



FOR IMMEDIATE RELEASE

MEDIA CONTACT:

KELLY BISHOP

ASSOCIATE DIRECTOR OF BRANDING & COMMUNICATION KBISHOP@BOWERS.ORG

OR 714-567-3628

GUO PEI: COUTURE BEYOND

BOWERS MUSEUM TO SHOWCASE THE ICONIC DESIGNS OF RENOWNED CHINESE COUTURIÈRE, GUO PEI, IN A MONUMENTAL EXHIBITION



November 15, 2018 (Santa Ana, California) – The Bowers Museum is thrilled to announce couturière Guo Pei’s triumphant return to Southern California with the West Coast premiere of ***Guo Pei: Couture Beyond***, a groundbreaking exhibition highlighting 40 breathtaking and extraordinary pieces from her grandest, most dramatic runway shows. Guo Pei’s unique, exotic wearable art masterpieces have already earned her a legion of devotees, and this landmark exhibition underlines the acclaimed artist’s impact on the fashion world and beyond. Organized by the Bowers Museum in collaboration with Guo Pei’s Rose Studios, SCAD FASH Museum of Fashion + Film and SCAD: The University for Creative Careers, this exhibition traces the evolution of Guo’s design sensibility over 20 years of production.

BOWERS
MUSEUM

2002 NORTH MAIN STREET, SANTA ANA, CALIFORNIA 92706
BOWERS.ORG | TEL 714.567.3600 | FAX 714.567.3603



The exhibition will open with a full schedule of diverse programs, beginning with an opportunity for the press to interview Guo Pei and preview the exhibit on the morning of Thursday, March 7. The preview will be followed by an evening Gala fundraiser with an international VIP guest list. A highlight of the Gala will be a special talk by Guo Pei focusing on her striking bridal gown collection. Bowers' exclusive Member Opening Night will take place on Friday, March 8 and include a special presentation by Vogue Features Editor Lilah Ramzi. The exhibition opens to the public on Saturday, March 9, and will feature a public conversation between Guo Pei and SCAD President and Founder, Paula Wallace. The exhibition will continue until July 14, 2019.

In concert with the exhibition debut at SCAD FASH, the university produced a major monograph celebrating Guo Pei's spectacular oeuvre titled "Couture Beyond." The book is the first to focus solely on Guo Pei's iconic work and will be available for purchase at The Bowers Museum while the exhibition is on display.

ABOUT GUO PEI



According to The New York Times, "Guo Pei has brought to life a riotous world of opulence, color and beauty." Time Magazine named her one of 2016's "100 Most Influential People," and calls her work "enormous, barrier breaking- not defined by East or West." In 2015, Guo Pei famously dressed Rihanna for the Met Gala and made her Paris Haute Couture debut. She is China's most renowned couturière and the first Chinese national designer invited to join the prestigious Chambre Syndicate de la Haute Couture. With showrooms in Paris, Beijing and Shanghai; a special-edition cover of American Vogue; a MAC collaboration; and designs displayed at the Met; Guo Pei's growing creative influence continues to delight her admirers as it inspires the global fashion industry.

ABOUT OPENING WEEKEND SPEAKERS: LILAH RAMZI AND PAULA WALLACE



PAULA WALLACE is the president and founder of the Savannah College of Art and Design, a private, nonprofit, accredited university for creative careers. Established in 1978, SCAD is the most comprehensive art and design university in the United States, with locations in Atlanta and Savannah, Georgia; Hong Kong; and Lacoste, France; as well as an award-winning eLearning program.



LILAH RAMZI is the features editor at Vogue Magazine. She earned her Master's Degree in Visual Culture: Costume Design from New York University and was Research Assistant at the Costume Institute at the Metropolitan Museum of Art prior to starting at Vogue in 2014.