

A person with dark skin and braided hair is shown in profile, looking out over a town. The town features a prominent light blue building with a red roof. The background shows a hazy landscape with mountains under a sunset sky. The word "ROKEY" is overlaid in large white letters.

# ROKEY

*The Story of the First Fashion Designer*

**Y Rokey**

# Plot Point 1:

'Success in fashion is *hard enough*;  
but fashion in **Africa...**

– only for the  
*completely mad.*





## World Bank:

‘S. Tomé & Príncipe is  
at the *bottom of the  
poorest nations of  
the world.*’


A hand with a green and white striped wristband reaches out from the top left, palm facing down, over a cityscape at sunset. The city features a prominent concrete wall in the foreground and various buildings in the background under a warm, orange-hued sky.

Can Ronny take his  
brand to Europe?

The Question

**Rokey**





Kwame Sousa  
(a successful artist)  
says *he can*.

A man with dark skin and short hair, wearing a light blue button-down shirt, is smiling and looking down at his hands. He is in a workshop or studio, with various art supplies like paint tubes and brushes visible on a table in the foreground. Behind him, there is a colorful abstract painting on the wall and a piece of patterned wallpaper.

## Oswaldo Reis

(a best-selling artist):

***'Just start. You'll learn as you go.'***





# Olavo Amado

(a well-known painter)

‘Life is a labyrinth. You *never*  
*know* what’ll *happen*.’


A close-up, high-contrast profile of a man's face, looking towards the right. The lighting is dramatic, with deep shadows on the left side of his face and forehead, and highlights on his cheekbones and nose. His eyes are partially closed, and his expression is contemplative or intense. The background is a plain, light-colored wall.

Alex Keller

(talented painter):

*'I never made it BIG. I want so much more.'*





René Tavares (a  
painter living in  
Lisbon):

‘Art is  
**MARRIAGE** with  
Europe.’

A photograph of a Black man with a mustache, wearing a light-colored baseball cap, leaning his right arm against a weathered wooden wall. He is shirtless and looking slightly to the right with a gentle expression. The wall is made of horizontal wooden planks with peeling paint. A semi-transparent text box is overlaid on the right side of the image.

**Neighbours:**  
'We support  
Ronny Key.'


**Rokey**



A man with dark skin and dreadlocks is shown in profile, looking upwards and to the right. He is wearing a dark blue t-shirt and has a small hoop earring in his left ear. The background is a sunset over a city, with a concrete wall and a small structure visible in the foreground. The sky is a mix of orange, yellow, and blue.

## Plot Point 2:

‘I’m going to  
*change things.*’



Ronny needs  
to focus on his  
*emotional*  
*center.*





Ronny:

*'I bring  
my personality...'*



**‘But I need to  
hire dressmakers...’**






‘And sewers...’




‘And work with a  
team of  
designers...’



A close-up photograph of two men sitting outdoors, focused on drawing in a large sketchbook. The man on the left is wearing a white t-shirt with a graphic of a person on a bicycle and a black cap. The man on the right is wearing a vibrant rainbow-striped t-shirt. They are both using markers to draw anatomical sketches, possibly of faces or heads, on the paper. The scene is brightly lit, suggesting daylight.

**‘Everybody brings  
*something* to the  
table.’**



A man with dreadlocks is sitting on a bed in a courtyard. He is wearing a dark t-shirt and a patterned blanket. In the background, there is a building with wooden shutters and a lattice window. A woman in a striped shirt and jeans is standing near a tree. A small fan is on a table to the right.

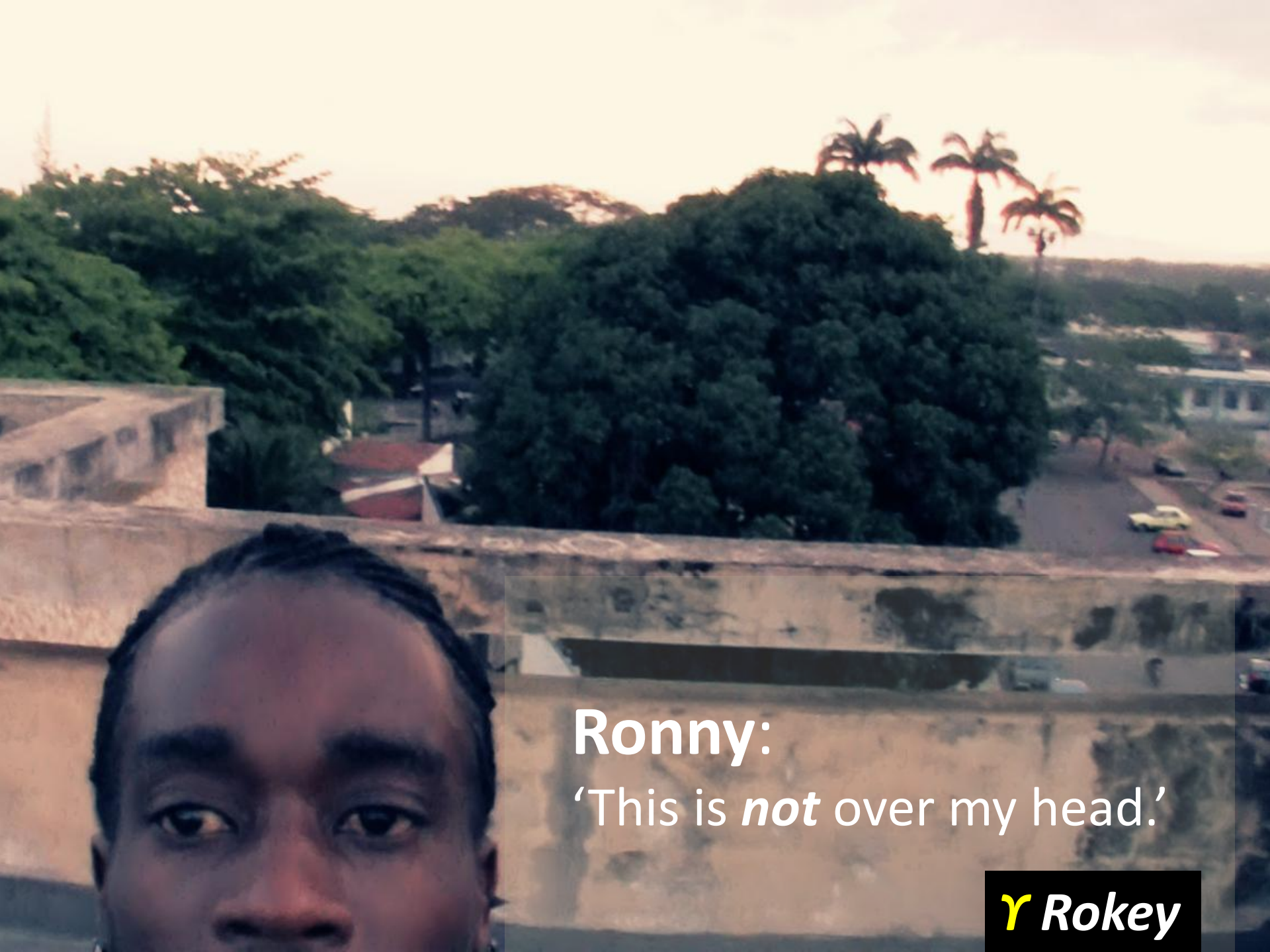
Ronny hustles,  
*telling his story to  
anyone who listens...*





to make things *happen*.

**Y Rokey**



Ronny:

‘This is *not* over my head.’

**Y Rokey**





CAN HE DO IT ?