

MASOMENOS: Sebastian Chacon Launches NYC Boutique Supporting Latino Designers

Actor and entrepreneur Sebastian Chacon, best known for his role as Warren Rojas in Amazon Prime’s Daisy Jones and the Six, is stepping into the fashion world with a mission close to his heart.



New York City, New York May 11, 2025 ([IssueWire.com](https://www.issuewire.com)) - Actor and entrepreneur Sebastian Chacon, best known for his role as Warren Rojas in Amazon Prime's *Daisy Jones and the Six*, is stepping into the fashion world with a mission close to his heart. This month, Chacon officially announced the opening of MASOMENOS, a boutique located in the heart of Chinatown, New York City, dedicated to showcasing and supporting independent Latino designers.

Driven by a desire to uplift and celebrate his cultural roots, Chacon's MASOMENOS stands as a powerful testament to the vibrant creativity thriving within marginalized communities. The boutique features an eclectic mix of clothing, accessories, and art, all carefully curated to reflect a broad spectrum of talent and craftsmanship.

"This isn't just a store," says Chacon. "MASOMENOS is a space where identity, artistry, and innovation are celebrated unapologetically. It's about creating visibility for designers who deserve a bigger platform."

From Screen to Storefront: A Personal Mission

Sebastian Chacon has always been vocal about his pride in his Latino and New York heritage, often incorporating cultural nuances into his acting roles. But with MASOMENOS, he's bringing that advocacy into a new arena, offering tangible support to fellow creatives who often face systemic barriers in the fashion industry.

"I've been fortunate to have opportunities to bring my culture into my work as an actor," Chacon says. "But I wanted to do something more direct—something that puts money, attention, and respect into the hands of Latino creators."

Chacon's journey toward MASOMENOS began when doing publicity for his acting work:

"Whenever I would work with stylists for interviews or red carpets, they would always want to put me in some European luxury brands, which I really had no interest in at all. I would much rather wear the designs of some smaller-scale independent designer who looks a little more like me, who's from where I'm from, who I can relate with. These things mattered to me, and I was sure I couldn't be the only one. So I recently took a semester of classes at FIT to learn about design, textiles, and fashion as more than just a consumer, and to apply that in a way that I thought was meaningful."

A Curated Experience Rooted in Culture

Walking into MASOMENOS feels less like entering a traditional boutique and more like stepping into an evolving gallery of Latino artistry. The store's aesthetic is vibrant yet refined, mixing textures, colors, and elements drawn from various cultures while maintaining a modern, urban feel that is effortlessly but unmistakably New York.

Every piece sold at MASOMENOS has a story behind it. The boutique's team works directly with designers to ensure fair compensation, highlight the origins of their pieces, and foster collaborative relationships that go beyond traditional wholesale models.

“This isn’t fast fashion,” Chacon emphasizes. “This is slow, intentional, soulful work. When you buy something here, you’re buying someone’s vision, their history, their future.

I encourage designers to experiment, and to make things that they’re not quite sure about. Every piece here is unique—handmade, small-scale work is what I’ve always gravitated towards. You can see their creative process like a fingerprint on every garment.”

MASOMENOS currently carries brands from North, South, Central America, and beyond. Chacon hopes to expand this roster as the boutique grows, including pop-up collaborations and capsule collections created exclusively for the store.

An Alternative to the Mainstream

Chacon’s commitment to designers from underrepresented groups comes at a time when conversations around diversity in fashion are louder than ever—but often still fall short of real inclusion. Rather than partnering with already-established brands or chasing celebrity collaborations, Chacon deliberately chose to center emerging and independent voices.

“There’s always pressure to go the traditional route—work with big names, chase what’s ‘marketable,’” Chacon explains. “But MASOMENOS isn’t about trends. It’s about authenticity. It’s about celebrating what’s already brilliant within our communities, not asking anyone to change to fit a mold.”

This focus on authenticity is also reflected in the boutique’s name. Mas o menos, a common Spanish phrase meaning “more or less,” is humorously reimagined here as a proud statement of cultural resilience and inclusion.

“When talking to anyone of formerly colonized peoples, I start to recognize that culturally, we share so much in common. It’s a strange and specific experience to be the descendants of a proud people and those who murdered, exploited and enslaved them. We’re a mix of extremes.”

A New Chapter for Latino Representation

While Chacon continues to build his career in Hollywood, he views MASOMENOS as a vital extension of his broader creative and cultural goals.

“Representation isn’t limited to the screen,” he says. “It’s in business ownership. It’s in who gets to make money, who gets to tell their stories through art and fashion, who gets to be seen as valuable.”

For Chacon, the opening of MASOMENOS is both a personal and political act—a bold move toward carving out space for Latino excellence in industries where it has long been overlooked.

What’s Next for MASOMENOS

Looking ahead, Chacon has big plans for MASOMENOS. In addition to expanding the designer roster, he envisions launching an in-house line developed in collaboration with emerging BIPOC fashion students. He’s also exploring options for a second location in Brooklyn, where he can directly engage with communities and promote emerging artists.

But for now, Chacon’s focus is on growing MASOMENOS organically, maintaining its community-driven ethos, and ensuring that every move stays true to its founding mission.

“It’s really not something as simple as just promoting Latinos as some sort of monolith– I’m interested in collaborating with and supporting the artistry of designers from all colonized peoples, especially if they’re from New York.”

“This is just the beginning,” Chacon says. “There’s so much talent out there. Our job is to lift it up—and to keep pushing the culture forward.”

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