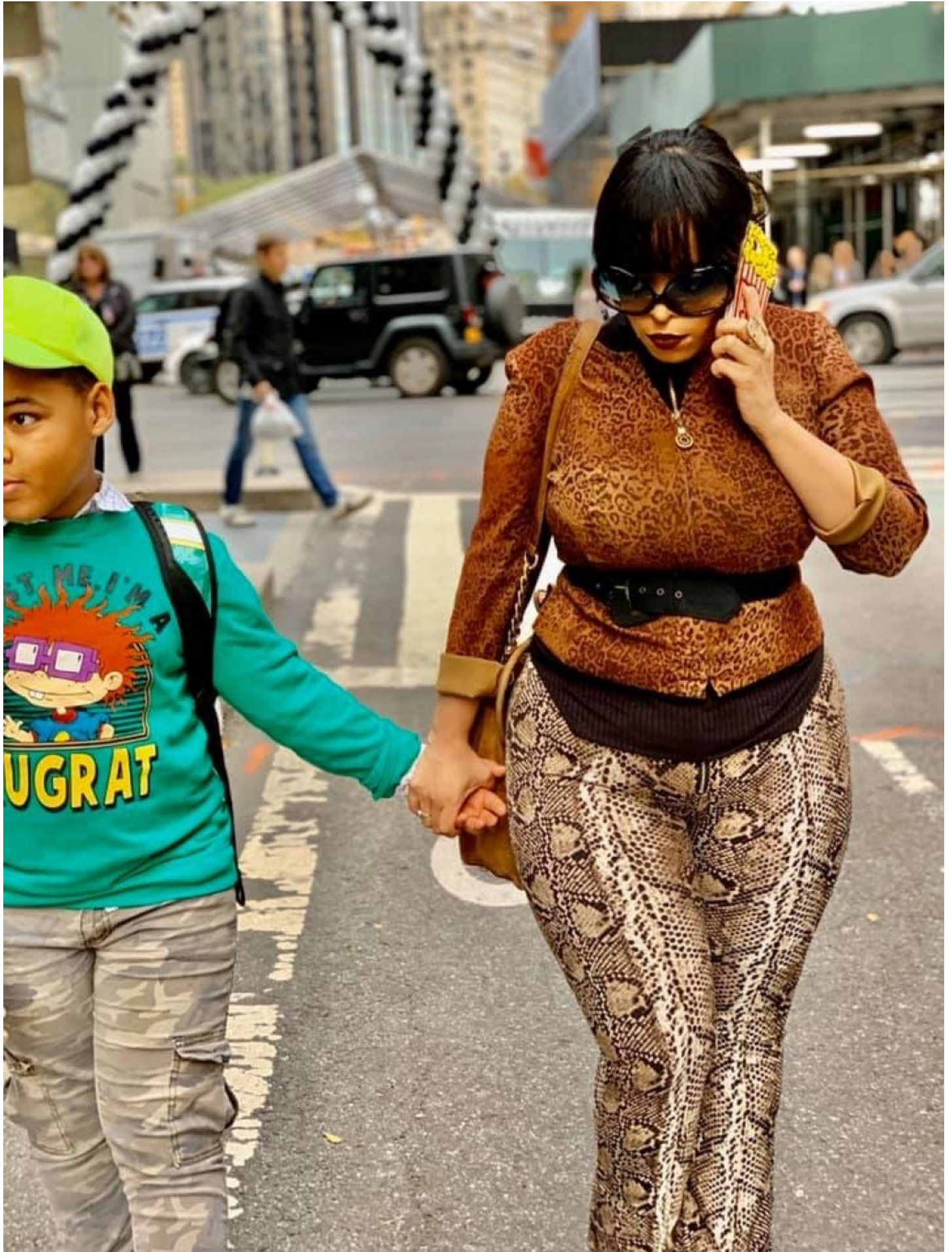


# **From Homeless To CEO How this Mom/Son Duo (Pilar Scratch & River Mason Eromosele) Are Taking Over The Industry**

Pilar Scratch went from living in a shelter with her son to being one of the most sought after public figures in New York City



