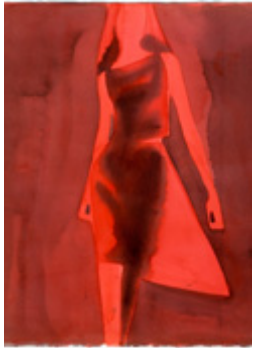


DRAWING FASHION

3 November 2010 – 6 March 2011



ANTONIO, JOANNA LANIDIS, CARNEGIE HALL STUDIO, 1967



MATS GUSTAFSON, RED DRESS, YOHJI YAMAMOTO, 1999



MATS GUSTAFSON, ALEXANDER MCQUEEN FOR VOGUE CHINE, 2010, WATERCOLOUR

Drawing Fashion celebrates a unique collection of some of the most remarkable fashion illustrations from the 20th and 21st Centuries. 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 **Viktor & 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, guest 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 and rare magazine covers 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.

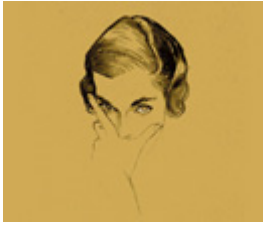
This collection, regarded as one of the most exceptional collections of fashion illustration in the world, has been put together over 30 years by Joelle Chariou, one of the very few experts on fashion drawings. This is the first time the collection has been displayed.

Ends

Sponsored by



ESCADA



BOUCHE, PORTRAIT OF MONA BISMARCK,
VOGUE US



ANTONIO AT HOME, 1967



ANTONIO, KARL LAGERFELD, VOGUE
FRANCE, 1972

1. Media View 2 November 3 – 5 pm.

Joelle Chariou and illustrator François Berthoud will be available for interview at the Media View. Interview slots should be requested in advance. Press accreditation, interviews and images via: Ashley@designmuseum.org

2. Media Partner:



3. Talks and Events:

Fashion Debate

5 November 7.30pm

Exhibition guest curator Colin McDowell and Joelle Chariou will discuss the legacy of fashion illustration and the future of this creative genre. Joined by artist Francois Berthoud, artist Howard Tangye, and Fashion Illustration Gallery director William Ling.

Manolo Blahnik in conversation with Colin McDowell

29 November 7.30pm

The Design Museum welcomes the return of Manolo Blahnik for an interview which will refer to the importance of drawing in his design process. Manolo will also be signing copies of his new book 'Manolo's New Shoes' after the event.

Stephen Jones in conversation with Colin McDowell

26 January 2011, 7.30pm £15 / £7.50 members

Milliner to the stars Stephen Jones will join Colin McDowell for a conversation about the inspiration behind his striking designs. Often described as whimsical yet current, his work echoes the flair of a drawn line and inspires illustration.

Fashion Illustration Master Classes

Monday 17 January 2011

Wednesday 19 January 2011

£25 / £12.50 Design Museum members (per session)

The Design Museum welcomes two highly accomplished fashion illustrators to perform demonstrations of their creative skill and technical dexterity. Moderated by Drawing Fashion guest curator Colin McDowell, these two hour sessions will provide insight into the working methods of two of the most highly respected individuals in the business Steven Stipelman and Howard Tangye. Each class includes a brief tour of the Drawing Fashion exhibition:

Steven Stipelman

Monday 17 January, 11am

As one of the great names of fashion illustration Steven Stipelman's images have appeared in leading magazines and newspapers throughout the world and he has documented the work of designers including Chanel, Christian Dior, and Yves Saint Laurent.

Howard Tangye

Wednesday 19 January, 11am

A passionate artist specialising in drawing, Howard Tangye is renowned for his sensitive images that capture the character and movement of the body.

Tickets available in advance: tickets@designmuseum.org, 020 7940 8783

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 by Prestel to coincide with the opening of the exhibition.

6. Exhibition design: Carmody Groarke, exhibition graphics: A Practice for Everyday Life

7. 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.

9. ESCADA Sponsor Statement

ESCADA, an international fashion Company founded in 1976, has always celebrated modern elegance, glamour and sensuality. ESCADA stands for fashion with love of colour, distinctive details, perfect fit and refined quality. Broadening the focus beyond fashion was a key consideration to participate in the DRAWING FASHION exhibition, which brings together the intersection of fashion, art and design. ESCADA's connection with the art world is also crucial to build and strengthen the relationship with clients by presenting a space for them to come and experience the design process.

'Before the camera and the internet brought us Fashion, Fashion Illustration was the creative media that taught all how and what to wear! ESCADA is therefore very proud to be a part of the DRAWING FASHION exhibition which celebrates not only the initial processes of Fashion, but as well the glamorous history which still inspires all designers of today!'

Daniel Wingate, Design Director, ESCADA

10. We would like to thank the following organisations for their support:

John Jones Frame Design

Morgans Hotel Group



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