

Summer 2012



Joe Rodeo

Sharp & Detailed

JOE RODEO MASTER COLLECTION
NEW EDITION

**A Visionary
Motorcycle Maker**
"Copper Mike" creates a functioning
work of art

How is Dr. Shaquille O'Neal
doing?

NEW HIP-HOP TALENTS

- Tony Slippaz
- Felion
- D. Fenominal
- Frank Nitty

Fashion Quick Look
Summer to Fall Transition

Matte Black:
AUTOMOBILES NEW TREND

Put it on and light up the surrounding.



Joe Rodeo

Broadway Collection

Mens Diamond Watch

5ctw Diamond Weight

Fine Swiss Quartz Movement

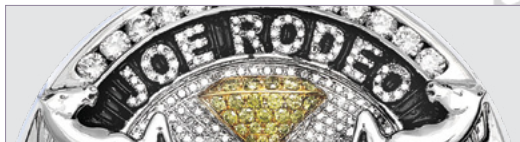
Stainless-Steel Case

Deployment-Buckle Clasp

Black Rubber Band



Joe Rodeo



Joe Rodeo, sophistication and passion

The story of success

5



The Art of Copper and Speed

Mike Cole the Long Island chopper who makes beauty

10



Dr. Shaquille O'Neal

One year later after retirement

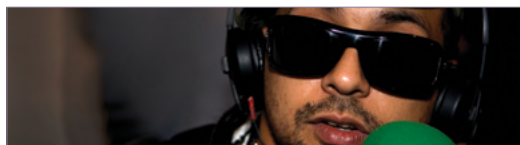
7



Urban Safari

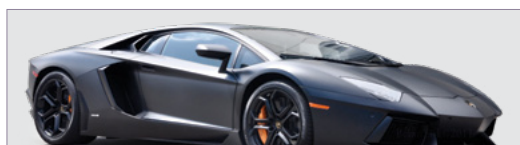
Summer/Fall 2012 quick look

9



Sean Paul and his new music

24



The start of the matte finishes

Matte black is the new trend

28

Joe Rodeo Magazine
Lifestyle, entertaining, promotion

Publisher:
Joe Rodeo
www.joerodeo.com

Design by:
Sahar Advertisign
Art Director: Sahar Yaghoubian
www.saharadvertisign.com

Writers:
Anthony Vecchiarello
Bill Fleming
Jonathan Zaccarini
Jamie Peruso
Andrew Church Tang
Rich Gutierrez

Photographers:
Hannah Singleton
Sahara Yago

What is hot in this issue

Copper Mike

"Copper Mike" builds motorcycles from scratch by finding old antiques and then through hand carving, hammering copper, and blowing glass into them, he creates a functioning work of art.

10



Put your ear to the new

Keep your windows open on those steamy days coming up here in Long Island. Don't be surprised to hear Slippaz, Felion, Fenom or Nitty one day in the car next to you.

36



30

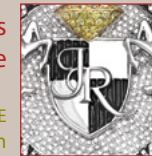
Joe Rodeo

Master Collection New Edition

242 pieces of diamonds

Joe Rodeo magazine tries to create a culture

FOR MORE INFO VISIT OUR WEBSITE
www.joerodeo.com



JOE RODEO

Sharp & Detailed

The eye catching jewelry and watches has been custom designed for Hip-Hop artists. With this Joe Rodeo released several lines of exclusive and magnificent collection of Diamond Watches.

The Style ranges from Classic and sophisticated all the way to hip and modern. Each design is unique and hand crafted to your taste.



