

INSIDE THE ECHO CHAMBER

A Lex Hallows insight to the mind of Choccy Milky

"I was playing my silly little game with my silly little friends and we've got so many more silly little friends with us now on this runway of life"~ Choccy Milky

All of the greats start from a humble beginning, the same can be said for our dear roach master Choccy Milky. "The aspect of fashion in games has always been interesting to me and I usually gravitate towards games that offer a lot of character customisation and outfitting. FFXIV started off as a very solo experience where I just went through the story and collected pieces of glam that I found interesting." This was before our roach master was even a vierra (fig. 1), in their traveling along the realm of Eorzea the seeds of what we know now as the Mat Gala began to take root.



fig.1 - Choccy Milky

"Being invited into the same group as Juice, Vee, Zoud and Sister when I was travelling Eorzea on the Elemental Data Centre in Tonberry was definitely a step into a new world of glamouring in FFXIV. It was my first experience into glamour competitions and it left me wanting MORE. After moving to Materia, the five of us got together and started the Mat Gala as a way

to share something that we love doing with the rest of the Materia Community." With that group of friends the Mat Gala that we all know and love was created, a monthly Materia based glamour competition that tries to mimic the level of high fashion of the Met Gala within the realm of Final Fantasy XIV. Ever since the creation of the event the Mat Gala has been of source of joy for many a player on the Materia data center and that joy has spread even further as data center travel has opened for voyagers to attend. "It has definitely been a learning experience for all of us in learning how to organise these larger scale events, streaming content and building a community with everyone. We've spent many discord calls together for hours going over details and feedback for the Mat Gala so that we're able to continue improving the experience for everyone involved." In 2023 the host Just Juice was incharge of the production of promotional videos As of 2024 the Mat Gala team has started taking turns in the creation of the promotional videos, "Even now, I shake in the basement at the thought of making a promo video after Visionary Videographer Just Juice makes his promo video." If the Wildwoord Reverie is anything to base our judgements on we're in good hands with Choccy Milky in the director's seat.

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