



Darrell Gene Roach was born on October 31, 1978, in Rockingham, North Carolina. As a child he began to explore his artistic talents while participating in art projects with his mother Janet Roach. His first memorable work was a painting that he and his mother completed: a representation of the tree of knowledge and the sun, with an illustration of his mother holding him up to observe the glorious objects of the world. As he progressed into adulthood, finding great disappointment in his ability to express himself within the traditional business world, he became a full-time artist. He reached a career boost as the media and celebrities soon came to highly regard his work.

As an artist, Roach has been able to see his work transform from raw, cut-up bed linens into expensive wall treatments in some of the wealthiest homes across the United States. Likewise, his jewelry-making pursuit, which spawned from “an investment of \$7.50 and a roll of copper wire,” turned him into a well-respected designer brand which has strutted down numerous red carpets and been showcased on iconic people such as Suzanne Taylor to chart-topping performers Rihanna and Beyoncé Knowles Carter.

Since Roach's rise to renown, his work has been featured in top fashion magazines across the globe, such as *Vogue Italy*, *Elle Mexico*, *Fashion Magazine Canada*, *Zink*, *Cosmo* and *Glitterati*. Despite his rise and the complexities that accompany it, his view on his career has retained the raw simplicity of its beginning. Roach says, “I love making things that I like. I am just blessed that many other people have appreciated my work. So in my eyes, I am just as I was when I began: an AMERICAN ARTIST.”