50% Linen 50% Cotton
- Short Sleeve
- Snap Down Collar
- Original Four Pocket Style
- Two-Tone Gold Cuban Link Chain Artwork Embroidered

NEW



## Black Luxo with Gold Cuban Links

GCBG

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- Deep Black
- LUXO Linen Blend
- Wrinkle Resistant Fabric
- 65% Linen 35% Polyester
- Short Sleeve
- Snap Down Collar
- Original Four Pocket Style
- Two-Tone Gold Cuban Link Chain Artwork Embroidered



NEW

A man with a full beard and a shaved head is shown from the chest up, wearing a white short-sleeved Guayabera shirt. The shirt features intricate embroidery on the front panels, including a central vertical strip with a red face and blue floral patterns, and side panels with similar designs. The shirt has a button-down front and a pocket on the left side. The background is a bright, indoor setting with wooden elements.

Beige Lux  
and the  
Peaceful Path

Short Sleeve  
Guayabera Shirt



## Beige Lux and The Peaceful Path

EBBE

### ARTWORK THAT SPEAKS TO YOUR SOUL.

- Light Beige Lux
- Lux Linen Blend
- 50% Linen 50% Cotton
- Wrinkle Resistant Fabric
- Short Sleeve
- Snap Down Collar
- Wide Waist Pockets
- Small "Cigar" Pocket at Chest
- Four Color Elephant Buddha Artwork Embroidery



Teal Blue Lux  
&  
The Lions Gaze

Short Sleeve  
Guayabera Shirt



## Teal Blue Lux & The Lions Gaze

LGTYS

**a color combo  
as iconic as  
the shirt itself.**



- Teal Blue
- Lux Linen Blend
- 50% Linen 50% Cotton
- Wrinkle-Resistant Fabric
- Short Sleeve
- Snap Down Collar
- Wide Waist Pockets
- Small "Cigar" Pocket at Chest
- Two-Tone Yellow & Silver Lion's Gaze Artwork Embroidered

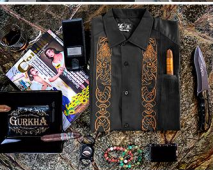
NEW



DEEPEST  
Black Lux  
& ORANGE TAILS

Long Sleeve  
Guayabera Shirt





## DEEPEST Black Lux & Orange Tails

TT80

**Elegant, yet  
super macho.**

- Deep Black
- Lux Linen Blend
- 50% Linen 50% Cotton
- Wrinkle-Resistant Fabric
- Long Sleeve
- Snap Down Collar
- Wide Waist Pockets
- Small "Cigar" Pocket at Chest
- Orange Modern Tails & Tentacles Themed Artwork Embroidered

NEW



## White Skies under Winning Colors

TTWOG

# MIAMI COLORS FOR THE HOME TEAM

- White
- Lux Linen Blend
- 50% Linen 50% Cotton
- Wrinkle-Resistant Fabric
- Short Sleeve
- Snap Down Collar
- Wide Waist Pockets
- Small "Cigar" Pocket at Chest
- Two-Tone Yellow & Silver Lion's Gaze Artwork Embroidered

**FOR THE FANS!**



Merlot  
under  
Blue Stars

Long Sleeve  
Guayabera Shirt



## Merlot under Blue Stars

CPMB

Casual Elegance  
at it's finest.

- Merlot Burgundy Red
- LUX Linen Blend
- Wrinkle Resistant Fabric
- 50% Linen 50% Cotton
- Long Sleeve
- Button & Latch 3/4 Sleeve
- Snap Down Collar
- Wide Waist Pockets
- Small "Cigar" Pocket at Chest
- Royal Blue Modern Star  
Artwork Embroidered



White Clouds  
under  
Blue Stars

Long Sleeve  
Guayabera Shirt





## White Clouds under Blue Stars

CPLWB

MODERN TWIST ON  
AN ICONIC CLASSIC.