THE KING OF BLING

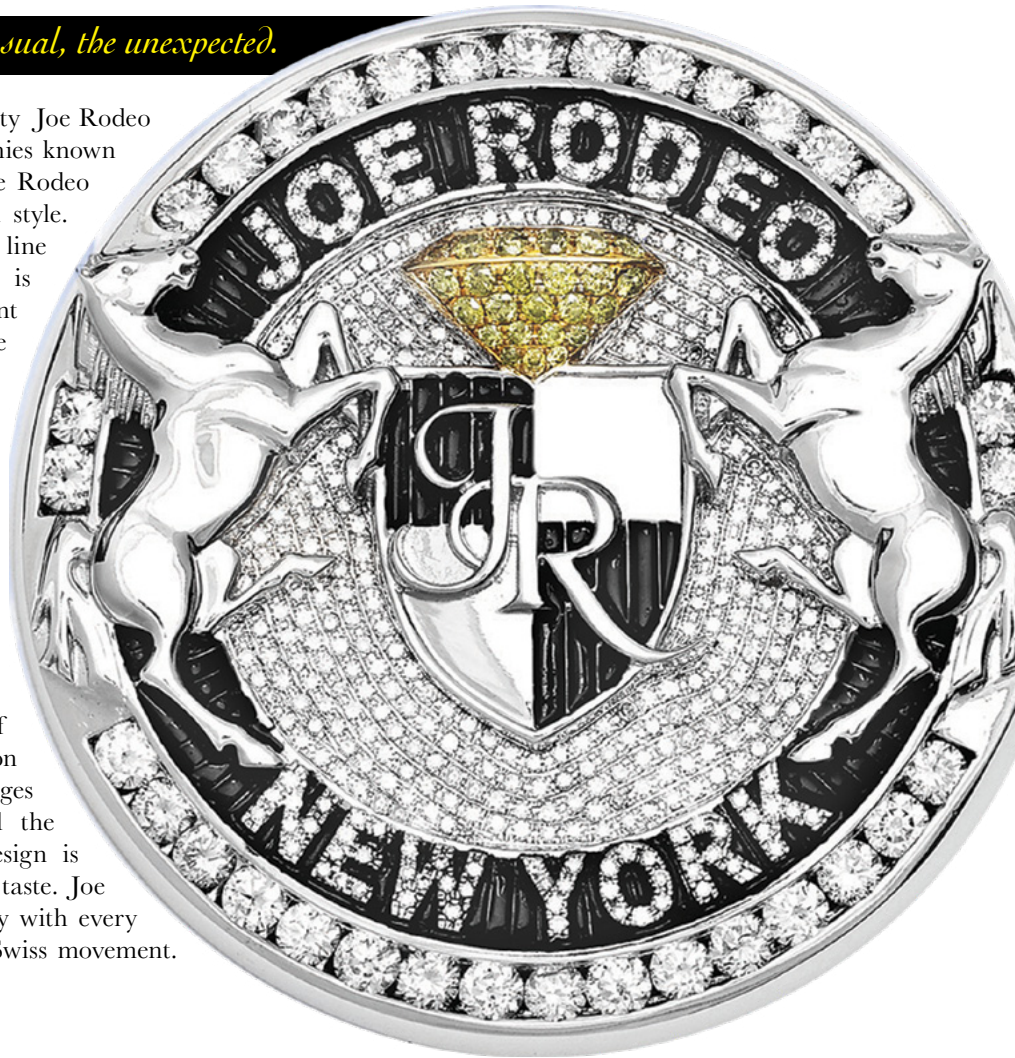
The Joe Rodeo is the king of bling. From rappers to movie stars, there isn't a celebrity out there living the lifestyle that doesn't have one of these incredible timepieces strapped on their wrist. With diamonds, jewels, gemstones and rhinestones, these timepieces are more than just a way to tell time, they are a clear, loud message to everyone that sees them that you have money and you aren't afraid to spend it.



Joe Rodeo Mission

Creating the beautiful, the sensual, the unexpected.

Located in the heart of New York City Joe Rodeo is one of the biggest jewelry companies known today. Established since 1980 Joe Rodeo is known for its unique design and style. It offers and guarantees top of the line quality and perfection. Joe Rodeo is even making headlines in different parts of the world including Europe to Canada to Russia and all the way to Japan. But it doesn't end there, Joe Rodeo also made a breakthrough in the urban industry and it is the number one choice for celebrities everywhere. The eye catching jewelry and watches has been custom designed for Hip-Hop artists such as Akon, Sean Paul, Ludicrous, Fabulous, Master P.... the list just goes on. With this Joe Rodeo released several lines of exclusive and magnificent collection of Diamond Watches. The Style ranges from Classic and sophisticated all the way to hip and modern. Each design is unique and hand crafted to your taste. Joe Rodeo also offers one year warranty with every watch purchase and also features Swiss movement.



Joe Rodeo stands behind his watches 100%

Fashionable

Fashionable and Elegant

Joe Rodeo stands behind his watches 100%. His collection is the most fashionable, elegant and jaw dropping line of watches ever made. At Joe Rodeo we recognize that commitment to quality is the key to customer satisfaction. It is Joe Rodeo's policy to provide quality watches that meet expectations of our customers. We also offer most fair and affordable

Of course nothing could be possible without the talented Joe Rodeo himself. With his unique ideas of design and style he became the most popular diamond watch and jewelry designer. He began a new era in the watch industry. He is full of determination and drive and is coming up with different ideas each day. He started out with a small business and turned it into one of the biggest and successful companies in the world. Nothing stands in his way and his name just grows bigger and bigger each day. His work stands for itself. He changed the meaning of a watch into something that is breath taken and out of this world. He truly achieved a revolution in the diamond watch making industry. With a high demand of Joe Rodeo watches he is continuing to perfect the watch making process with fresh new styles. Joe Rodeo watch is a must have accessory.

Joe Rodeo



This Joe Rodeo Madison Fully Paved Diamond Watch is paved in 12 carats of genuine diamonds, each masterfully set around the bezel, on the sides of the stainless steel case, lugs and the band. The Joe Rodeo dial is paved with sparkling diamonds and features three chronograph sub-dials and a date display at 4 o'clock. The case size is 33mm (about 1 3/8 inches) and comes with Swiss-Made movement. This luxurious Joe Rodeo Madison diamond watch is conveniently water resistant and comes with 2 extra watch bands in different colors.



Copper Mike

A Visionary Motorcycle Maker

I never thought motorcycles to be an art until Michael Cole, or "Copper Mike" came along. "Copper Mike" is someone who designs and builds motorcycles from scratch by finding old antiques and then through hand carving, hammering copper, and blowing glass into them, he v. His shop, called Gravesend Cycles, is located in Lindenhurst, NY.

Photo by
Hannah Singleton

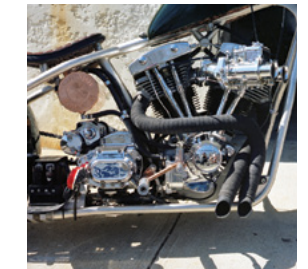
Writer
Anthony Vecchiarello

vintage old and the contemporary new. The mechanical and engine parts of his motorcycles are mainly of Harley Davidson's but all the other components are original. For example, Cole has once used a public school cast bronze door knob as a clutch handle. He also cut a copper fire extinguisher in half and formed a lobster tail to make a rear fender. Cole usually then adds a metal plate or lacquer finishing to the motorcycle body made up of random objects.

