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Rockey
RACING

ROCKEY RACING **SERIES I.**



PHAR LAP

- Designer's reason & visual

Phar Lap (1926–1932) was a famous racehorse. He was a chestnut born in New Zealand, and his ancestor was likely Eclipse.

Out of 51 races, he won 37, including a streak of 33 consecutive victories, which remains a world record to this day. Phar Lap first rose to fame in Australia, then in America, where an assassination attempt was made on him before an important race. The bullet missed him, but he died shortly after the attempt.

The partially blurred face of the jockey represents the bullet that missed Phar Lap. The black-and-white design references history, celebrating the 100th anniversary of Phar Lap's birth (born in 1926, with the series released in 2026). Other black-and-white elements also feature period photographs of Phar Lap.

The overall design draws on the namesake stable and its historical legacy. The design follows the theme in three main colors, as well as in color variations. The women's selection is more minimalist, while the men's features a racing motive on the back. Both versions maintain a connection to horse racing and equestrian sport. The limited edition carries a coined phrase referencing, with sarcasm, the financial demands of a love for horses.

designer
Martin Czek







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A promotional image for Rocky Racing. On the left, a woman with long dark hair and a serious expression looks directly at the camera. On the right, a man is shown in profile, looking off to the side. Both are wearing dark clothing. The background is black, and the lighting is dramatic, highlighting their faces. The text 'Rocky RACING' is visible on the man's shirt.

Rocky
RACING



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T-shirts from 29€

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SERIES II. 4Q-2026



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ROCKEY
Racing



OUR SUPPORTED HORSES

- ❖ **NORMANDONNA** (Zelzal)- 2 y.o. filly based at Germany
- ❖ **NAMI HOPE** (Mikesh) – 3 y.o. gelach based at Germany
- ❖ **NAPAJEV** (Kallisto) – 6 y.o. gelach based at Germany
- ❖ **RABASTERO** (Night of Thunder) – 4 y.o. colt based at Germany
- ❖ **SHEMNI** (Thai Chi) – 4 y.o. filly based at Germany

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