JP-MASSIVE

The World's First Rasta Fashion Model

JP-MASSIVE is widely recognised as the world's first Rastafarian fashion model, pioneering the presence of Rastafarian culture within international fashion during the early 1980s.
Long before diversity became an industry focus, JP-MASSIVE was breaking barriers in mainstream fashion, working alongside some of the most influential figures in fashion, music and popular culture. His journey would go on to span modelling, music, recording studios, international touring, business ownership, security, finance and the creation of the TOP RIZZ INTERNATIONAL brand.

For over four decades, this pioneering achievement has largely remained untold. The time has come for the world to recognise the contribution JP-MASSIVE made to fashion history and independent culture.

Artist : JP-MASSIVE aka John-Paul Richard Palmer
Born : 1957
City : Nottingham.

Roles : Songwriter, Producer, Performer, Entrepreneur
Instruments : Drummer, Bass Player, Programmer, Vocals, Rap

JP-MASSIVE: A Life of Firsts, Creativity and Enterprise

1981 - Breaking New Ground in Fashion

JP-MASSIVE is recognised as one of the world's first Rastafarian fashion models and one of the first dreadlocked models to work within the world of Haute Couture.

His fashion career began when Mark Tarbard secured him a place in a fashion show staged by the legendary Vivienne Westwood and Malcolm McLaren during their influential Pirate period. Mark also, put him is the Central St Martins fashion show. This groundbreaking opportunity made JP-MASSIVE one of the first visible Rastafarian figures in mainstream fashion.

Around the same period, he travelled to Italy with Katharine Hamnett during the formative years of her career while being represented by renowned publicist Lynn Franks. He worked alongside notable fashion personalities including Nick Kamen and Marilyn, helping to break barriers and expand representation within the fashion industry.

For a period, JP-MASSIVE was represented by Premier Model Management, one of London's leading modelling agencies.

1985 - London Fashion Week and Commercial Success

Through his close friend, the late Rozmund Spencer, who worked for Jackie Hancher, JP-MASSIVE was invited to model in a London Fashion Week show.

Although circumstances at the time prevented him from fully embracing the opportunity, the experience became one of the defining lessons of his life. It reinforced the importance of trusting his own instincts and remaining true to his vision regardless of outside influences.

During this period, JP-MASSIVE was represented by the world-renowned UGLY Models agency. His modelling career expanded into major commercial campaigns for Dr Pepper and Jacob's Club Biscuits, on the side of London buses, appearances on EastEnders, and a role in a film starring Lenny Henry and Robbie Coltrane. Collaborated with photographers Clive Arrowsmith, Giovanni Gastel, Jamie Morgan, Mark Lebon to name a few.

Alongside his work in television, fashion and music, JP-MASSIVE operated a successful car sales business in Camden Town. One of his most memorable sales was a stunning sky-blue Volkswagen Karmann Beetle Convertible featuring a cream roof, black high-back seats, chrome wire wheels and whitewall tyres. The vehicle was sold to television presenter Michaela Strachan accompanied
By fellow television personality Timmy Mallett.

1986 - Japan and the Buffalo Collective

JP-MASSIVE was invited to Japan by Jamie Morgan and Cameron McVey through the legendary Ray Petri and the influential Buffalo Collective.

While in Japan, he performed in showcases, modelled for designer Takeo Kikuchi and appeared alongside the Japanese music act Melon.

1987 - Abbey Road Studios and Touring

As a result of his growing reputation, Ken Townsend invited Stigma to record with Tony Clark at the world-famous Abbey Road Studios.

During this period, JP-MASSIVE worked as a DJ at Ronnie Scott's. With permission from manager Keith McDonald, he installed a professional PA system in the upstairs disco and live venue, where he learned the art of live sound engineering.

At the same time, he continued operating his car business while building a successful music career. He, acquired a tour bus and supported Eek-A-Mouse on UK and European tours.

JP-MASSIVE also worked as a live sound engineer for numerous artists including Barrington Levy, Michigan & Smiley, Culture, Kissing the Pink, Roman Holiday, Joe Boxers, Maxi Priest, Jackie Graham, The Blow Monkeys and Musical Youth.

1988 - Mark Tarbard Birthday

Held at Jasper Conran's house during Mark Tarbard's 40th birthday celebration in 1988, the atmosphere was electric. Being among a small group of guests that included John Galliano and Jasper Conran offered a rare glimpse into a concentrated moment of artistic brilliance within a

private sanctuary. It was during this unforgettable night that Mark shared the remarkable detail that he was the one who put Naomi Campbell in her first fashion show, adding another layer of personal history to the occasion.

1989 - This Medusa

Continuing his musical journey, JP-MASSIVE formed the group This Medusa with a fellow member of Stigma.

The recordings they produced generated industry attention and resulted in an offer of a recording contract from Don Taylor Management, best known for managing Bob Marley. After careful consideration, JP-MASSIVE chose not to pursue the deal.

1991 - Cally Road Recording Studio

JP-MASSIVE established Cally Road Recording Studio and spent the following years developing it into a respected recording facility.

During this period he recorded and released a Double A-side 12” single featuring a soul track written by Elvina Ebru and a Ragga track by JP-MASSIVE himself.

Among the studio's most notable clients was the highly respected British singer Beverley Knight.

1994 - Working with Captain Rizz

Captain Rizz was a close friend and collaborator, leading to the recording and production of *The Rizz Manifesto* album.