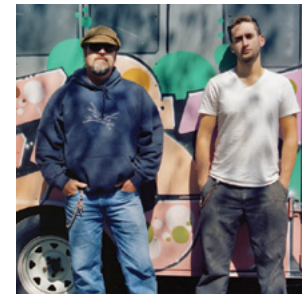
"Sometimes an idea just pops into my head and I will get up in the middle of the night, clear the current project off my work bench and start on something new," Cole said. "When I finish, I go back to the bike I was working on." Cole's bike studio has a beautiful collection of

motorcycles that range in price from \$40,000 to \$200,000. His most expensive motorcycle is called "Steam Punk", which goes for \$180,000, has an 8 ball as a clutch, and has a submarine light as a headlight. His work over the years has been heard throughout the U.S. and Europe. Cole always brings his motorcycles to exhibits around the United States.

Last year a few of Cole's motorcycles were well received in the spotlight. Cole began to showcase his works at the P.J.S Exhibition in New York City. Plus his green, platinum, 14 karat gold, copper leaf frame colored bike called "Precious Metal" was used in a photo to promote the release of Lady Gaga's new album "Born This Way" at the Best Buy in New York City. Cole stated that Lady Gaga was

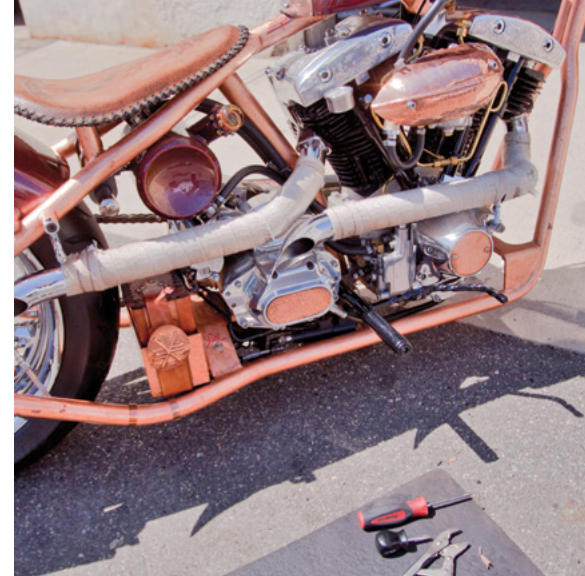


Cole named Gravesend Cycles after the name of the village he grew up in, in Gravesend Brooklyn, NY. Because of his close ties to Brooklyn, Cole wanted to paint his bike trailer like a New York City subway car. He then commissioned a group of Brooklyn graffiti artists to design the letters of his company's name, "Gravesend". He has been building bikes for eight years now. What makes Cole's bikes so original is that they tell a story and convey themes that either relates to his life or not. Cole's craftsmanship of motorcycles is a mix between the





very appreciative of her fans during the shoot. "She even bought them all Subway sandwiches for their wait!" Cole explained. Gaga then accompanied his bike on stage in Union Square. The bike also contains a golden leaf on the tank, a battery box covered in leather, and a copper gas tank. Gaga coined Cole's "Precious Metal", as a one-of-a-kind motorcycle. Another one of his bikes called "7 Deadly Sins" was used during a calendar shoot with Coco Austin, Iced T's wife. This motorcycle has logos everywhere, with the seven deadly sins hidden throughout such as; lust, gluttony, greed, sloth, wrath, envy, and pride. At the Artistry in Iron 2011 Las Vegas Bikefest, Cole's "Steam Punk" bike won People's Choice Award. He also came in second place for the second year in a row. "Steam Punk" features numerous antique industrial gauges, a fire extinguisher and an old compass located on top of the copper gas tank. Building motorcycles does not take a day, and not even a week. A lot of times it takes Cole about six months to complete one bike. An early motorcycle Cole designed represented the theme of his hometown, Gravesend Brooklyn. He made this bike by modifying the motor of a 1972 Harley Shovelhead to fit with 1940s cylinder and cylinder heads. The paint work on the oil tank represents the Brooklyn Bridge. Cole named this motorcycle after the name of his shop and the name of his old neighborhood, "Gravesend". However, sometimes there are bikes that Cole's working on which become put off for a span of time until he gets the idea again to continue building it or starting over. That was the same way for "Coppa Choppa", a bike that he put off for a while. This was a motorcycle with a frame of a 1939 Harley Knucklehead. He was bending the fender and hammering the copper for days until he stopped. Cole decided to add a customized leather seat and "Coppa Choppa" was created. Cole also designed a bike for him and his girlfriend. He measured his girlfriend's butt to make the size of the fender and the seat. This bike called "Daddy's Caddy" could possibly be an influence of his dad or have a sexual