- White
- LUX Linen Blend
- Wrinkle Resistant Fabric
- 50% Linen 50% Cotton
- Long Sleeve
- Button & Latch 3/4 Sleeve
- Snap Down Collar
- Wide Waist Pockets
- Small "Cigar" Pocket at Chest
- Royal Blue Modern Star  
Artwork Embroidered





**Black Skies  
under  
Steel Clouds**

Long Sleeve  
Guayabera Shirt





## Black Lux Skies under Steel Clouds

CPL8G

### Limited Edition Shirts for Modern Men.

- Black
- LUX Linen Blend
- Wrinkle Resistant Fabric
- 50% Linen 50% Cotton
- Long Sleeve
- Button & Latch 3/4 Sleeve
- Snap Down Collar
- Wide Waist Pockets
- Small "Cigar" Pocket at Chest
- Steel Grey Modern Star  
Artwork Embroidery



Sky Blue  
under  
Navy Stars

Long Sleeve  
Guayabera Shirt



## Sky Blue under Blue Stars

CPL88

FROM FORMAL TO STREET,  
EVERYWHERE INBETWEEN.

- Sky Blue
- LUX Linen Blend
- Wrinkle Resistant Fabric
- 50% Linen 50% Cotton
- Long Sleeve
- Button & Latch 3/4 Sleeve
- Snap Down Collar
- Wide Waist Pockets
- Small "Cigar" Pocket at Chest
- Blue Modern Star  
Artwork Embroidered

Seaside  
&  
Sunshine

Short Sleeve  
Guayabera Shirt





## Seaside & Sunshine

CPTV

**BOLD & BRIGHT**  
*made for Today's Man.*

- Turquoise Blue
- LUX Linen Blend
- Wrinkle Resistant Fabric
- 50% Linen 50% Cotton
- Short Sleeve
- Snap Down Collar
- Wide Waist Pockets
- Small "Cigar" Pocket at Chest
- Yellow Modern Star Artwork Embroidered



Grey Lux  
under  
Turquoise Stars

Short Sleeve  
Guayabera Shirt



## Grey Lux under Turquoise Skies

CPGT

**Respect the icons  
then be iconic.**



- Grey
- Lux Linen Blend
- 50% Linen 50% Cotton
- Wrinkle Resistant Fabric
- Short Sleeve
- Snap Down Collar
- Wide Waist Pockets
- Small "Cigar" Pocket at Chest
- Turquoise Modern Star Themed Artwork Embroidered



Merlot Red  
&  
Khaki Tails

Long Sleeve  
Guayabera Shirt





## Merlot Red & Khaki Tails

TMK

### **AN ICONIC SHIRT FOR MEN WITH STYLE.**

- Merlot Red
- LUX Linen Blend
- Wrinkle Resistant Fabric
- 50% Linen 50% Cotton
- Long Sleeve
- Snap Down Collar
- Wide Waist Pockets
- Small "Cigar" Pocket at Chest
- Khaki Tails & Tentacles  
Artwork Embroidered

HUNT the GREEN  
Winning Colors  
Miami Edition

Short Sleeve  
Guayabera Shirt





HUNT the GREEN  
WINNING COLORS  
TTGO

**HANDMADE  
FOR THE  
HOMETEAM**

- Hunter Green
- SMOOVE Linen Blend
- Luxurious Sheen
- 35% Linen 65% Cotton
- Short Sleeve
- Snap Down Collar
- Wide Waist Pockets
- Small "Cigar" Pocket at Chest
- Orange Tails & Tentacles  
Artwork Embroidered



Jungle Khaki  
&  
Grey Tails

Short Sleeve  
Guayabera Shirt



## Jungle Khaki & Grey Tails

TTKG

### OLD SOUL WITH NEW SCHOOL STYLE

- Jungle Khaki
- LUX Linen Blend
- Wrinkle Resistant Fabric
- 50% Linen 50% Cotton
- Short Sleeve
- Snap Down Collar
- Wide Waist Pockets
- Small "Cigar" Pocket at Chest
- Grey Tails & Tentacles  
Artwork Embroidered



HUNT the GREEN  
&  
White Tails

Long Sleeve  
Guayabera Shirt



## HUNT the GREEN

TTGW

### AN ICONIC SHIRT FOR MEN WITH STYLE.

- Hunter Green
- SMOOVE Linen Blend
- Luxurious Sheen
- 35% Linen 65% Cotton
- Long Sleeve
- Snap Down Collar
- Wide Waist Pockets
- Small "Cigar" Pocket at Chest
- White Tails & Tentacles Artwork Embroidered



