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"Beauty Is(N't) Skin Deep": A Groundbreaking Exhibit by a Collective of Fashion Models Turned Artists Reimagines Beauty, Creativity, and Empowerment

Presented by Joanna Garel, Wilhemina Model /Art Collector Turned Gallery Director

[DECEMBER 7, 2024] – In a stunning departure from traditional beauty narratives, *Beauty Is(N't) Skin Deep* opens this season, showcasing a powerful collection of art, performance, and installation by a collective of fashion models who have transformed their careers and now embrace their multifaceted talents as artists. The exhibit, curated by Joanna Garel—a Wilhemina model/ art collector turned gallery director—celebrates the untold stories and creative expressions of individuals who have long been defined by their external beauty and now redefine themselves beyond the surface.

With a compelling and deeply personal narrative, *Beauty Is(N't) Skin Deep* challenges the conventional boundaries of beauty, focusing on the inner strength, resilience, and artistic talent of those who have often been pigeonholed by the fashion industry. Garel, who once struggled with the industry's rigid definitions of beauty, has created a space for these models-turned-artists to express their authentic selves, free from societal constraints.

"Beauty has long been weaponized and measured in narrow, often exclusionary terms," says Garel. "But true beauty, as these incredible individuals are proving, exists in the depth of character, the breadth of creativity, and the courage to be seen in all of your complexity. This exhibit is a celebration of those who have been underestimated, a chance to share the artistry and humanity that so often gets overlooked."

A Celebration of Transformation and Talent

The exhibit features works in various mediums—including photography, sculpture, painting, digital art, and performance—by members of the collective, who have moved beyond their modeling careers to explore new forms of self-expression. Each piece is a reflection of their personal journeys of reinvention, defiance, and empowerment. Visitors will experience a poignant exploration of identity, vulnerability, strength, and what it means to be truly seen.

Participating artists include a diverse group of individuals from across the globe, whose works offer a wide range of perspectives, styles, and mediums. The collective's work challenges the traditional notions of beauty, offering instead an invitation to look deeper—to see the person, the artist, and the soul.

A New Narrative: Reclaiming Power and Redefining Beauty

"Too often, the fashion industry has valued appearance over everything else," Garel explains. "But the models behind the campaigns, the runways, and the glossy magazine covers are more than just pretty faces. They are intelligent, driven, creative, and full of depth. This exhibition is a declaration that beauty isn't one-dimensional—it's diverse, complex, and deeply human."

The exhibit's title, *Beauty Is(N't) Skin Deep*, is both a nod to and a challenge against the tired adage. With a bold declaration, it asserts that the value of a person is not dictated by their external features, but by their inner world and the many layers that make up their true essence.

Exhibit Details:

- **Location:** GAREL FINE ART
- **Opening Reception:** SATURDAY DECEMBER 7
- **Exhibit Dates:** DECEMBER 7- JANUARY 18

For media inquiries, interviews with the curator or participating artists, and additional press materials, please contact: JOANNA GAREL
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Beauty Is(N't) Skin Deep promises to be an unforgettable experience that invites audiences to reconsider their perceptions of beauty and value—and to discover a world of talent, creativity, and empowerment that exists far beyond what meets the eye.

About Joanna Garel

Joanna Garel is a veteran fashion model and art collector turned gallery director and curator. After decades in the fashion industry, she transitioned into the art world, determined to shift the narrative surrounding beauty and creativity. As a champion for the empowerment of marginalized voices within the fashion and art communities, Garel has become a fierce advocate for redefining what it means to be truly beautiful.