innuendo between him and his girlfriend. Other motorcycles in his collection consist of "69", which could be of a World War II influence and is painted white. Cole also has, "Intolerance", "Nuthin's Easy", "Southpaw", "Flatside Ratride aka Bottomburner", "Raw Metal", and "Outta My Way". He has also modified an old vintage bicycle, added copper to a steel bodied guitar, made a copper clock, and a copper dog tag representing his shop. Celebrities, collectors and buyers don't only buy Copper Mike's bikes because of appearance, but because they also ride well. "After being around bikes for a while I decided to build one from the ground up. That was over 15 years ago, I learned as I went along," Cole said. However, before motorcycles, his creative talent came from his father. Cole's father worked in the fashion industry and encouraged his son to study patternmaking. Cole then went to F.I.T for fashion, beauty retail design, and construction. This was the root of his creativity. Cole became "Copper Mike" when he first began using copper. Cole was always interested in that element and made his own gas tank so he could use something other than steel. "I always loved the look of copper, and I was just drawn to it organically," Cole said adding, "I taught myself how

to braise copper and fell in love with the tone and final look of the metal, whether it is patina, polished or a little of both." In October he will showcase his motorcycles at the 2012 Artistry in Iron Las Vegas Bikefest as well in the October Issue of Playboy Magazine. Maybe he will take first place this year. Cole might have future exhibitions to attend, but his major plans are not completely mapped out. Future projects will eventually come when they formulate in his mind. His last project, the steel bodied guitar was an unexpected creation. Besides the fact, that it was not a motorcycle, Cole has never built a guitar in his life nor has he ever played one. Cole explained, "While antiquing I saw a metal steel bodied guitar. I saw a vision of a copper hand hammered (guitar) and had to build it." Cole has turned motorcycling into a beautiful work of art. He is able to recreate the vision in his head and appeal to a large audience. Cole teaches people to look past the metal, past the engineering, and instead look at the soul and character of the motorcycle. People might not know how to ride a motorcycle or even want to, but people sure can now appreciate and respect them.



Joe & Roddeco

*Rock it and
keep it close
to your heart*

*Diamond pendant featured 2.82 carats of brilliant round cut diamonds.
Weights about 43.43 grams and has 448 diamonds.
Beautifully pave set in a 14k white gold frame.*



Dr. Shaquille O'Neal One Year Later

Bill Flemin
Sport writer

Even non-basketball fans know the big names, Michael Jordan, LeBron James, Dwayne Wade, Kobe Bryant, and Shaquille O'Neal. Most players in the NBA play for fewer than ten years, while Shaq's career lasted an astounding 19 years. Shaq started on the Orlando Magic in 1992, going to the Lakers in 1996, the Miami Heat in 2004, and playing one season each with the Phoenix Suns and Cleveland Cavaliers before retiring in 2011 after playing his only season with the Boston Celtics.

When Shaquille O'Neal announced his intent to retire in 2011 he told SportsCenter that he would miss playing professional basketball, specifically he would miss "the chase for the ring." The ring he was referring to is the championship ring, of which he has won four in his 19-season career. He felt his time with the NBA was over, and he should move on to pursue other interests.

He retired at age 39 and it is certainly reasonable for someone who retires at such a young age to start a second career. In his interview with SportsCenter Shaq said, "If all goes well, I will be Dr. Shaquille O'Neal in December or January." He discussed going back to Miami to obtain a doctorate in human resource development at Barry University. He continued, "That's my main focus right now, but, you know, I've got a lot of stuff going on. I'm a businessman. I own a couple of businesses. But right now I guess I could sit and take care of my body."

in this interview with SportsCenter he was



Photo: superb wallpapers

speaking very ambitiously, and it is reasonable to ask where he is now one year after his retirement. Well for starters he did in fact go back to Barry University completing most of his course work via satellite and video conferencing. He completed 54 credit hours with an impressive GPA of 3.813, and graduated on May 5, 2012. So the man known by many names can add another to the list, Dr. O'Neal. He has also taken up a job as an NBA analyst on TNT. Meanwhile, finding the time to host the Cartoon Network's second annual Hall of Game Awards, which premiered last February. It certainly appears that Shaq has managed to keep himself busy, and the man who once referred to himself as a "low-life juvenile delinquent" in reference to his childhood, said he is "staying out of trouble, and loving retirement," in an interview with parade.com. O'Neal's retirement means a great deal for the NBA. They have a new analyst who will bring some insight and a fresh perspective for the discussion at TNT. Secondly The Lakers have announced they will be retiring Shaq's No. 34 jersey. When this will happen is a different story however, since The Lakers said they will not announce the specific date they will retire his jersey until the NBA releases the 2012-2013 schedule this summer. After helping The Lakers win 3 championship rings in his 8 years with them, Shaq will be the eighth Laker to have his jersey retired. A very prestigious club in fact including: Wilt Chamberlain (No. 13), Elgin Baylor (No. 22), Gail Goodrich (No. 25), Magic Johnson (No. 32), Kareem Abdul-Jabbar (No. 33), James Worthy (No. 42) and Jerry West (No. 44). All of who are members of Naismith Memorial Basketball Hall of Fame.

While O'Neal played for The Lakers, one player who he did have some animosity with was Kobe Bryant. Kobe, as described by O'Neal "the greatest Laker ever," and Shaq had some difficulty sharing the court, but now that some time has passed they do seem to appreciate each other's skill and seem positive about their relationship. Kobe Bryant said, "I'm sure Shaq and I will connect at some point and revisit history. But it's fun. We had some good times, man." The bitterness that existed at one point seems to have cooled down, as all things do.

At the end of the day it appears Shaq has made the right decision retiring at a point where people will still remember him for his accomplishments rather than remembering him on the way down. He is young enough where he can pursue other interests, and possibly start a second career, which he seems to be taking advantage of. Impressively he has taken it upon himself to earn a doctorate. Too often we see celebrities and people of fame being granted honorary doctorates, instead of actually having to take the courses and earn the credits required to get the degree. I feel it was not only an ambitious undertaking, but also one for which Shaq deserves much respect.

