CITY OF CHULA VISTA

JUNE 2025

COMMUNITY CONNECTION

Keeping the community connected to information, programs, and services.







Highlighting Small Businesses: Dapper Boi



This June, we come together to celebrate Pride month—a time when we honor and commemorate the diversity that brings community together. As part of this celebration, we are proud to spotlight a local Chula Vista business with a focus on mission driven fashion: Dapper Boi.

Dapper Boi is an all-gender, size inclusive apparel line started by co-founders and wives Charisse and Vicky Pasche. This innovative brand offers stylish direct-to-consumer clothing from tees, jeans, chinos, jackets and more. The idea for Dapper Boi began when Charisse and Vicky were on their honeymoon inspired by their shared vision for a more inclusive shopping experience. As they put it, "We are all unique individuals, and we believe the shopping experience should be on style preference and body type, not gender."

This month, Dapper Boi is celebrating ten years of redefining fashion. To mark the occasion, the brand is hosting something it's never done before—a full Dapper Boi fashion show. This will be the first runway event exclusively featuring ten years of Dapper Boi style modeled by incredible members of the community who have been part of the brand's journey. It's a celebration of identity, style and the people who have helped shape Dapper Boi into what it is today.

Dapper Boi designs are made to fit all of us—inside and out. The brand has gained national recognition, with features on Shark Tank and CBS Mornings. Dapper Boi was also honored by Inc. Magazine on the *2025 Female Founders 500!* list. Charisse and Vicky are recognized for championing LGBTQ+ inclusive, all-gender fashion by expanding their reach and impact into the e-commerce retail space. Dapper Boi is also certified as an LGBT Business Enterprise by the San Diego LGBT Chamber of Commerce.

DapperBoi's apparel can be found online at DapperBoi.com and Nordstrom.com. Be sure to follow Dapper Boi on Instagram, Facebook, and TikTok.

If you would like your small business featured in a future newsletter, please complete this submission form.

For business assistance, please check out chulavistaca.gov/businesses and be sure to refer to the Business Resource Guide for additional information on available resources to assist your business.