

Phil Cui

Instagram

"I love what I do because I create what I do," are words for life from Phil Cui, who has built his colourful career on spotting gaps in the market and filling them with his own innovations.

The terms entrepreneur, designer, creative foodie and intrepid traveler go some way towards describing Phil, however he describes himself as a "facilitator" – someone who brings ideas and reality together, matching the right people to the right ideas and resources.

Fashion, food and fitness have been getting Phil out of bed in the mornings since he was a teenager, and he lives and breathes his unique perspective into all three.

Growing up in Auckland quite shy and reserved, Phil channeled his imagination into designing, in particular - clothes. When he couldn't find anything in shops he wanted to wear, he started sewing his own, so he could express his individuality through fashion. This led to starting his own fashion label with two friends, KingdomOf. They ran the business for five years, wholesaling to retailers across NZ; they had eight stockists, three online stores and two stores in the UK.

Phil found his confidence growing in his mid-20s. He worked in promotions as a brand ambassador, for which he traveled the length of New Zealand by car multiple times, meeting the "strangest and the coolest people" during this period of his life.

He developed his love of food into his next business venture, combining two of his favourite meals into one – pancakes and tacos, creating NZ's first-ever PACO concept foodtruck, which he toured catering to festivals and outdoor events.

Phil's preference for nutrient-dense, healthy food, and a



outspoken

desire to make it easily-accessible to the masses, led him to open YeahBowl in 2016, one of the country's first poke bowl cafes.

Being the master of his own career and thereby, schedule, has allowed Phil some epic travels in recent years. He has driven the Western coastline of the USA and the highways of Mexico; cruised from Florida down to the Keys and toured NYC; sailed around Hawaii on a catamaran and travelled throughout China, Hong Kong and Taiwan. His shorter trips take him regularly to Bali, Australia's Gold Coast, Sydney and Byron Bay.

Underpinning Phil's huge energy for life is his exceptional physical fitness, whether it's rock-climbing or bouldering (rope and harness free); freestyle gymnastics or handstands (for up to 90 seconds!)â€¦ if it involves movement, Phil is into it.

Phil lives for the thrill of a new venture or project, and is on-board with anything that motivates people to create a more enjoyable life. His work ethic, patience and consistency make him the ideal campaign partner and content creator.