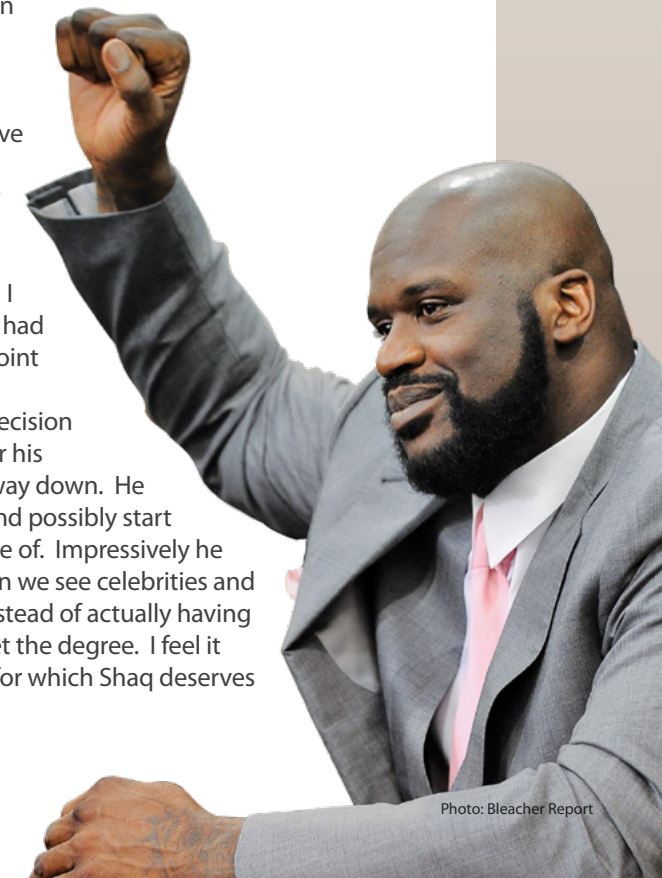


Photo: Bleacher Report

Joe Rodeo

Joe Rodeo watch series stand out for their individuality and unique design you can't find anywhere else. There is no need to describe Joe Rodeo watch series - when you see it you will never forget that terrific diamond-filled design.

This totally Iced Out, Untouchable, Unrivaled watch series that can make you feel a Star. The legendary Shaquille O'Neal has chosen this particular model.

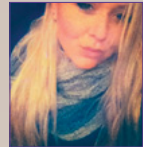
Joe Rodeo watches are known not only for their stunning design, but also for their high quality.



*Master Pilot Collection
Mens Diamond Watch
26.7 ctw Diamond Weight
Gold Body
Fine Swiss Quartz Movement*



Urban Safari



Jamie Peruso
Fashion and Style writer

Urban Safari

If you are a lover of urban-wear you'll be energized to read that the latest trend for Spring/ Summer 2012 can best be described as an "urban safari." Most of these looks include reptilian and tribal prints, along with patterned and utilitarian sandals and bags. The collaboration of patterns found in the wild, and urban-wear style couldn't be more intriguing, as both can be associated with mystery and unique expression.

Most of the Spring looks are more structured and minimalistic with darker color palettes. However, as Summer 2012 begins, similar patterns will be seen, but rather on flowing fabrics and jewelry/ accessories with contrasting pops of color.

The looks for Spring/Summer are perfect for any woman that appreciates classic pieces with a fashion forward touch. Contrary to conventional thought, reptilian prints are classic. They will always be reinvented by designers, simply because their inspiration comes from a muse with an everlasting presence in nature. Clothing and accessories with such prints are perfect investment pieces to any wardrobe.

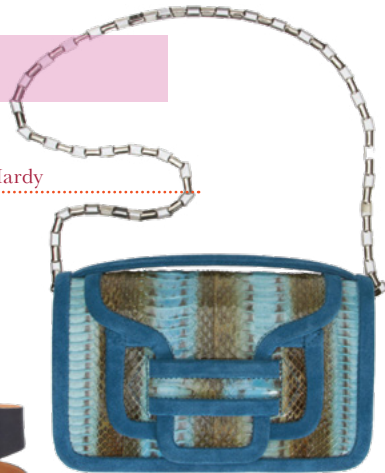
Top designers such as Lanvin, Michael Kors, Pierre Hardy, and among many others, are using such inspirations to create sensible yet edgy street chic and ready-to-wear clothing. If you are on a tighter budget, designers like Zara, Marc by Marc Jacobs and sites such as Karmaloop.com are showing similar styles for the season with a more appealing price tag.



Lanvin
Women's collection 2012



Pierre Hardy



Zara Shoes
Spring Summer 2012



Michal Kors
Sprind 2012



Marc Jacobs
'Beige Beaded High Top' Sneaker

Transition to Fall

When transitioning into Fall 2012, gold, sequins, and velvet (with a touch of romanticism) are flourishing. The looks are powerful and commanding, yet sultry and enticing. Safari and jungle prints are mostly disappearing, however, as seen at Michael Kors, some reptilian prints are remaining in collections but in warmer more muted colors.