**New York City, Feb 21, 2020 ([IssueWire.com](http://IssueWire.com))** - Celebrity wardrobe stylist, Pilar Scratch, was bursting into the fashion industry as a rising star with a newborn baby- in 2011. The budding star was building a soon to be a dynamic brand with an unmatched creative zeal. Pilar Scratch & her then newborn, River Mason Eromosele, lived in St. Rocco's shelter for the majority of the 2011 year. While not having a traditional family support system (as a single mom at twenty years old) she didn't allow her upbringing or tribulations to define her or her child. Pilar's main focus was bettering her life. Not only for the betterment of herself but in absolute certainty for her son, River Mason Eromosele. In time, Pilar saved enough money to obtain her own residence and her inspirational legacy commenced.

Pilar Scratch went from living in a shelter with her son to being one of the most sought after public figures in New York City. In 2019, Pilar was a nominee for Forbes 30 under 30. Pilar to currently holds the title of a 5x award-winning celebrity wardrobe stylist, TV personality, author, momager, and editor in chief. Naming several notable television shows she has appeared on Fox Dr. Oz, TLC "What Not To Wear", E! Wags, TMZ, HBO Latina, VH1 Love & Hip hop NYC, and others. She has styled countless celebrities such as artist Afro B, Musiq Soul Child, Amara La Negra, producer/ tv personality Stevie J, among others. Adding to her accolades Pilar is a force not to be messed with and is attending Harvard Business School (online) studying business analytics and entrepreneurship.

Talent definitely runs in the family, Pilar Scratch's son, River Mason Eromosele, is a famed actor and model. Following in his mothers footsteps, River has been featured in New York Fashion Week, countless billboards, Nickelodeon (currently filming), "[Evil Lives Here](#)" Investigation Discovery, John Legend "[Have Yourself A Merry Little Christmas](#)" which debuted on ABC, "[Hustlers Movie](#)" starring JLo & Cardi B, CBS "[The Good Fight](#)" countless commercials for PNC, 10 percent Happier, Laurie Berkner Band "[This Mountain](#)" which debuted on PBS Kids, Walmart, Moon Pod, among others. In a 2019 radio interview, they asked Pilar, How does she balance it all with her enormous career and her sons? She responded "*I have to unearth a healthy equilibrium. My main goal is to keep my son as normal, busy and humble as possible. It's important to lead by example & to show him a work ethic that's unmatched....and a lot of caffeine helps too.*"

Diving into her creative passion for writing and fashion she commenced her own publication in 2015, Fashion Gxd Magazine. Pilar Scratch employs over ten people at her company - Fashion Gxd Magazine. The magazine is distributed in Barnes & Noble, Walmart, Amazon, and Indigo. Fashion Gxd Magazine is Amazon's best selling Magazine from 2017- 2019. As well, Fashion Gxd Magazine, is the Iheartradio / Power 105, 2019 recipient of the "**Prosperity Award**". Fashion Gxd Magazine provides the platform for everyday entrepreneurs the opportunity to work with their favorite celebrities.

Aside from publishing their magazine, the dynamic duo became authors in 2016. Their first book "[Mindset on Increase](#)" (2016). Then releasing their first children's book "[The Sky Is The Limit](#)" (2019). In 2016, "[Mindset on Increase](#)" sold over 200,000 copies worldwide by sharing through social media. Both books assist in spiritual growth, healing, and affirmations. Recently, Pilar and River set out on a press tour for their new children's book "[The Sky Is The Limit](#)". The first leg of their tour landed them on IheartMedia - Chicago "Lunch with the Brunch", 92.3 Soul FM, and 106.3 FM "Intellectual Show".

The dynamic duo isn't stopping anytime soon. You can keep up with them via social media Instagram @pilarscratch @rivermason\_ Website: [RiverMasonEromosele.com](http://RiverMasonEromosele.com) / [Fashiongxxd.com](http://Fashiongxxd.com)



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