Mr. Grey &  
Aqua Marine  
Dreams

Short Sleeve  
Guayabera Shirt





## Mr. Grey & Aqua Marine Dreams

ROGA

*Bright Days,  
Brighter Dreams.*

- Grey
- Lux Linen Blend
- 50% Linen 50% Cotton
- Wrinkle Resistant Fabric
- Short Sleeve
- Mandarin Collar - Short Collar
- Aqua Marine Blue Modern Real Dreams Themed Artwork Embroidered





Royally Blue  
& Platinum  
Dreams

Long Sleeve  
Guayabera Shirt



## Royally Blue & Platinum Dreams

ROBS

*The Royals  
have become  
iconic.*

- Royal Blue
- Linen Blend
- 50% Linen 50% Cotton
- Long Sleeve
- Short Collar (Banded Collar)
- Platinum Silver Modern Real  
Dreams Themed Artwork  
Embroidered





Black Lux  
& Scarlet  
Red Dreams

Long Sleeve  
Guayabera Shirt



## Black Lux & Scarlet Red Dreams

ROBR

**STUNNING VERSATILITY,  
ICONIC GUAYABERA STYLE.**

- Deep Black
- Lux Linen Blend
- 50% Linen 50% Cotton
- Wrinkle Resistant Fabric
- Long Sleeve
- Snap Down Collar
- Scarlet Red Modern Real Dreams Themed Artwork Embroidered



White Clouds  
& Copper  
Dreams

Short Sleeve  
Guayabera Shirt



## White Clouds & Copper Dreams

ROWC

everyones favorite  
shirt is his go-to

- White
- Lux Linen Blend
- 50% Linen 50% Cotton
- Wrinkle Resistant Fabric
- Short Sleeve
- Mandarin Collar - Short Collar
- Copper Modern Real Dreams  
Themed Artwork Embroidered

A black short-sleeved Guayabera shirt with gold decorative patterns, worn by a person against a colorful background. The shirt features a button-down front and a yoke with pleated detailing. The gold patterns are intricate, featuring stylized floral and scrollwork motifs that run vertically down the front and along the sleeves. The background is a vibrant, abstract wall with geometric shapes in shades of blue, purple, and green.

**Black Lux  
& Gold  
Dreams**

Short Sleeve  
Guayabera Shirt





## Black Lux & Deep Gold

ROBG



**A SHIRT MADE FOR  
THE MAN AMONG MEN.**

- Black
- LUX Linen Blend
- Wrinkle Resistant Fabric
- 50% Linen 50% Cotton
- Short Sleeve
- Snap Down Collar
- Wide Waist Pockets
- Small "Cigar" Pocket at Chest
- Deep Gold Real Dreams  
Artwork Embroidered



A young boy with dark hair is flexing his right arm, showing off his bicep. He is wearing a white long-sleeved shirt with intricate blue embroidery on the front panels. The embroidery features floral and sunburst patterns. He is also wearing blue jeans. The background is a rustic wooden fence with some green leaves visible on the left.

## Kidswear Collection

ICONIC STYLE  
MADE FOR THE  
MODERN KID

Our Kidswear collection  
is the CUTEST thing to  
happen to Kids Clothing.  
Cool like Papi!  
Wild like Tio!

Now he can dress like his  
family did before him.

The ICONIC guayabera  
shirt made for kids.



## SUPER|Stars Kids Shirt

KCPWB/KCPWT

*Adorable just  
got a new shirt.*

- Bright White
- Easy Maintain Fabric
- 35% Polyester 65% Cotton
- Long or Short Sleeve
- Perfect Pin-Tuck Pleats
- SUPER Cute
- Blue or Turquoise SUPER Stars Artwork Embroidered



This is what the iconic guayabera shirt was made for. The casual look of this shirt is what it made it famous and iconic. Y.A.Bera Clothing has taken the guayabera shirt to new heights. This is Casual Elegance at it's finest. Perfect for the beach, park, party, bar...anywhere.

## CASUAL WEAR





"There's a pocket for that" ...one our favorite things to say. The ICONIC Yabera Shirts all have the versatile chest pocket. And some styles have wide waist pockets making it a whole new way to dress.

Introducing our Lux Linen Modern Fit Shorts. The perfect addition to our Limited Edition Yabera Collection.