At Prabal Gurung, some wilderness inspirations are still being used, such as insects, which are on pieces of jewelry adding instant edginess to a tee-shirt and jeans outfit. This Fall, designers such as Elie Saab, Prabal Gurung, Dolce & Gabbana, and Paco Rabanne are creating looks that could light up a room.

Whether you need a pair of sequin heels to brighten a dull outfit, or a sparkling dress for a nighttime event, you'll find it in the upcoming perfection pieces this Fall. Now obviously not everyone can afford an Elie Saab masterpiece, so with that said, any of these trends can be re-created for a woman on a budget.

Designers at Bebe and TopShop, to name a few, are creating similar looks at a more affordable price. Stores like Forever21 are a perfect place to get trendy accessories and jewelry at a low price. The Fall fashions of 2012 have only started to amaze, and will continue to do so as the season begins.

TopShop
Fall 2012 collection



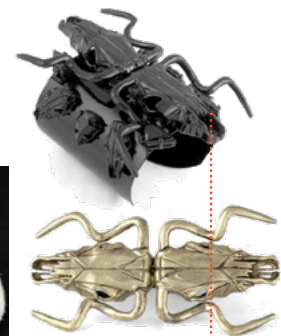
Paco Rabanne
Fall 2012 collection



Michael Kors



Dolce & Gabbana body suit
Fall 2012 collection



Prabal Gurung
Fall 2012 accessories





Joe Rodeo
diamond necklace

1840 carats of brilliant round cut diamonds
14k gold frame
29.1 grams of beauty





Sean Paul

Sean Paul's back, and he's about to bring the heat this summer. The Jamaican dancehall superstar first sparked the world in 2002 with his breakout hit, "Gimme The Light," and the fire has been burning brightly ever since. Hot on the heels of his multi-platinum, Grammy-winning classic album, *Dutty Rock*, he dropped the 2005 RIAA platinum smash *The Trinity*. That album led off with the Top 10 single "We Be Burnin'," followed by the #1 smash "Temperature." Now Sean Paul is stoking the flames once more with his highly anticipated fourth album, *Imperial Blaze*.

A lot of artists talk about "staying on the grind," but few work harder than Sean Paul. He has done more than any other dancehall artist to bring the hardcore sound of Kingston to new audiences around the world. Since his prophetically titled 2000 debut, *Stage One*, Sean Paul has proven time and again that modern Jamaican reggae can be a viable genre in the international music market. But the explosive energy of *Imperial Blaze* indicates that he's only getting started.

More than just proving Sean's staying power, *Imperial Blaze* represents his evolution from a Jamaican crossover star into a bona fide pop hitmaker with a rare gift for bringing cutting-edge sounds to an international following. "My first album was mainly a compilation of songs that were out in the dancehall," he explains. "On the second album we added a few special ones, and with *The Trinity* we did even more exclusive songs. But now with *Imperial Blaze*, most of them were recorded specially for this album. It's all about my growth as an artist."

One thing that hasn't changed is Sean's determination to showcase the talents of Jamaica's hottest young producers. "We have worked with other producers in the past," he says. "I have no problem working with any big hip-hop or dance music producer who wants me to spit on their track. But I'm not trying to ride on anybody else's genre. When it comes to my album, you're gonna hear the new kids from Jamaica."

nearly half the album's 19 tracks were produced by the 19-year old Stephen "Di Genius" McGregor, whose Big Ship/Di Genius Records label has dominated the dancehall scene for the past year. Not only has the subject matter evolved, but vocally Sean's experimenting with different melodies and harmonies to create a richer new sound.

Sean wrote a tribute to his mother, entitled "Straight From My Heart," for her birthday, and the depth of his emotions can be heard in every line. "That felt so good it should have been the first song I ever recorded," says Sean. "Music is supposed to be for celebration, and who better to celebrate than the woman who gave me life?" The haunting hook from "Hold My Hand" represents another artistic breakthrough, what may be his first-ever dancehall ballad.



While Sean has a long history of recording hit duets - including the recent remix of Estelle's "Come on Over," preceded by "Give It Up To Me" with Keyshia Cole, "Break It Off" with Rihanna, "Baby Boy" with Beyonce, and Give It to You Girl with Eve the new album does not rely on guest appearances.

After tasting fame and fortune, Sean Paul is more concerned than ever with his musical legacy. When I look back on some great artists over the years, he reflects, you look at some man like Bob Marley and even Shabba Ranks and Super Cat.

When you check back over their career, you see all that they accomplished and say, Yo what a work them do! Them thing deh really make you wanna enjoy this time while you have it just make the most of it while the sun is shining. Do as much as we can.

As I have said before, there are many types of dancehall, Sean Paul emphasizes. He has music that can express everything that a human being can feel, more time in a raw way and sometimes in a very soft and seductive way.

That's why we love this art form. He is always coming with something original. He sounds fresh and new. "Don't sound like you're copying over and over. Sound like the next thing. Watch we!" Sean Paul says.



Joe & Rodéo



JJU149

Junior Collection

27.0 Carats of Black Diamonds
Full Diamond Band
Diamond Case
Water Resistant
Swiss Quartz Chronograph Movement
Chosen by the reggae artist Sean Paul



Andrew Church Tang

Automobile and tech writer

THE START OF THE MATTE FINISHES

Walking around the 2012 New York City Auto show, two things have become obvious. Food prices at concession stands are ridiculous, and matte paint is beginning to grow in popularity.

