



PRESS RELEASE
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ROCKY GATHERCOLE, PROUDLY FILIPINO AND NEW FASHION DESIGNER TO THE STARS, GIVES BACK TO CHARITY

Los Angeles – 15 July 2016. As part of its efforts in supporting Filipino artists and talents, the Philippine Consulate General shares the story of Mr. *Rocky Gathercole*, a renowned Filipino-American fashion designer.

Filipino American designer Rocky Gathercole is hailed as the designer to the biggest stars in the planet. His clientele is extensive and impressive: Beyonce, Lady Gaga, Katy Perry, Gwen Stefani, Britney Spears, Jennifer Lopez, Nicki Minaj, Ariana Grande, Toni Braxton and the likes. He is now the official fashion designer of USA superstar Carrie Underwood.

This success seems like a wild dream for someone who aspired to become a mall janitor growing up. That was the dream of Rocky Gathercole in his teen years as a street kid who peddled “tapsilog” from food carts after running away from home and his father. But the tragic thing was a well-known mall chain would not even accept his application as janitor because he has not finished high school.

Later in his life, he was blessed by the kindness of strangers. He met a Korean in his church who gave him a job as a waiter in Makati. He used his earnings to buy pencils and paper and practice his gift of drawing. In 1989, he applied for work in Saudi Arabia and was accepted. His sponsor saw his talent and sent him to the fashion district in Saudi to learn. He met Filipino designers there who taught him to bead and cut fabric. This led to his realization that he was born to be a designer. He went to Dubai to start his life as one and from then, it started his ascent to being a world-class Filipino talent in the field of fashion.

For our *Kababayans* in Southern California who have not seen the genius of Rocky Gathercole has a chance to do so on July 28 at Avalon Hollywood. Rocky Gathercole gives back to the community by partnering with Lifestyle Network and For The Stars Fashion House for the fashion show, “Rock The Runway”, to benefit ABS-CBN Foundation International’s *BANTAY BATA* program. More information about this event is available at <https://www.tfc-usa.com/>

For additional information about Gathercole, visit <http://news.abs-cbn.com/video/global-filipino/06/01/16/meet-the-pinoy-fashion-designer-to-music-superstars>

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