## ICONIC POCKETS





When the occasion calls for more than a standard look, step into the iconic guayabera shirt by Y.A.Bera Clothing. The perfect shirt for Weddings, Parties, Events...anywhere you intend to impress.

## FORMAL WEAR



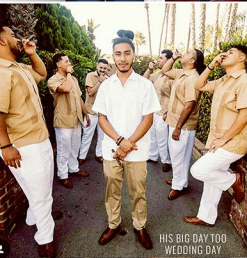


DRESSED  
TO  
IMPRESS



ROCK ON

The best memories are those in which you wore your best clothes. Those moments in life are the ones you cherish and share with those you love. The Guayabera Shirt is always part of that memory, because the guayabera shirt is made for special moments. And the Y.A.Bera Clothing Guayabera just made it even more memorable.



HIS BIG DAY TOO  
WEDDING DAY



OUT-PERFORM  
VISUAL ARTS



LIKE TIO KIDS COLLECTION



IT'S AN ICONIC THING

IT'S NOT  
JUST A  
NATIVE THING

## WHOLESALE ORDER FORM

We look forward to working with you as we release an exclusive and unique clothing brand throughout the worldwide retail industry. Y.A.Bera Clothing offers exciting packages in its distribution strategy. Please take the time to contact us and learn more about this exciting opportunity. Start to sell a new Handmade Guayabera Shirt by Y.A.Bera Clothing today!

y.a.bera  
the modern guayabera



HOLA@YABERA.com  
(305) 791-5910

NAME - PHONE  
EMAIL - LOCATION

Mens Collection		XS	S	M	L	XL	2XL	3XL	4XL	5XL	6XL	TOTAL QTY
GCWG	Lux Blanco with Gold Cuban Links SS											
GCBG	Black Luxo with Gold Cuban Links SS											
SMKONE	White Lux & Smoke One LS											
LGTYS	Teal Blue Lux & The Lion's Gaze SS											
EBBE	Beige Lux & The Peaceful Path SS											
TTWOG	White Skies under Winning Colors SS											
TTBO	Deepest Black & Orange Tails LS											
TTKG	Jungle Khaki & Grey Tails SS											
TTMK	Merlot Red & Khaki Tails LS											
TTGW	Hunt the Green & White Tails LS											
TTGO	Hunt the Green Winning Colors SS											
RDGA	Grey & Aqua Marine Dreams SS											
RDBR	Black Lux & Scarlet Red Dreams LS											
RDBG	Black Lux & Gold Dreams SS											
RDWC	White Clouds & Copper Dreams SS											
RDBS	Royally Blue & Platinum Dreams LS											
CPMB	Merlot under Blue Stars LS											
CPBG	Black Skies under Grey Clouds LS											
CPBN	Sky Blue under Navy Blue Stars LS											
CPLWB	White Clouds under Blue Stars LS											
CPTY	Seaside & Yellow Sunshine SS											
CPGT	Grey Lux under Turquoise Stars SS											
CPWW	White Clouds under White Stars LS											

WHOLESALE AND  
CUSTOM-MADE  
OPTIONS  
AVAILABLE WITH  
MINIMUM  
ORDER.

ALSO  
AVAILABLE FOR  
WHOLESALE  
AND CUSTOM

MENS SHORTS &  
PANTS

KIDS YABERA  
SHIRTS

WOMANS  
YABERA SHIRTS

Whether you are an independent retailer or a major chain, we appreciate your interest in our brand, our products and our movement. Partnerships can be made with traditional brick and mortar retailers and/or online stores.

Certain shirts and/or sizes may take up to 45 days deliver. Minimum of 15 shirts per order to obtain wholesale pricing. Different colors and options available for wholesale orders.





Y.A.Bera Clothing Past Collections are available for Wholesale Orders only.

Do you want your Store to be the Exclusive Dealer in your area to carry a certain color combination from our past collections? Contact us to

join our Wholesale

SKU-Exclusive Program.

