

LEYO reimagines 'Los Hombres No Deben Llorar' as a personal exploration of masculinity and vulnerability

The Mexican American vocalist transforms a Música Mexicana classic into a deeply personal statement on heartbreak, identity, and modern masculinity.

LOS ANGELES, CA, UNITED STATES, August 7, 2026 /EINPresswire.com/ -- The Los Angeles artist brings a modern, intimate perspective to the Música Mexicana classic, arriving August 7 via Emissary33/AWAL Mexico

“

I reimagined this song to confront the silence men inherit—to turn vulnerability into strength and give us permission to feel what we were taught to hide.”

LEYO

SINGLE: AUGUST 7, 2026 | OFFICIAL VIDEO: AUGUST 10, 2026

Los Angeles-based Mexican-American artist [LEYO](#) announces the release of his new single, “Los Hombres No Deben Llorar,” arriving August 7, 2026, via

Emissary33/AWAL Mexico. The song is the newest offering from his forthcoming covers EP, XMBRE, due October 30.

Produced by Stylolive, LEYO’s interpretation preserves the traditional spirit of the song while introducing a quieter, more intimate emotional delivery rooted in his own experiences with masculinity, family and vulnerability.

Originally recorded by King Clave and later made famous by Pedro Fernández, “[Los Hombres No Deben Llorar](#)” has long represented a familiar expectation placed upon men: remain strong, conceal pain and never allow heartbreak to show.

For LEYO, revisiting the song became an opportunity to reconsider that message.

“I wanted to cover this song because I grew up loving Pedro Fernández’s version,” says LEYO. “But I wanted to approach it quietly and intimately, and use it as a chance to reflect on my own masculinity and vulnerability.”

The recording is deeply connected to LEYO's relationship with his father, a hardworking landscaper who believed that men should remain tough and never cry, often masking his own vulnerability through drinking. At the same time, he carried a profound tenderness for LEYO's mother, Esperanza, whom he lovingly called "Esperanza, la rosa más bella del jardín."

That contrast between toughness and tenderness became the emotional foundation of LEYO's interpretation.

The single's cover art and official video transform that family history into a visual tribute to both of his parents. Set within a backyard garden, LEYO appears in work overalls holding a can of beer in one hand and a basket of roses in the other. The beer represents his father's hidden struggles, while the roses honor his enduring love for Esperanza.



LEYO reimagines "Los Hombres No Deben Llorar" as a powerful statement on masculinity, vulnerability and the freedom to feel. Photo: Carla Marasco / Adore Photography

The official video for "Los Hombres No Deben Llorar" will premiere Monday, August 10.

XMBRE is composed entirely of songs LEYO loved growing up, reimagined through his own emotional and contemporary perspective. Each selection is connected by themes of 'hombre' or 'llorando'—two ideas that have not traditionally been permitted to coexist.

"XMBRE" is a collection of songs that speak to masculinity and vulnerability," LEYO explains. "The project gave me the opportunity to revisit the music that shaped me while discovering a more honest way of expressing who I am."

Through the project, LEYO explores heartbreak, romance, identity and emotional honesty while preserving the nostalgia and musical tradition of the Música Mexicana ballads that inspired him.

XMBRE RELEASE SCHEDULE

****August 7, 2026****

"Los Hombres No Deben Llorar"

September 18, 2026

"¿Por Qué Me Haces Llorar?"

October 30, 2026

"Llorando" and the **XMBRE** EP

ABOUT LEYO

LEYO is a Los Angeles-based Mexican-American vocalist and recording artist who uses his voice to tell deeply personal stories of love, heartbreak and everything in between. Raised in Los Angeles within a Mexican household, his music is influenced by artists including Luis Miguel, Juan Gabriel, José José, Alejandro Fernández and Luis Fonsi.

Blending the emotional tradition of Música Mexicana with a contemporary point of view, LEYO creates music that embraces vulnerability, challenges familiar expectations of masculinity and gives new meaning to the songs that shaped him. **XMBRE** follows his 2024 project, **Puro Méndez**.

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