

Local Tourist is:

Popular

Transient

Low Cost

Mass Produced

Young

Witty

Sexy

Glamorous

Big Business



Eric Fobair is a tastemaker and trendsetter. In multiple states Eric has come as a tourist and left as a local running the underground scene in music and fashion. Right now the brand is taking new creative steps in combing art, music and fashion for the underground culture.

Local Tourist is owned and designed by Eric Fobair; born in Minnesota raised in Texas, and a graduate from the University of Oklahoma. In his last years at OU, Eric began selling t-shirts with simplified line drawings of various female faces, literally out of his trunk. Upon graduation Eric moved to LA. Eric applied a do-it-yourself ethic by setting up clothing booths in the hottest clubs, illegal warehouse parties, raves and art galleries. Local Tourist blew up over night, capitalizing on the emerging hipster culture. People would buy at the booth and come back to the club the next week already wearing Local Tourist and in search of more to buy for their friends. Soon all DJs, promoters and trendsetters alike were rocking Local Tourist, which made way for much collaboration to ensue.

In 2010 The Local Tourist Spot opened downtown Los Angeles on gallery row in the Old Bank District. The Local Tourist Spot started as a one-month pop up shop that lasted 20 months. "The Spot" was hugely successful and shaped the emerging revitalization of DTLA. Once a month The Local Tourist Spot became the heart of the local downtown art walk event. Under Eric's vision the retail space served as a store and a gallery to break and showcase up and coming artists such as Overdoz, Riff Raff and an in-store appearance by Nipsey Hussle. The underground hip hop events soon grew too big for the store and Local Tourist aligned with Ham on Everything. Together the illest and most talked about underground parties in LA were thrown showcasing Casey Veggies, Danny Brown, Joe Moses, and many artist who were bursting on the mainstream. The Local Tourist Spot also served as a venue for listening parties, fine artists drawing circles, open-mics, "sneaker head" forums and two very successful Local Tourist ladies night with corporate sponsorship.

April of 2012 The Spot closed as the building was bought out and Eric relocated to Minneapolis, MN. Local Tourist released a very successful fall drop with a snapback and original cut and sew pieces. Releasing late February 2013 "The D.I.Y. Mixtape" is a free downloadable fall mix showcasing some of the hottest independent hip hop artists in the game right now. "The D.I.Y. Mixtape" is a reflection of the artists that Eric supports and has worked with personally. Local Tourist is also working on collaborations with LA based brands BBI and Ondek as well as designing a new spring collection.



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LOCAL TOURIST presents:



The D.I.Y. Mixtape
Mixed By: HUE B. FUTURE

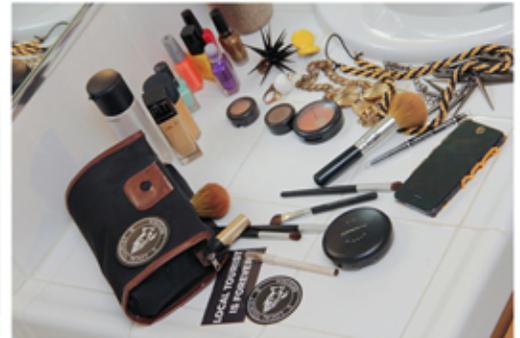
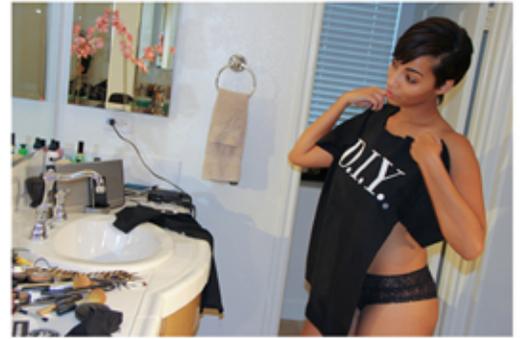
The D.I.Y Mixtape is a continuous mix compiled by Local Tourist owner and designer Eric Fobair. It is a reflection of the clothing brands affiliation and support of independent underground and rising hip hop artists that embody the 'Do It Yourself' movement. This D.I.Y mixtape is mixed and edited by international DJ and graphic artist Hue B. Future, who seamlessly combines motivational and inspirational snippets as well as pop culture postmodern references.

Free Download at:
www.LocalTouristClothing.com
Tuesday, February 26th

LOCAL TOURIST presents: The D.I.Y. Mixtape

D.I.Y features some of LA's fastest rising artists such as Problem, CBG & Mann. Artist Tiron & Ayomari feature a song with TDE/Interscope artist Ab-Soul, and Epic the Future brings Def Jam artist Jhene Aiko on to the mix. Even though underground, these artist have cosigns from some of the hottest artists out today, showing an ethos that is true to the Local Tourist brand: real recognize real. The mixtape also features The Pack's Stunnaman, Fool's Gold artist Donnis, and Minnesota's That Guy Soda and Rocky Diamonds, but that is not all. The Local Tourist D.I.Y mixtape showcases a variety of artists that are truly about "Doing It Yourself".

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Tuesday, February 26th



LOCAL TOURIST presents: **The D.I.Y. Mixtape**
Mixed by: **HUE B. FUTURE**

Jumpin' feat. Bad Lucc by **Problem** (0:45-3:17)

Blvk Luxury by **Stunnaman** (4:22-6:27)

No Sandusky by **Def Sound** (6:28-8:28)

Getting Money by **CBG** (8:29-11:18)

4am by **Mann** (12:07-15:14)

BKNY feat. Old Money by **Fat Tony** (15:15-19:20)

Love Changes feat. Jhené Akio by
Epic the Future (20:38-24:10)

Bernie Mac feat. Ab-Soul By
Tiron & Ayomari (24:15-26:13)

Rich A\$ Fuk feat. Fat Trel & Rocky Diamonds by
That Guy Soda (26:14-31:35)

Issues by **CafexGutz** (31:49-34:39)

Who I Am by **Donnis** (34:40-37:38)

Cold Spades feat. Young Skeet by
Compton's Buck (37:48-40:10)

President by **Telli** (40:11-42:05)

Gadaffi by **BEEFF** (43:11-45:42)

X by **Stevie Crooks** (45:43-47:36)

Drive It Self by **Fly Guys** (47:37-51:10)

Feel Me by **Ronnie Vyce** (52:31-54:54)



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Model: @RaquelBe_
Photographer: @LizKillz_
Graphic Designer: Brendan Meier