\*Traditional Wholesale Account Program Available



# y.a.bera

the modern guayabera

## CUSTOM Y.A.BERA CLOTHING GUAYABERA SHIRTS



CUSTOM MADE FOR MOFONGO-NY

CUSTOM MADE Y.A.BERA  
GUAYABERA SHIRTS ARE PERFECT  
FOR YOUR BUSINESS OR  
ORGANIZATION. THE ICONIC LOOK  
AND COMFORT OF THE GUAYABERA  
SHIRT IS A STAPLE IN THE  
BUSINESS WORLD.

### Options

- Long Sleeve or Short Sleeve
- Regular Collar or Banded Collar
- 4 Pockets, 2 Pockets, or No Pockets
- Luxury Linen Blend Fabric or Economy Cotton Blend Fabric available
- Logo & Artwork Embroidered
- Custom Color Combinations
- Pintuck Pleats
- Full Range of Sizes
- Men, Woman, and Child Shirts Available
- Low Minimum Required (15)
- Delivery between 45-60 days
- No Setup or Delivery Fees

\* Comfort, Versatility, Convenience, and Style always included

\* World Class Customer Service and Appreciation always included.

HANDMADE GUAYABERA SHIRTS FOR BUSINESS. [INFO@YABERACLOTHING](mailto:info@yaberaclimbing.com)

BOUNDLESS CREATIVITY, ART  
AND DESIGN IS WHAT BEGAN OUR  
GUAYABERA MOVEMENT.



THE COOLEST PART OF MAKING Y.A.BERA CLOTHING HAPPEN IS ALL THE AMAZING PEOPLE WE GET TO MEET.

ARTISTS, PHOTOGRAPHERS, MODELS, AND DESIGNERS HAVE ALL SHOWN INTEREST IN WORKING WITH OUR BRAND AND WE COULDN'T BE MORE GRATEFUL.

THESE COLLABORATIONS ARE A MAJOR PART OF WHAT MAKE US REVOLUTIONARIES IN THE GUAYABERA INDUSTRY.

THE ORIGINAL ARTWORK ON ALL OF OUR GUAYABERA SHIRTS ARE FROM UP AND COMING ARTIST ALL AROUND THE WORLD. HAND DRAWN OR DIGITAL ARTWORK REMIXED WITH THE ICONIC GUAYABERA, IT'S ALL ABOUT OUR LOVE FOR ART.

OUR PHOTOSHOOTS INCLUDE SOME OF THE BEST INDEPENDENT PHOTOGRAPHERS IN THE USA AND OUR MODELS BENEFIT FROM ASTOUNDING PHOTO-SETS.

WE LOVE HELPING PEOPLE SHOWCASE THEIR TALENT. WE ALSO LOVE THE ICONIC STYLE OF THE GUAYABERA SHIRT. WE'RE LOOKING FOR CREATIVE PEOPLE ANYWHERE IN THE WORLD TO COLLABORATE WITH US FOR OUR FUTURE COLLECTIONS.





## BRAND AMBASSADOR PROGRAM

Our first few years have been exciting and rewarding! The best part have been the collaborations we've done with amazing people.

Famous and ICONIC rapper B-Real from Cypress Hill wears his Y.A.Bera Guayaberas on Tour with super-group Prophets of Rage. Latin Rap Pioneer Don Dinero collaborates with us and cool trend setters like Geechi Suede from Camp Lo has committed to the brand. Many more artists and brand ambassadors are lined up to work with us this year, and we want to hear from you too.

Our Brand Ambassador Program is geared towards remixing the notions of the iconic guayabera shirt. Sponsorship is available to entertainers, models, and photographers on a conditional agreement. Simply put, we provide the iconic Y.A.Bera Clothing Guayabera Shirt and you provide images and postings on social media outlets. Join our iconic family, represent your iconic style.



# y.a.bera

the modern guayabera

Instagram - @yaberacloting  
Over 30K Followers and growing  
[www.instagram.com/yaberacloting](http://www.instagram.com/yaberacloting)

Facebook - @yaberamiami  
Direct connection to Y.A.Bera Clothing  
[www.facebook.com/yaberamiami](http://www.facebook.com/yaberamiami)

Pinterest - @yaberacloting  
Best Guayabera Style Board Ever  
[www.pinterest.com/yaberacloting](http://www.pinterest.com/yaberacloting)

Twitter - @yaberacloting  
Two Hundred Eighty Characters of Style  
[www.twitter.com/yaberacloting](http://www.twitter.com/yaberacloting)

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