

# DESIGN MUSEUM

DESIGN MUSEUM, SHAD THAMES, LONDON SE1 2YD  
TICKETS: Adults £8.50; Concessions £6.50; Students £5.00;  
Under 12s free. OPENING: 10.00 - 17.45 daily. Last admission:  
17.15 PUBLIC INFORMATION T 020 7940 8790  
W: [designmuseum.org](http://designmuseum.org) ADVANCE BOOKING T: 020 7940 8783  
W: [ticketweb.co.uk](http://ticketweb.co.uk)

Media Announcement

## Drawing Fashion

17 November 2010 – 6 March 2011



Drawing Fashion celebrates a unique collection of some of the most remarkable fashion illustrations from the 20<sup>th</sup> and 21<sup>st</sup> Century. These original illustrations reflect not only the spirit and style of the decades, but also evoke a sense of elegance and glamour long associated with the world of couture and high fashion.

Drawings from the collections of **Chanel, Dior, Comme des Garçons, Poiret, Lacroix, McQueen** and **Victor & Rolf** amongst others, will feature in the exhibition, which charts the changing perception of fashion drawings from its origins as an advertising tool used prior to the advancements of photography, through to its establishment as a unique representation of collections which has endured through to today's leading designers.

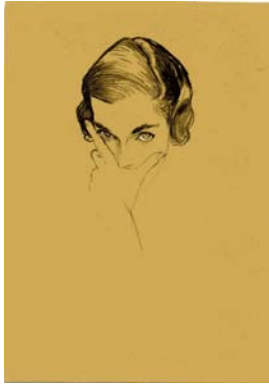
This exhibition showcases the creativity and skills of a unique artistic approach, celebrating the art and artists of fashion illustration whose exquisite images gave each collection an emotive and stylistic sense of direction. The drawings reflect the spirit of the time, through Art Nouveau, Art Deco, Pop Art and beyond with each era resonating with flare and style. This exhibition, co-curated by fashion historian and writer Colin McDowell, celebrates key artists at the height of their careers: Lepape at the beginning of the century, Gruau the 40s and 50s, Antonio throughout the 60s, 70s and 80s, to current artists Aurore de La Morinerie, Mats Gustafson and Francois Berthoud. Film-clips, news reels, music and photography will sit alongside the original illustrations, allowing the visitor to reflect on the wider social and cultural changes of the century. Films of the artists at work will be displayed alongside examples and projections of the couture clothes shown in the illustrations.

This collection, regarded as one of the most exceptional collections of fashion illustration in the world, has been put together over 30 years by Joelle Chariou, one of the very few experts on fashion drawings. This is the first time the collection has been displayed.

Ends

Sponsored by





**Image credits from top left:**

Antonio, At Home. 1967  
Le Pape, Feuilles d'Art. 1916  
Antonio, Joanne Landis, Carnegie Hall Studio. 1967  
Mats Gustafson, Red Dress, Yohji Yamamoto, 1999  
Bouché, Portrait of Mona Bismarck, Vogue US  
Morinerie Couture II, 2009

**Title Image:** Antonio, Karl Lagerfeld, Vogue France.1972

**Notes to Editors:**

**1. Press conference and media preview 16 November 10am – 12pm**  
**Press Conference 10am. Joelle Chariou** (lender), illustrators **François Berthoud** and exhibition co curator **Colin McDowell** will talk about the exhibition and the role of drawing fashion.

**Media View 16 November 10.30am - 12pm.** Joelle Chariou, illustrators François Berthoud and exhibition co curator Colin McDowell will be available for interview at the Media View. Interview slots should be requested in advance.  
Press accreditation, interviews and images via: [Ashley@designmusuem.org](mailto:Ashley@designmusuem.org)

**2. Media Partner:**

  
**THE SUNDAY TIMES**

**3. Talks and Events:**

**Fashion Debate** – date and ticket price TBC

Joelle Chariou and Colin McDowell will lead a discussion on the role and significance of fashion drawing past, present and future with an expert panel including fashion editors, designers and practitioners.  
Further detail's to be announced.

**Fashion interviews** - dates and ticket price TBC

Colin McDowell will chair a series of conversations with some of the world's leading fashion figures discussing the influence of fashion drawing on their careers.  
Further detail's to be announced.

4. The Design Museum shop will stock a selection of exclusive exhibition merchandise, including a limited edition print, postcards and posters.
5. The book 'Drawing Fashion' will be published to coincide with the opening of the exhibition.
6. Exhibition design: Carmody Groarke
7. Exhibition graphics: A Practice for Everyday Life

#### **8. BMW Sponsor Statement.**

BMW can look back on nearly one hundred years of design by people, for people. The common goal is an optimised, coherent vehicle design process. In close cooperation with the Pinakothek der Moderne in Munich a wall and film installation entitled "The Art of Car Design" was created for the "Neue Sammlung", earning the prestigious "Gold Award" in 2003. In 2006 the BMW Group founded its third international design studio, Designworks USA, as an independent subsidiary. Adrian van Hooydonk, Design Director for the BMW Group since March 2009, and his team are working to implement a design philosophy for fascinating products with strong emotional appeal. Perfection and innovation in design and technology are the hallmark of all BMW Group products. Since it reopened in 2008, the BMW Museum invites the public to explore the innovative synthesis of architecture and design. 125 original exhibits displayed in 25 exhibition areas form the heart of the exhibition. A large number of international design-related discussion forums and exhibitions, such as the Concorso d'Eleganza Villa d'Este held at Lake Como, offer further opportunities for an exchange of views between experts and public. The Drawing Fashion Exhibition in the Design Museum, one of the most important institutes dedicated to this subject, fits perfectly to the range of exhibitions BMW is supporting.

**Press enquires, image and interview requests:**  
**Ashley Woodfield, Press Manager, Design Museum.**  
**Tel: 0207 940 8787**  
**Email: [ashley@designmuseum.org](mailto:ashley@designmuseum.org)**