As early as the 1950's Chrome was used to accent a car as chrome paint found itself on wheels, fender flares, bumpers, valve covers, or even exhaust tips. Chrome was eye catching and ostentatious which everybody liked, especially as a car enthusiasm became increasingly ubiquitous.

Ever since we've implemented gloss and chrome into our lives, we've started associating shine with a sense of an immaculate feel. People and car manufacturers started to add clear coats to a car's paint to really bring out a shine to the car's appearance, as eye catching and clean seem to be a winning combination. However, as everybody

pursues trying to individual, they want a way to make their cars stick out from the crowd, and this is where matte paint comes in. Since Matte paint is notoriously unglorious, its lack of shine makes it unique. Matte Paint consists of primer, color/pigment, and either a very fine clear coat, or none at all. The amount of clear coat is what differentiates it from glossy paint. Since there is no gloss coat, the light doesn't reflect off of it the same way, giving it that non-reflective surface. Matte paint seems to be the new trend in the recent automotive spotlight as, it's evident that not everybody wants chrome or candy paint that could reflect the sun back at itself.

It seems to also be catching on amongst Hollywood too as many of America's celebrities seem to prefer an ostentatious approach when it comes to styling their automobiles. Celebrities like Kobe Bryant was recently spotted with a matte black Lamborghini Aventador. Justin Beiber was reported to own a 'batmobile-themed' Cadillac CTS-V repainted with a matte black finish. Kid Rock was even reported to have been gifted a matte black Chevrolet Camaro SS on his 40th birthday by NASCAR racer, Jimmie Johnson. Other celebrities who



own matte black cars include Kevin Durant, David Beckham, Tony Parker, and Rich Hilfiger. Kim Kardashian also gets an honorable mention as she recently had matte black wheels fitted on her Ferrari 458.

Although these celebrities are getting matte paint conversions via customization, car makers have began offering it as an option, and soon matte paint could find itself everywhere. For example, at the aforementioned auto show, matte was displayed on an Audi R8 Spyder, BMW 6 series, BMW M3, Mercedes-Benz SL65 AMG, as well as the Chevy Sonic. It seemed that the German luxury manufactures are serious about offering this as a factory option as German luxury makers are usually the front-runners of expensive innovation (it doesn't hurt that the people who buy their cars have more in their wallets as well). There are even enthusiasts spotted in Lexus forums discussing whether or not matte paint will become a factory option in Lexus's future as well.

If this new potential trend is catching your eye, you might ask yourself "how much would it be to convert my car from gloss to matte?" Well since it's a relatively new paint option and isn't very pragmatic, it's difficult to find a auto body shop that is willing to paint your finish your car in matte. I called five auto shops in New York City with no luck. Eventually I found a Maaco in Fremont, California who charges 750 dollars (additional 150 for SUVs and Trucks) which comes with a one year warranty. It's also only available in black. For the ambitious out there who are thinking of doing this job themselves, be warned, it's not a walk in the park. Unless you are an expert in automotive body work and paint, it's almost impossible to do a quality job yourself, and keep in mind that you are risking damaging your car's body or completely ruining the paint. Any job that requires you to use sandpaper on your car's paint is probably best left up to the professionals.

Although you might be thinking that there were only five cars out of many at the auto show that had this unique cover paint, you might think I'm a bit pretentious by insisting that matte will be a new trend. However, I believe Jay Dedapper put it best when he said "Of course not every trend catches on, but a few years ago, it was only Audi that had these LED infused fancy headlights, and now, they're everywhere"



Black

Rhodium

Gold tone
JJM81

JJM82

JJM80

Joe Rodeo

Sharp & Detailed Master Collection New Edition

*Fine Swiss-made quartz movement with chronograph function
3 different bands; rubber, polyurethane and leather*

242 pieces of diamonds

Joe Rodeo Perfect Timing with Extra Bling



It is unclear when the era of “bling” began, but the king of bling is easy to find. No other company has created more tricked out timepieces than Joe Rodeo. From rappers to movie stars, there isn't a celebrity out there living the lifestyle that doesn't have one of these incredible timepieces strapped on their wrist. With diamonds, jewels, gemstones and rhinestones, these timepieces are more than just a way to tell time, they are a clear, loud message to everyone that sees them that you have money and you aren't afraid to spend it.

Joe Rodeo Watches have been incredibly popular now for a few years, but it wasn't until famous folks started wearing them that they became a household name. Now, you can't have MTV or Entertainment Tonight on for more than a minute or two without seeing someone flash their wrist in the air. These models have become the epitome of cool, and the epitome of extravagance, as well. There are many other reasons why people own these timepieces. They tell perfect time, they are comfortable to wear and they go with lots of different outfits, but the real reason why anyone owns one of these masterpieces is to send a message.

The other thing we love about Joe Rodeo Watches is how original they are. No one has ever really crafted a timepiece to look like this before this designer did. Now, there are several copycat companies on the market trying to elbow in on what this designer has accomplished. Thankfully, those of us that follow popular culture know who was first and who the best is. It is unknown how long the current bling fad will last, but as long as this style is hip, this designer is sure to be on top of the world.

There are many people who are quick to criticize this brand, but when you

consider the fact that it really isn't made for the classic timepiece crowd, much of the complaining is mute.

Some people believe that these designs are ugly or that they are so over the top that they just aren't practical, but that misses the entire point. Bling isn't supposed to be practical. It is supposed to be the ultimate sign of excess, of having so much money you literally don't know what to do with it all. That is what this designer does and he does it very well.

