J BALVIN
COLORING BOOK
From the COLORFUL town of Medellín, there was a small boy with a big DREAM named Jose.
Jose brought the streets of his hometown to life with REGGAETON.

People danced, people vibed.

The town was full of COLORES.
With a passion for music guiding him from CITY TO CITY, Jose saw the COLORES of the world.
NEW YORK CITY...
PARIS...
TOKYO...
Jose’s creativity was not limited to music. Jose saw **REGGAETON in FASHION**
Jose even brought COLORES to his HAIR.
Jose always made music, and the COLORES became LOUDER & LOUDER
But there were no COLORES in the world as vibrant as Jose’s home in MEDELLÍN.
BLING!
THERE ARE COLORES EVERYWHERE!