

# Jamaica Plain

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JAMAICA PLAIN

## Longtime neighborhood resident introduces JP-themed apparel

Posted by Matt Rocheleau July 28, 2011 11:57 AM

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(Courtesy: Roots United)

Dominican Republic native and longtime neighborhood resident Justo García, 32, launched a JP-themed apparel line this summer.

By Matt Rocheleau, Town Correspondent

A longtime Jamaica Plain resident and T-shirt printer has recently begun offering JP-themed apparel.



“Right now, JP is the hot town and everybody wants to be here,” said 32-year-old Justo García who moved to the Boston neighborhood in his teens. “I realized that there isn’t any good apparel or T-shirts that represent JP.”

A native of the Dominican Republic, García started his business out of a desire to wear clothing representing his home country. After being unable to find

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one T-shirt he liked, he saved up for a van, business cards, cell phone and shirt printing materials and launched his own business.

“And, it worked,” he said.

At street corners across the city, García began selling shirts that he says represent not only the DR, but also, a multitude of other countries and cultures.

“JP is definitely a good melting pot, if you will,” he said. “It’s been like this for a long time. That’s what makes this place so special to a lot of people.”

This summer, his business, originally called DeezShirts and renamed this year to [Roots United](#), has launched a JP-centric line, too.

“It’s a little bit of a homage to JP. The feedback has been great so far,” said García, who designs and prints all of the apparel he sells himself at a studio with his own equipment.

“I really enjoy it,” he said.

One T-shirt in particular that includes the neighborhood’s name, its 02130 ZIP code, and the year it was founded – 1874 – has been a popular item.

“It’s pretty simple,” said García, adding that the design resembles the Jack Daniel’s logo. “Man it’s been a hit. People went crazy with them.”

García, who also works as a marketing director at the Community Music Center in the South End, now sells many of his shirts online, but he maintains his street-side business component as well.

This summer, he’s helping promote the Hyde Square Task Force’s “Summer Nights Out,” which began earlier this month and are held each Wednesday over a consecutive stretch of weeks, with the final event this year scheduled for August 10.

The gatherings take place in front of the Blessed Sacrament Church campus along Centre Street.

García said he has been selling his merchandise, including his first batches of the new and expanding JP-themed apparel line, during those events. Last Wednesday he said he sold around three to four dozen shirts.

“I would love to open a storefront someday,” he added. “But that will come when the time’s right.”

To see the JP-themed shirts, visit [www.rootsunited.com](http://www.rootsunited.com) and click “Shop” and then on the next page, click “The Corner.”

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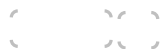


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