



I KIND OF FELT LIKE MY WHOLE LIFE I WAS THE UNDERDOG AND LIKE I WAS ALWAYS FIGHTING TO PROVE MYSELF.”

# PATI Plymire

PATI PLYMIRE HAS FAIRLY AND SQUARELY EARNED THE TITLE OF ‘QUEEN OF THE SOUTH,’ WITH HER FLAWLESS BRAIDING TECHNIQUES KNOWN THROUGHOUT HER HOMETOWN OF AUSTIN, TEXAS. FROM BRAIDING HER FRIEND’S HAIR IN HER ROOM AS A TEENAGER TO WINNING MULTIPLE AWARDS, PATI HAS HAD QUITE THE JOURNEY.

We find out how she spent lockdown, the unexpected hazards of braiding, and why **Schedulicity** is the first thing on her mind in the morning.



The ‘Queen of the South’ has always known that hair styling would be in her future. Exposed to hair and particularly braids at a young age, Pati was taken with the intricacy and physicality of hair styling. Combine this with her love for crafts and “making things to help people feel good,” and Pati’s heart was set on hair. It was in her blood, too, as she explains: “I actually found out, which I didn’t know as a kid, that my mom’s sister in Mexico had her own small salon back in the Seventies. So it was just kind of something that I didn’t know was in my blood.” Pati would practice and hone her skills on her cousins in Mexico before her family moved back to the States when she was 14. Pati fondly remembers this period as a time where she would braid her friends’ hair in the comfort of her room. “It stayed a continuous passion throughout my life,” says Pati.

Pati’s family didn’t quite share her passion for hair. “A lot of it, I believe, is cultural,” says Pati. “My dad is white and my mom is Mexican – she was born and raised in Mexico. She came to the United States and she married an American man and had children with him in the idea that we were going to have more opportunity and that as

her kids we would be something so much better, like any parent would hope. When I started saying ‘I want to do hair,’ she was like ‘What do you mean? You should be a doctor or a lawyer.’ So it wasn’t really accepted.”

But Pati has come a long way, with over 45,000 followers on Instagram and multiple awards under her belt, Pati is a huge name in the world of barbering. She works with big brands like Schedulicity, Style Factor and R+Co, and focuses a lot of her time on giving back to the industry that made her. With Schedulicity, Pati has found an organization that is just as passionate as she is. Since launching #SchedulicityCares in April 2019, they’ve given away \$500 grants three times a week to businesses in need of a boost. Pati became involved with the brand after meeting founder Jerry Nettuno at a trade show through “divine intervention.” As Pati says, she feels a strong connection to Schedulicity and its brand: “Schedulicity as a whole is really aligned with who I am and who I try to be on a daily basis. They give so much back, and while I don’t have the means to give back in that way, I would like to think that I give back in love and light.” ▶



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