A second album, *I Can See Clearly Now My Brain Has Gone*, was also recorded. Although never officially released, one of the tracks can still be heard on JP-MASSIVE's TOP RIZZ INTERNATIONAL Artist Music profile.

1995 - Touring with Hawkwind

Captain Rizz & The Rizz Posse embarked on a successful UK tour supporting Hawkwind, performing throughout the country and building a growing reputation with audiences nationwide.

1996 - European Headline Tours

The success of the Hawkwind tour opened the door to headline tours across the Czech Republic, Slovakia and Poland.

Following these successful performances, the touring chapter came to a close and JP-MASSIVE prepared to enter a new phase of his professional career.

1997 - Secure Car Hire

JP-MASSIVE established Secure Car Hire, providing executive chauffeur services for high-profile clients and television production companies.

His services was derived to Jamie Oliver, Nigel Benn, Ewan McGregor and many more.

1998 - Corporate Clients

Among his regular clients during this period was Chris Goekjian, CEO of Credit Suisse First Boston, whom he chauffeured alongside his family on a regular basis.

1999 - Service to Distinguished Families

One of JP-MASSIVE's long-standing clients was Elliot Lipton, son of Sir Stuart and Lady Ruth Lipton.

He provided transport services for Elliot Lipton and his wife during their visit to Buckingham Palace when Sir Stuart Lipton received his knighthood.

2001 - Film Unit Driver Guild

JP-MASSIVE became a member of the prestigious Film Unit Driver Guild, responsible for transporting leading film and television talent.

His first major assignment was a five-week contract driving actress Minnie Driver, followed by similar engagements with Colin Firth, Jonny Lee Miller, Amanda Holden, Trance Stamp, and Bill Nighy. Other were Hallie Berry, Reeve Witherspoon and the list is endless.

2002 - Building a Service Business

While continuing his chauffeur work, JP-MASSIVE established a cleaning business from premises at 242 Archway Road in Highgate, London.

The company steadily grew, attracting a loyal client base and creating the foundations for a long-term business venture.

2004 - Formation of MK Londyn Ltd

MK Londyn Ltd was incorporated and expanded rapidly over the following years, eventually serving more than 250 clients and employing approximately 35 staff.

The business diversified into handyman services, kitchen and bathroom maintenance, decorating, property support and specialist cleaning services.

At this point, JP-MASSIVE stepped away from professional driving to focus entirely on growing the company.

2008 - Growth Through Adversity

Despite the challenges of the global financial crisis, MK Londyn Ltd remained successful and continued to grow.

One of JP-MASSIVE's most notable private clients was Academy Award-winning filmmaker Christopher Nolan and his wife, film producer Emma Thomas. JP-MASSIVE personally managed cleaning and property-related services for them.

The company expanded into security services and key-holding, securing long-term contracts with organisations including North London Hospice and World Jewish Relief.

Additional projects included providing security services for TK Maxx and designing secure facilities for Gems TV, including reinforced physical security, alarms, smoke protection systems and 24-hour manned guarding.

JP-MASSIVE obtained his SIA licence and regularly worked alongside his own teams, earning respect through leadership by example.

The cleaning division developed an outstanding reputation for post-tenancy and specialist cleaning throughout prestigious locations including St George Wharf, Hampstead, Kensington, Swiss Cottage, Maida Vale, Hampstead Garden Suburb, East Finchley, Chelsea, the West End, Mayfair and Ladbroke Grove.

One of the company's proudest achievements was securing the security contract for Highgate's annual Fair in the Square event through Christina Nolan, in recognition of JP-MASSIVE's professionalism, reliability and dedicated service.

2013 - Entering the Financial Sector

Building upon decades of business experience, JP-MASSIVE turned his attention towards the financial sector and began developing MKL Finance Ltd.

His objective was to establish a professional financial services company founded on trust, compliance, customer service and long-term business relationships.

The move into finance represented another chapter in a career defined by entrepreneurship, resilience and the ability to build successful businesses across multiple industries.

2020 - TOP RIZZ INTERNATIONAL MUSIC LTD

In 2020, while still operating from the same Highgate offices, JP-MASSIVE incorporated TOP RIZZ INTERNATIONAL MUSIC LTD.

The company was established with a clear mission: to provide independent artists with a platform where they could showcase, promote and sell their music while retaining their rights and keeping their profits.

The vision was to offer artists an alternative to traditional industry models and empower them to maintain creative and financial control over their work.

2021-2026 - Building the TOP RIZZ Brand

Building upon the success of TOP RIZZ INTERNATIONAL MUSIC LTD, JP-MASSIVE expanded the brand into multiple sectors.

TOP RIZZ RADIO was launched to provide airplay and exposure for independent artists worldwide, helping emerging talent reach new audiences.

The TOP RIZZ brand also expanded into fashion, with the TOP RIZZ trademark successfully registered for apparel and related products in the United Kingdom, European Union and United States.

By 2026, TOP RIZZ had evolved into an international brand spanning music, radio, artist promotion, entertainment and streetwear apparel.

A Legacy of Innovation and Determination

From becoming one of the world's pioneering Rastafarian fashion models to building successful businesses across music, recording, touring, transport, property services, security, finance, media and fashion, JP-MASSIVE has created a truly unique legacy.

Across more than four decades, he has consistently broken new ground, embraced new opportunities and remained committed to helping others succeed.

Through TOP RIZZ INTERNATIONAL, that mission continues today, providing a platform for independent artists, entrepreneurs and creatives around the world while building on a lifetime of experience, determination and achievement.