



The most successful member of Harlem's A\$AP Mob collective of MCs, producers, video directors and designers, Rocky burst onto the scene in 2011, earning an eye-catching \$3 million dollar deal with Sony/RCA. He fast became the toast of East Coast hip hop and has never looked back.

Born in Harlem to Barbadian parents, Rakim Mayers was named after his mom's hip-hop hero, from Eric B & Rakim. One of his two sisters is named Erika B. He started rapping at eight years old, but only became serious about his craft a decade later. Although a native New Yorker, Rocky was a fan of Southern hip hop when he was growing up, which explains the pronounced drawl in his rapping style.

At the age of 19 in 2007, Rocky hooked up with the A\$AP Mob, a sprawling

collective of rappers, producers and video directors co-founded by the impresario A\$AP Yams, Harlem's answer to Malcolm McLaren. That's when Rakim Mayers acquired the name A\$AP Rocky.

Mixtape 'Live.Love.A\$AP' Rocky worked with three of A\$AP Mob's producers in particular to develop the spacey soundscapes underpinning his raps. He self-released two singles, "Peso" (on which he dropped the names of fashion designers like Rick Owens and Raf Simons, a future collaborator) and "Purple Swag," in 2011, sparking a major-label bidding war that began even before he had released his first mixtape, Live.Love.

A\$AP. That same year, he signed to the Sony/RCA subdivision of Polo Grounds Music for \$3 million. projects and those of his collec-

tive, on their record label A\$AP Worldwide. The split was reportedly \$1.7 million for Rocky, \$1.3 million for A\$AP Worldwide.

'Long.Live.A\$AP' Debut Album. Rocky's debut solo album, Long.Live.A\$AP, came out Last.A\$AP was released on May 26, 2015. 'Testing'

Three years after the release of his previous studio album, ASAP Rocky followed in May 2018 with the long-awaited Testing. Although he has insisted he does not want to become a fashion designer, he has nonetheless embarked on a number of high-profile collaborations. "Rocky has a very specific aesthetic," the designer Jonathan Anderson, with whom the rapper collaborated on a menswear capsule collection in 2016, told Complex magazine of Dior Homme.

