

Find Your Unique at Soon-to-be-launched Delray Dual-Concept Retail Store!

Written by: Amanda M. Socci

Customers from all walks of life are cheerfully invited to *find their unique* at the grand opening of RockDeep and RDevine, a retail store at 2400 Mount Vernon Avenue in Delray that is set to open on February 16, 2019. The store will prominently feature RockDeep's athleisure clothing and shoes with a smaller, separate section dedicated to RDevine's casual shoes. It is intended to be the flagship store of the RockDeep brand, with corporate headquarters at 101 North Union Street, Suite 300. (RockDeep's corporate headquarters will also serve as the main area for RDevine customers to preview bridal gowns and groom attire.)

The inventor of the "find your unique" tagline and the mastermind behind the dual-concept store of RockDeep and RDevine is Delray resident, Rocky Ian Parrish. His wife, Desiree Parrish, is the chief officer of RDevine. The couple is celebrating many unique things in their lives, including their second marriages and their first child together, a precious girl about to make her world debut in time for tax day, on April 15.

Rocky Parrish wants his customers to find their unique selves and express their individuality with a celebration of style and comfort, not to mention a vast array of colors and fabric choices. He makes it a pleasure for people to browse RockDeep's expansive shoe catalogue and find their own unique ways to rock sporty shoes! Within RockDeep's signature brand, RAX, men have the option of buying boots, including general, sneaker, and winter-style boots; they can also buy shoes in a multitude of styles, including: chukkas, hiking, running, trail running, casual, distance, retro, skate, sport, softball, golf, disc golf, turf, and training.

Women have similar options within the RAX brand as well. Women can buy general boots, women's sneaker boots, winter boots, and women's high hiking and low hiking boots. They can also buy specialty shoes including: hiking, running, casual running, trail, distance, retro, skate, retro casual, sport, golf, disc golf, softball, and turf.

In addition to buying shoes with enough options to boggle the mind, customers can also buy signature outerwear, including fleece jackets, coats, and pants. Rocky Parrish stated that RockDeep is in the midst of developing a children's line of shoes and outerwear; he anticipates launching these items in the summer of 2019.

The unique qualities of RockDeep athletic clothing are like the beautiful man-made lava that flows from its genius creator, Rocky Parrish, whose larger-than-life personality is best compared to a caldera volcano (look it up!). Growing up poor to two black parents in Mississippi, Rocky Parrish moved a lot in his life, but spent a large part of his life in the metropolitan D.C. area, teetering between Oxon Hill, Maryland and Arlington, before settling in his current home in Delray.

A black proprietor, Rocky is the first to dismiss his roots as the reason why he should be respected in business, a conscious decision that has alienated some and prompted cries of racism. However, that is just one rock from Rocky's volcano that has gotten in the way. His major problematic rock was lack of funds growing up and not venturing into the "fancy" part of town. Rock after rock, Rocky deftly dealt with the problems and the pressures. He worked in marketing and did stints in television and radio, dealing with more rocks, but getting stronger by the minute.

One rock that worked in his favor was working as a consultant for major shoe brands, including Nike. For a mere ten years, Rocky worked with suppliers and wholesalers and customers, learning all about sneakers and the business of selling a quality shoe. He was driven. The volcano was getting ready to erupt into beautiful, well-crafted sneakers, but he didn't know that at the time. Some rocks still stood in his way, but this time, things got personal.

While still heavily married to his businesses, Rocky Parrish began a new life by marrying his current wife, Desiree, in a carefully executed wedding in Las Vegas. RDevine, Rocky's direct-to-consumer services that helped brides and grooms-to-be with their clothing and shoe needs, was quietly waiting in the wings, ready for Desiree to take over at the helm.

Rocky Parrish adamantly declares: "You can be everything you want," when discussing life dreams, whether they be for personal or business reasons. His life story, extraordinary successes in past businesses, and profound desire to connect with people on a personal level contain many great examples of how Rocky Parrish has "found his unique," but this is just a fraction of his story. To find out more and witness the volcano erupt with the most exquisitely detailed, colorful shoes and outerwear, be sure to visit RockDeep and RDevine on February 16. You will walk out of there inspired with Rocky's warmth and well on your way to "find your unique."

You can learn more about RockDeep here: <https://www.rockdeep.com>. RDevine information is found here: <https://www.rdevine.com>.