



Fuchila
FRESHENERS

THE #FUCHI PRESS KIT

2018

Fúchila

FRESHENERS

ON THE WEB

www.fuchilafresheners.com

 @fuchilafresheners

 fuchilafresheners

 @fuchilafresh

FEATURED ON

- Mitú
- BuzzFeed
- Huffington Post
- PeroLike
- Latina Magazine
- Pop Sugar
- Univision
- Telemundo
- NBC



RUBEN DARIO VILLA

CEO + Creative
ruben@fuchilafresheners.com
408.476.9767



VERONICA VILLA

COO + Sales
vero@fuchilafresheners.com
408.718.0266

OUR ONE-LINER

Fúchila Fresheners is a line of car fresheners and nostalgic collectibles inspired by Chicano, Latino pop culture designed in San Jose, CA and made in the USA.

OUR PILLARS

1. Make people happy
2. Represent our cultura with pride
3. Respect our art and our artists

OUR MISSION

We aim to represent the Chicano and Latino *cultura* with pride by providing an accessible, unique way to consume art on a daily basis.

We pair thoughtful, cultural relevant products with the power of scent, the strongest sense linked to memory, so we can tap into our #latinostalgia and make an otherwise bland commute more enjoyable.

We hope the #fuchilafamilia will hang the scented art pieces with *orgullo* long after the scent has faded and ultimately re-purpose our fresheners so they may live on.

OUR STORY

Órale! What you hang from your mirror says a lot about you. That is why I started Fúchila Fresheners. I designed a line of air fresheners that not only look and smell great, but can hang with pride long after the scent has faded. No gas station air fresheners ni que nada!

Welcome to the #FuchilaFamilia!

Gracias,
– Ruben

TOP DESIGNS



Burrito
Wild Cherry



Calavera
Cinnamon

OG



Catrina
Lemon Burst



Chingona
Cran Orange



Conchita
Cinnamon



Demonio
Fresh Linen

OG



Frida
Plumeria

OG



Little Nopales
Pine



Niña Fresa
Strawberry



Paletero
Strawberry



Papel Picado
Lemon



Pancho Villa
Vanilla

OG



Rafael
Wild Cherry



El Santo
Midnight

OG



Selena
Cran-Orange



Virgencita
Rose



"GAS STATION AIR FRESHENERS, ¡NI QUE NADA!"

Fuchila
FRESHENERS