

LORD PHLY

PRESS KIT



A close-up photograph of a person's hand and forearm. The hand is holding a pen and writing on a piece of paper. The forearm has a tattoo that says "NEVER APOLOGIZE FOR BEING DOPE". The person is wearing several wristbands, including a yellow one with the text "NEVER APOLOGIZE FOR BEING DOPE". The background is a blurred image of a person's face and torso.

STATEMENT OF PURPOSE

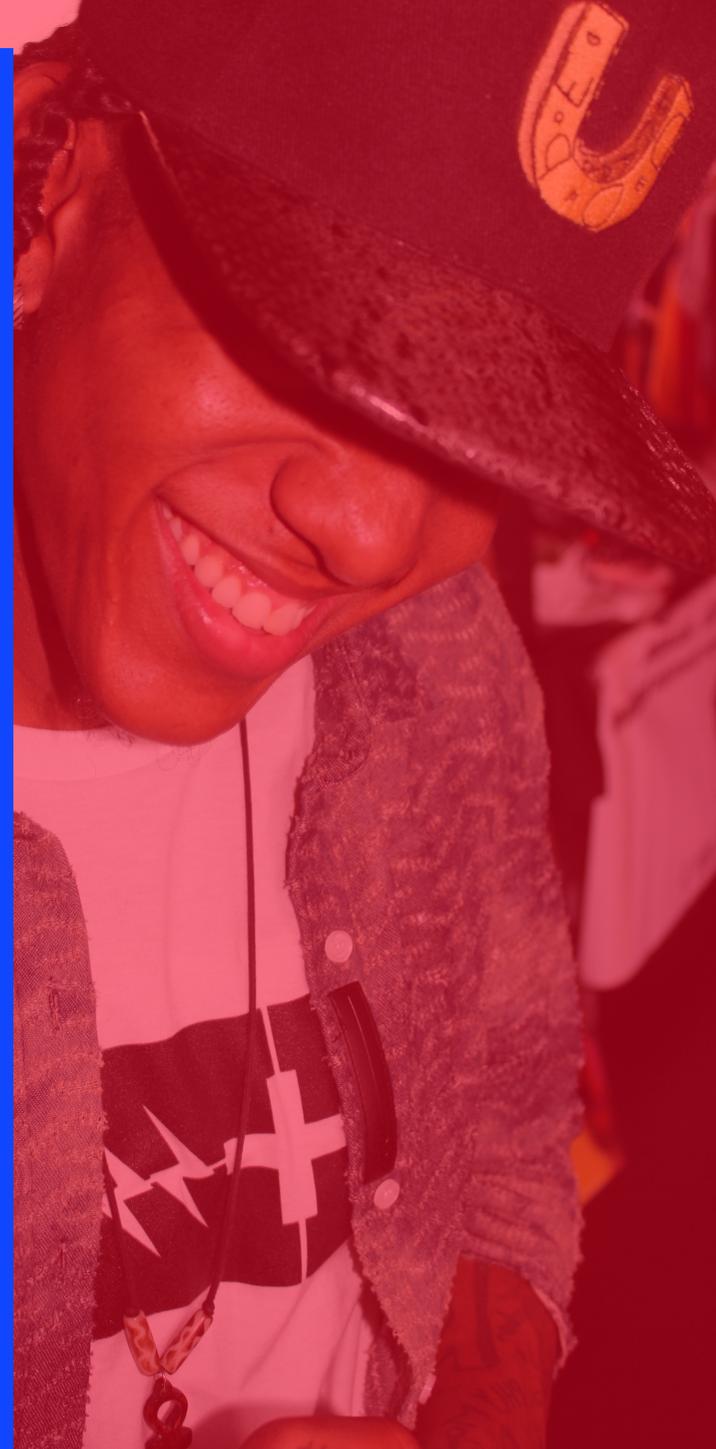
“DOPE, as defined by me, is an expression used to describe someone being themselves to the highest extent. In a society that ostracize and fear those for being Dope, I strive to encourage every individual to pursue knowledge of oneself and present themselves to the world unapologetically. I work to reshape society so we Never Apologize For being DOPE (#nAFbDOPE). Through my creative expression, I challenge convention and inspire others to use their gifts in new ways not dictated by society.”

BIO

Lord Phly, is a self defined creative influencer from Raleigh, NC who refuses the label artist. It is not as if he isn't a talented artist, but because his focus is Never on the artwork itself. Phly is driven by his message and passion, “Never Apologize For being DOPE” , which is front and center and at the core of everything he creates. Including the inspirational video message he sends to over 300 influential people, seven days a week. Phly’s artistic style incorporates acrylics, aerosols, and text on canvas, discarded objects, and the bodies of the most beautiful woman to vividly bring his message to life. (cont.)

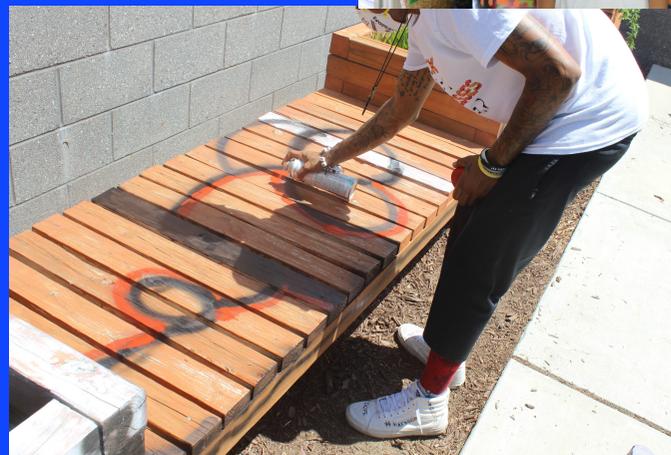


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Still early in his evolution, Phly's message has already begun to garner attention from the NC underground art scene. Lord Phly has been featured in numerous art shows and events in 2018, most notably Da Baby Jesus and Friends Art and Culture Festival in Charlotte, NC, which led to his abstract morning show, "Dope Soul", live on (Facebook.com/BigMoufMedia). His creations are on display throughout the Raleigh/ Durham community at Men at Work Kustom Kicks, FNS Studios, Jump Off Studios, Raleigh Club Teen Center and in the private collection of pro NFL football player Thaddeus Gibson.

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Beyond his creations, Phly spreads his message in other ways. He has given a platform to other local creatives on his web series "The B Side", "Dope Soul" Morning Show and "Ask Phly". He also gives back to the community through partnerships with nonprofits like D3: Community Outreach, The Gifted and The Raleigh Mission.

Phly plans to establish himself as a one of a kind individual, respected for his creative intellect. He's also working to help others unapologetically pursue their purpose by pursuing who they are. With great passion, Lord Phly, continues to pursue his dream of a physical institution teaching the masses the six key messages of NaFbDope.

"Each day I aspire to inspire before I expire because I'd rather live enormous than lie dormant that's why we on it. Never Apologize for Being Dope."

- Lord Phly

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