This brand hasn't been around very long when you compare it to other companies, but when you consider that the bling fad hasn't been around very long either, it makes sense. The real question that many people have about this brand is about staying power. In 20 years, will anyone remember Joe Rodeo? Who knows, this brand could become the paragon of cool for the next century or they could fold up shop tomorrow. Until then, if you see your favorite rapper flash his Joe Rodeo watch, know that he has great taste and money.



Beautiful and Exquisite

Joe Rodeo ladies jewelry



Brilliant round cut diamonds are round invisible pave-set in each one of these eye-catching 18k white gold earrings. Each earring weighs 0.725 carat, for a total diamond weight of 1.45 carat.

This diamond pendant features 2.20 carats of brilliant round cut diamonds, beautifully pave set in a 18k white gold frame. Total pendant weight is about 5.3 grams.



This diamond pendant features 15.94 carats of brilliant round cut diamonds, beautifully pave set in a 14k white gold frame. Total pendant weight is about 37.4 grams.



Exceptional design and unmatched brilliance shine through the 3.78 carat of diamonds that brighten this artful ring. Crafted of highly polished 14k white gold, this exquisite diamond ring is an instant sensation.



Bold and Precious

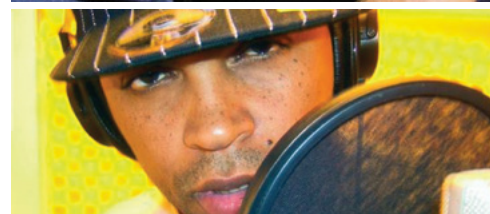
Joe Rodeo gentlemen jewelry

Joe Rodeo brings a world of luxury and beauty to you with its spectacular collection of fine jewelry for both ladies and gentlemen. With their timeless designs and variety of diamond assortment, the compilation has a beauty to offer any fine taste. When you think of Joe Rodeo jewelry, don't just think of diamonds, think of quality and design as well, with both masculine and elegant design to satisfy the highest demands of the market.



Put your ear to the new

written by
Rich Gutierrez



If you haven't heard of the names Tony Slippaz, Felion, D. Fenominal or Frank Nitty, start putting your ear to the streets a little harder. They are probably one of the best kept secrets stepping out of eastern Long Island's JCR (Jus Cel Records) camp. The hip hop game in Long Island has forever been held down by titans in the rap game like the business as usual, Eric Sermon and Parish Smith, or the daisy age boys of De La Soul.

Long Island has forever been entrenched in the hip hop culture but the heavyweights from the Bronx, Queens, and Staten Island seemed to have bred more of the high profile artists through the years. But don't get it twisted, L.I. has had a foothold in the underground and independent scene for some time now and in one way or another has produced some of the illest artists and beats out there both heard and unheard.

It's no different now as JCR trashes the commercial and watered down game by coming in hard with the first single "Friday Night" off of their debut mix CD, "Dusk til Dawn". Your head nods from the start with the eerie organ and strong drum component which has a carnival like sense to it as Slippaz weaves his way into his verse. With lines like, "I'm a boss like Hugo/one like uno/young parent to the game.....JUNO" it shows that Slippaz is going in hard and looking to take no prisoners. The raspy voice commanding the attention next on the track is Felion, clear delivery and emphasis on true wordplay makes him a beast. There is no mistake that Felion is as nice as they come when it comes to



his lyrics and the way he is laying them on the track. The hook on the track is absolute fire and is what brings you into the world of Tony Slippaz. The man behind the scenes and the one mastering the music is D.Fenominal. Fenom as he is referred to within the camp is the heart that pumps the blood into the JCR machine. The label and camp is alive today because of his hard work and determination. With that focused intent on success he drives himself to put it all together as ONLY a premium product. He's had some success in the industry through the years opening up for Fat Joe and performing with the likes of Big Pun as well.

When he spits he takes you back to the days when hip hop was golden. His brain works with words the way a magician captivates and works an audience. Don't get it twisted, he prides himself on working behind the scenes and letting the other talented artists shine but by all counts he is just as talented and seasoned and can get down and break you with his crazy manner of tying his verses and analogies together.

Frank Nitty is the group's lone reggaeton artist and as versatile as all the others can be, Nitty is a compliment to the group by providing flows and culture directly influenced from his home country of Panama. His voice is unique and his swagger undeniable. When these four are together the end result is back breaking beats with probably the most cerebral lyrics I've heard in some time. In this day and age when hip hop has become diluted with silly dances and fads and crossover appeal, artists from the JCR camp are keeping it one hundred and doing it in the purest form. They know that selling out to sing or trend themselves to a two step on a track will be selling out. Although the goal is to "get put on" they all seem to know they don't want to compromise their musical credibility. Each one has their own role within the unit. They all work together to put themselves on the map and understand where one succeeds the others will follow. Keep your windows open on those steamy days coming up here in Long Island. Don't be surprised to hear Slippaz, Felion, Fenom or Nitty one day in the car next to you.





Joe Rodeo

Broadway Collection

Mens Diamond Watch JRBR 5.00ct IcedTime Hip Hop Series

Full diamond case with diamonds set bezel and the lugs

Swiss chronograph movement

Solid Stainless Steel casing

Adjustable Deployment clasp

Water Resistant upto 100 feet

Scratch-Resistant crystal



Joe Rodeo
Diamond Earrings

for you to feel special