

FOR IMMEDIATE RELEASE



SCAD FASH presents “Be Yourself; Everyone Else Is Already Taken”

Debut U.S. exhibition features ensembles styled by “London’s Most Outrageous Dresser,” Daniel Lismore

- Ticketed preview and scholarship benefit, Jan. 21, 2016
- Exhibition on view, Jan. 22–April 1, 2016

ATLANTA — Jan. 4, 2016 — [SCAD FASH](http://scadfash.org), the Savannah College of Art and Design’s museum celebrating fashion and film, presents “Be Yourself; Everyone Else Is Already Taken” — the first U.S. exhibition featuring the work of artist, stylist and designer Daniel Lismore — Jan. 22–April 1, 2016.

SCAD will host a ticketed preview opening Jan. 21, 6-9 p.m., with all proceeds benefiting new and existing scholarships. The exhibition opens to the public with cost of museum admission Jan. 22. To purchase tickets or become a museum member, visit scadfash.org.

Curated by Rafael Gomes, director of fashion exhibitions at SCAD, “Be Yourself; Everyone Else Is Already Taken” features 30 ensembles styled by Lismore exclusively for SCAD FASH and includes hundreds of items on loan from Lismore’s extensive personal wardrobe.

Lismore is known for his distinctive ensembles that brilliantly combine couture garments with myriad found objects — from vintage fabrics and accessories to ethnic jewelry and millinery — to form an expression of eccentric, creative energy that reflects his unique sartorial point of view.

The core of Lismore’s artistic practice is sustainable fashion, a growing design philosophy that espouses creative reuse, upcycling of materials and reduction of impact on the environment. In recognition of his efforts on this front, retail clothing company H&M selected Lismore in September 2015 to be a face of its “Close the Loop” campaign promoting recycling in the fashion industry.

A prominent fixture in the London fashion circuit, Lismore has been the subject of exhibitions at the prestigious Tate Modern, London in 2013 and Tate Britain, London in 2014. He studied photography

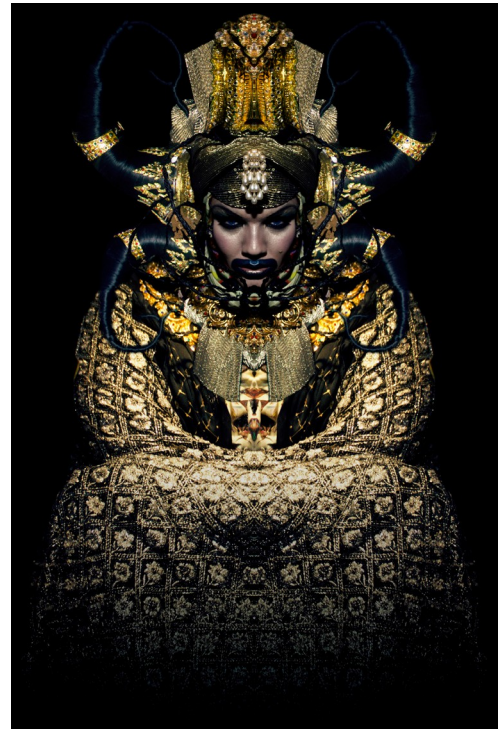


Photo credit: Daniel Ellyot

and fashion design before beginning a career as a model. He was photographed by Mario Testino, Phil Poynter, Mert Alas and Marcus Piggott, and Ellen von Unwerth, landing him on the pages of Vogue UK, i-D magazine and L'Uomo Vogue.

He progressed from modeling into editorial work, contributing to and illuminating the wardrobes of various European magazines. Lismore has collaborated with American rapper Azealia Banks to concept shows and the artwork of her first album, "Broke with Expensive Taste," and he was the inspiration behind pop artist Iggy Azalea's "Glory" EP cover. Additionally, Lismore has been featured in the music videos of Boy George, George Michael and Alexandra Burke, and he has appeared in "Made in Chelsea," "Britain's Next Top Model," "Denmark's Next Top Model," "The Kylie Show," "Styled to Rock" and the upcoming 2016 feature film "Absolutely Fabulous."

Since 2012 Lismore has been the creative director of Sorapol, a luxury womenswear label worn by fashion influencers such as Naomi Campbell, Kylie Minogue, Nicki Minaj, Paloma Faith, Cara Delevingne and Debbie Harry. In recent years he has supported organizations such as Vivienne Westwood's Climate Revolution, climate change charity Cool Earth and New World International Kenya. Lismore also lends his support to the LGBT community, human rights issues and free speech movements. He lives and works in London.

This show runs concurrent to "A Fashionable Mind: Photographs by Jonathan Becker". Both shows open with a private preview on January 21; doors open to the public on January 22. For press accreditation, please contact katrina@fitzandco.com.

SCAD FASH is on [Instagram](#) and [Twitter](#) (@scadfash), and [Facebook](#) (SCAD FASH Museum of Fashion and Film). **SCAD** is on [Twitter](#) and [Instagram](#) (@scaddotedu).

ABOUT SCAD FASH

SCAD FASH celebrates fashion as a universal language, garments as important conduits of identity, and film as an immersive and memorable medium. Located at 1600 Peachtree — the nexus of the SCAD Atlanta campus — the museum focuses on the future of fashion design. Embedded within the top-ranked SCAD School of Fashion, the museum's mission and programs are fortified by the on-site expertise of nearly 30 full-time university professors devoted to the study of fashion and film.

SCAD FASH connects conceptual to historical principles of dress — whether ceremonial, celebratory or casual — and its dynamic exhibitions, captivating films and educationally enriching events are open to visitors of all ages.

SCAD: THE UNIVERSITY FOR CREATIVE CAREERS

The Savannah College of Art and Design is a private, nonprofit, accredited university, offering more than 100 academic degree programs in 42 majors across its locations in Atlanta and Savannah, Georgia; Hong Kong; Lacoste, France; and online via SCAD eLearning. SCAD enrolls more than

12,000 undergraduate and graduate students from more than 100 countries. The innovative SCAD curriculum is enhanced by advanced professional-level technology, equipment and learning resources, as well as opportunities for internships, professional certifications and collaborative projects with corporate partners. In 2015, the prestigious Red Dot Design Rankings placed SCAD in the top four universities in the Americas and Europe. Career preparation is woven into every fiber of the university, resulting in a superior alumni placement rate. In a survey of Spring 2014 SCAD graduates, 97 percent of respondents reported being employed, pursuing further education or both within 10 months of graduation.

For more information, visit scad.edu or the official [SCAD blog](#).

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