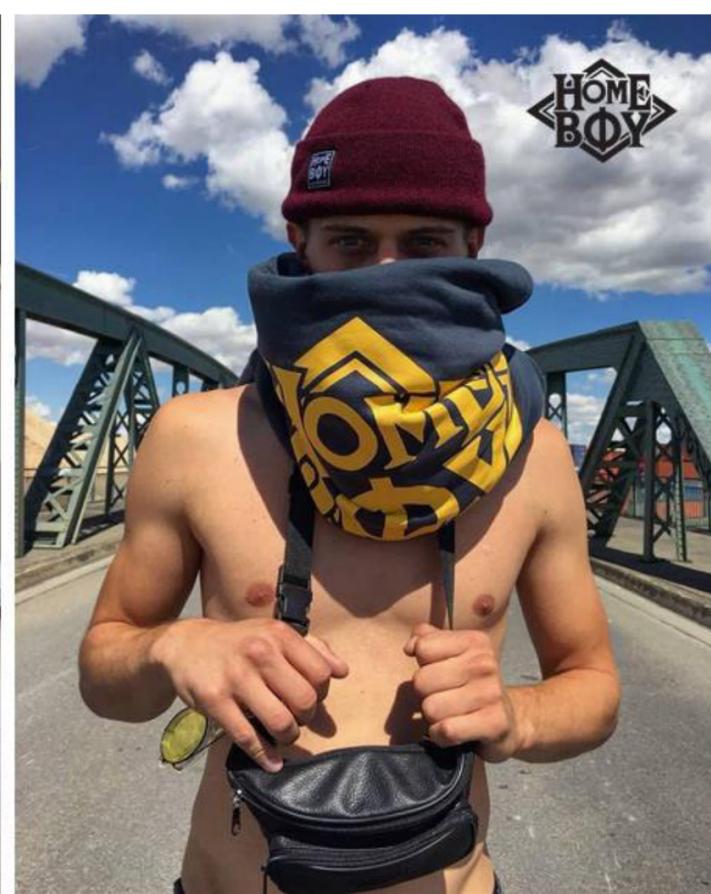


**WE ARE NOT A FASHION COMPANY!**



**WE ARE STREETWEAR!**  
SINCE 1988



## 30 YEARS OF HOMEBOY - STORY OF A LEGEND

**WE ARE NOT A FASHION BRAND! WE ARE STREETWEAR! SINCE 1988!**

Homeboy was founded in 1988 as the world's third streetwear brand. 30 years ago streetwear was still original and stood for skatewear. The origin of Homeboy lay in skating, but already with the foundation the hand was reached out towards music.

The year 1988 is considered the break-out year of hip-hop. Cult bands like Public Enemy, Run-DMC, N.W.A. or Ice-T swirled up the scene not only musically but also fashionably. Homeboy sensitively picked up the vibes of rap culture and the mentality of the artists and formed them into fashionable originals. Already in 1989 the label equipped the German hip-hop legend Moses Pelham. In 1991 Die Fantastischen Vier were joined.

In the 80s, the first action sports took off into a future that forever shaped an entire generation of athletes. Skating was the origin of a "coolness" that had a lasting impact on fashion over the years and decades. The Skinny Jeans is the last achievement of the fashion, which it owes to the skaters.

In 1993, the Warped Tour combined skateboarding, snowboarding, surfing and music, sending a lifestyle into the world that has changed an entire generation. In the TEAM Homeboy were skateboarders, snowboarders, BMXers, Moto-Xers, surfers, wakeboarders and freeskiers. All this has a firm place in our soul until today.

### **HOMEBOY - THE ORIGINAL BAGGY PANT COMPANY**

Under our guidance many streetwear classics were created in the late 80s and in the 90s. In 1991 we shocked the fashion world with the first homeboy baggy pants. Baggy pants are the rising star of the streetwear scene and on their way to replace the skinny. The pants are updated and arrived in the present. The cut is tapered, the legs slightly rolled up. The vibe is held up.

Homeboy has played a big part since the beginning and that won't change in the future!

**WE ARE STREETWEAR – SINCE 1988!**