

Supermodel Krishnar Flips The Script

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As the previews of spring trunk shows, trade shows, and fashion campaigns infiltrate American television and magazines consumers can expect to see the best couture designs that high end fashion has to offer. This is also a time for the fashion industries' top models to shine.

This fall, men's supermodel Krishnar has done runway for the Burberry, Yvest St. Laurent, and Alexander McQueen shows at Mercedes Fashion Week. He also appeared in Ralph Lauren & Gucci attire while producing and starring in the Las Vegas Fashion Week TV Special. However, on September 19th during the Atlanta Rock Your Fashion show, the high-end guru literally flipped the script with a street couture brand appropriately called "Flip The Script". He wore the colorful attention-getting wardrobe during his music performance at the show.

The fine urban wear line originated in Japan and officially debuted in Los Angeles. "I encountered Flip The Script while on-location of our live Rock Your Fashion filming. They were not actually scheduled to be apart of the show but their collection was in a class all by itself so I had to feature them. This is the best kind of fashion because it's believable, authentic, and makes you feel vibrant when you put it on!"- quoted Krishnar. The entertainer-extraordinaire also hosted a live blog during his September 19th performance to which more than 2,000 fans wrote in asking about the Flip The Script clothing that Krish wore.

Flip The Script is represented in the states by Christopher Barrows, Ken Kawabe, and Mie Hayashi. For more information about Flip The Script email Mie at

ABOUT KRISHNAR

Krishnar found his passion for music at a very early age; singing and playing the organ in church every Sunday right before his father's sermons. Back then, his quality of life consisted of being a cowboy—raising livestock and participating in agricultural organizations. Church and extra curricular activities was also a constant fixture in Krishnar's early years.

His passion to express himself musically and as an entertainer lead him to the greyhound bus station in Houston, Texas where he purchased a one way ticket to New York City, a place he had never gone before. After four diligent years of perseverance, Krish received his first break as a fashion model during Olympus Fashion Week. That swiftly led to a mutual attraction between this new face and European designers. At the on-set of his modeling career Krishnar aggressively worked to expose his talents and passion for television. His own innate sense of style, trend, and pop culture made him a perfect candidate for covering red carpet events as a fashion correspondent.

Music had remained as Krishnar's most sincere passion. Oddly enough, this had been the most frustrating aspect of his otherwise blossoming career. He was well on his way to nearing the center of popular culture as a model, and the cross marketing of his image had made a seamless transition into television. However, some industry executives felt that Krishnar's voice, music, and what he wanted to sing about did not compliment his brand or the audience that he was in front of. For Krishnar, the idea of recording pop songs about money, sex, and groupies wasn't very appealing so he began his own search for a sound that was sophisticated and universal yet youthful and pop-culture friendly.

There was some regional and underground recognition for a few independent records that the aspiring artist had recorded, but Krish officially debuted his national recording career on a platform sought by even the most respect artists. The American and European Fashion Rocks & Rock Your Fashion campaigns respectively produced an album as a collateral feature of their ad campaigns. It was entitled The Rock Your Fashion soundtrack. Guess who wrote on, recorded, and performed the soundtrack? That's right! Krishnar, debuted his signature sound on this album which was exclusively available at Macy's along with the Rock Your Fashion collections. The uproar of unexpected success trailing the Rock Your Fashion Soundtrack, performed by Krishnar ignited the sponsors of the campaign to quickly produce an American Rock Your Fashion concert series creating the perfect atmosphere for the singer/model/actor to capitalize on his fan base. With a touring presence in 15 U.S. cities, 3 Canadian cities, and 6 European cities, the album solidified Krishnar as an authentic musician and vocalist poised for a pop-culture takeover.

Today Krishnar is celebrated as a rising triple threat entertainer; competitive in the industries of music, television, and fashion. He is also an accomplished industry executive with producer, director, and writer credits in television and fashion advertising. Krishnar left high school to pursue his aspirations of becoming an entertainer, but later received his G.E.D. and went on to gain a bachelors degree in Advertising from New York University. Krish plans on completing a Juris Doctorate degree by 2012.

While he could not live without the continuous exercise of entertaining the world, Krishnar does enjoy his perfect balance between entertainer and executive. As President of Lewis Agency, an advertising & brands development agency he founded in 2000, Krishnar oversees all aspects of the practice. He also enjoys giving back to an array of charities and initiatives through the Krishnar Kares™ Foundation. Krish is a bicoastal resident of Hollywood, CA and Manhattan, NY, but hasn't lost the essence of big land-country living. He is often referred to as the "cowboy in Gucci shoes".

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