

LADY GAGA JOINS 'WOMEN FASHION POWER' EXHIBITION AT THE DESIGN MUSEUM



A Gareth Pugh outfit, created from shredded bin bags and worn by Lady Gaga for an O2 TV promo for her ARTPOP album, and to her artRAVE album launch party, goes on display for the first time at the Design Museum today (21 January 2015), as part of its WOMEN FASHION POWER exhibition.

WOMEN FASHION POWER, which opened in October 2014 and runs at the museum in London until 26 April 2015 celebrates exceptional women from the spheres of politics, culture, business and fashion; looking at how influential women have used fashion to define and enhance their position in the world.

Gareth Pugh said 'This look, made entirely in my London studio, featured in our Autumn/Winter 2013 show at the Hotel Salomon de Rothschild in Paris. This was one of several looks made entirely of shredded bin bags, which was at heart an attempt to make something beautiful and luxurious from a material that is extremely inexpensive and ephemeral – something that is destined to be discarded from its very conception.'

Design Museum Head of Curatorial Donna Loveday said 'I am thrilled that Lady Gaga will be joining our line-up of inspirational women in the exhibition. As a hugely successful vocalist, pianist, songwriter, performer and philanthropist, she is positively using her music and celebrity to influence an entire generation of young women, to embrace self-confidence and individuality.'

The Lady Gaga Gareth Pugh outfit will be on show alongside pieces loaned by Roksanda Ilincic, Diane von Furstenberg, Princess Charlene of Monaco, Vivienne Westwood and Zaha Hadid, amongst others.

Alongside the display of outfits contributed by high profile contemporary women, WOMEN FASHION POWER features a series of Q+A interviews in which each shares their personal style philosophy. Visitors can sign up in the gallery to get exclusive access to the interviews via the Design Museum's website. The museum is introducing this new initiative due to significant visitor demand for the material. Transcripts of the exhibition's video installation, created by film maker Ruth Hogben, are also being made available online to visitors for the first time.

#WOMENFASHIONPOWER

Outfit details:

Gareth Pugh Autumn/Winter 2013

Wool, leather, cotton mesh, black polythene

Worn by Lady Gaga for her O2 TV promo in support of her album ARTPOP in October 2013. Also worn to her ARTRAVE album launch party in New York City, November 2013.

Image credit: Taken from O2's 4G advertisement, Nov 2013

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Lady Gaga came to prominence in 2008 following the release of her debut studio album, *The Fame*, which sold over 15 million copies worldwide. She has since won five Grammy Awards, 13 MTV Video Music Awards, and sold 24 million albums and 90 million singles worldwide. Her many tours include *The Fame Ball* (2008), *The Monster Ball* (2009–11), *Born This Way Ball* (2012–13) and in 2014 *artRAVE: The ARTPOP Ball*. In 2013, *Time Magazine* named her the second most influential person of the decade. Lady Gaga is one of the most significant forces in social media with over 67 million likes on Facebook and over 43 million followers on Twitter. She is also a global activist and philanthropist, having been an outspoken supporter of many issues including LGBT rights, HIV/AIDS awareness, body image issues and youth empowerment. In 2011 she launched her own foundation, *Born This Way*, dedicated to empowering youth and creating a kinder and braver world. In 2011 she built and launched a social network, *LittleMonsters.com*. Most recently she joined forces with the legendary singer, Tony Bennett for the critically acclaimed and Grammy-nominated jazz album, *Cheek To Cheek*. On its release in September 2014, the album debuted at number one on the *Billboard 200* and in the top 10 of the UK official album chart, and marks Lady Gaga's third consecutive number one album release in just over three years.

English-born fashion designer **Gareth Pugh** has received global recognition for his approach to redefining modern luxury. Educated at London's Central Saint Martins, Pugh's clothes have been described as wearable sculptures – experimental forms, volumes and fabrics are all signature to his ever evolving style. A textural mash up where trash bags, Perspex and PVC meet luxury silk, leather and cashmere.

Pugh made his London Fashion Week debut in February 2005, as part of the Fashion East line-up. His first solo show at London Fashion Week came in 2006, with Topshop NEWGEN sponsorship. In 2007 he was invited to present his work as part of the Victoria & Albert Museum's Fashion In Motion showcase. It was around this time that the designer's collections began to garner the highest critical phase. "An incredible, unmissable show... his genius is undeniable," said *British Vogue* of his Spring/Summer 2007 collection. Later that year, Pugh's work was selected to feature in *Superheroes: Fashion and Fantasy* at the Costume Institute at The Metropolitan Museum of Art in New York. In July 2008, the designer won the ANDAM Fashion Award, presenting his first show in Paris the following September. He went on to present his first menswear collection in Paris in January 2009.

The designer's clothes are stocked internationally and in August 2010, he opened his first flagship store in Hong Kong. In January 2011, Pugh was invited to be the guest designer at Italian trade show Pitti, where he presented a special collection via large-scale video installation, created with director Ruth Hogben. A leading proponent of fashion film and new technology, in September 2014 Pugh replaced his entire Spring/Summer 2015 show with a live immersive event in a 125,000 sq. ft. space in New York City's Lower East Side. The presentation, which employed a mix of film, music, sculpture and dance, was met with widespread critical acclaim and contributed to an ongoing dialogue regarding the relevance of the traditional runway format.

Pugh has worked with some of the world's most innovative artists and respected institutions, and recently returned to the world of theatre and dance in a collaboration with famed choreographer Wayne McGregor at the Royal Opera House, Covent Garden. He has also worked with some of the

most popular artists of our time, including Beyonce, Lady Gaga and Rihanna. He continues to collaborate with the leading editorial and creative forces in the fashion and entertainment industries.

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The **Design Museum** is the world's leading museum devoted to architecture and design, its work encompasses all elements of design, including fashion, product and graphic design. Since it opened its doors in 1989 the museum has displayed everything from an AK-47 to the Duchess of Cambridge's wedding dress. It has staged over 100 exhibitions, welcomed over five million visitors and showcased the work of some of the world's most celebrated designers including Thomas Heatherwick, Paul Smith, Zaha Hadid, Jonathan Ive, Miuccia Prada, Frank Gehry, Eileen Gray and Dieter Rams.

The Design Museum is relocating from its current home at Shad Thames to the former Commonwealth Institute building in Kensington, West London. The project is expected to be completed by 2016. Leading designer John Pawson will convert the interior of the Commonwealth Institute building to create a new home for the Design Museum giving it three times more space in which to show a wider range of exhibitions, showcase its world class collection and significantly extend its learning programme.

For more information, please visit:

designmuseum.org | newdesignmuseum.tumblr.com

DESIGN MUSEUM, SHAD THAMES, LONDON, SE1 2YD

OPENING: 10.00 -17.45 daily. Last admission: 17.15

Admissions: £12.40 Adults, £9.30 Students, Members and Under 6s free.

PUBLIC INFORMATION T: 020 7940 8790 W: designmuseum.org