

## WOMEN FASHION POWER TOUR PROPOSAL

From Elizabeth I to Margaret Thatcher, Coco Chanel to Lady Gaga, the clothes women wear have always been a powerful form of self-expression and part of a sophisticated visual language.

**Women Fashion Power** investigates how influential women have used fashion to define and enhance their position in the world. The exhibition celebrates exceptional women from the spheres of politics, culture, business and fashion – forward thinkers who have had an impact on our wardrobes and the world stage.

Bringing together clothing, photography, archive footage and interviews, **Women Fashion Power** showcases more than 20 contemporary women – each of whom are personally contributing to the exhibition, sharing their personal style philosophy and stand-out fashion moments. HSH Princess Charlène of Monaco, Anne Hidalgo, Dame Vivienne Westwood, Roksanda Ilincic and Pearl Lam are just some of the high-profile figures taking part.

The exhibition also examines the last 150 years of women's fashion - looking at the how the flappers, screen goddesses, hippies, punks and power dressers of the past have influenced the trends of today. An immersive visual timeline presents the significant political and social milestones in nineteenth and twentieth century women's history and charts the development of key looks and styles.

As more women are holding office and being recruited into society's most powerful leadership roles, **Women Fashion Power** asks whether it is time to reassess the role of fashion in the public sphere – not a frivolous distraction, but an essential component of the working woman's toolkit.

**Women Fashion Power** is designed by the world renowned architect Zaha Hadid. The exhibition is co-curated by fashion expert and commentator Colin McDowell and Donna Loveday, Head of Curatorial at the Design Museum.

Colin McDowell said 'This exhibition shows how women have used different approaches to dress in order to make statements which are unique to them and their personalities. Few of the women in this exhibition would see themselves as fashion plates or even strong fashion followers. They create their own wardrobes, not to be fashion plates but to demonstrate who and what they are.'

Design Museum, London 29 October 2014 - 26 April 2015

Available: Spring 2016 onwards

The exhibition is arranged over eight sections:



DAME VIVIENNE WESTWOOD  
PHOTO: CHRISTIAN SHAMBENAIT



PEARL LAM  
PHOTO: WILLIAM LOUEY  
COURTESY PEARL LAM GALLERIES



ANNE HIDALGO  
PHOTO: DOMINIQUE MAITRE / WOMEN'S WEAR DAILY



SHAMI CHAKRABARTI, DIRECTOR OF LIBERTY, UK



KIRSTY WARK  
PHOTO: BBC

## 1. ENTRANCE – INTRODUCTION

## 2. DRESSING FOR POWER

This section introduces the exhibition and identifies the concept of power through dress and includes a collage of archetypal powerful women through history - the queen, the warrior woman, the seductress - and the hallmarks of power dressing.

## 3. VISUAL TIMELINE

At the centre of the exhibition is an immersive, multi-media journey placing the exhibition into a broader historical framework. The timeline presents the key milestones in women's history and fashion history from the 19<sup>th</sup> Century to the present, evoking the idea of change, progress, evolution, balance and equality. It is framed by a selection of the key political and social events over the last 150 years that have had critical impacts on the way that women dress. The timeline also features the designers who introduced far-reaching changes that gave women more freedom and choice in the way that they dressed. Paul Poiret, Coco Chanel, Elsa Schiaparelli, Christian Dior and Diane von Furstenberg are just a few of the designers who are highlighted.

## 3. ARENAS OF POWER

Introducing the key areas in which powerful women operate. Each of the four 'power' areas will feature up to five contemporary women with clothing, photography, film, quotes and filmed interviews.

## 4. STATE AND POLITICS

## 5. BUSINESS

## 6. CULTURE - Media, Visual Arts and Design, Performing Arts and Music

## 7. FASHION - Designers, Muses and Tastemakers

## 8. EXIT

Acclaimed filmmaker Ruth Hogben has been commissioned to make a film of some of the women and clothes featured to create a powerful close to the exhibition.

The exhibition explores the nature of power for women, how they choose to project power and how it is expressed through fashion. Fashion is an important tool of self-expression and empowerment, a counterpoint to the idea that fashion restricts and enslaves women. The exhibition also provides context to show how fashion can be a mirror of society, and reflect changing ideas and trends.

Curators: Colin McDowell and Donna Loveday  
Exhibition Design: Zaha Hadid Architects  
Graphic Design: Lucienne Roberts+  
Space: 400 - 900 sqm

## TERMS OF HIRE

Hire Fee, on request, to include:

- Curation and concept by the Design Museum
- Administration and tour management by the Design Museum
- Use of DM exhibition text (English only included)
- Use of DM exhibition and graphic design concept
- Use of selected DM display kit
- Use of images and film rights cleared

### **COSTS PAYABLE BY THE VENUE**

- Hire Fee, payable in instalments
- Exhibition and graphic designers' fees to adapt the exhibition for the venue
- Share of transport and crating costs, storage of empty crates
- Insurance
- Installation and de-installation costs, including build, technicians, couriers and any additional staff required on site
- Translation and production of exhibition graphics, fee to graphic designer
- Provision, installation and maintenance of AV kit
- Any publicity costs, press or printed materials such as private view invitation, flyer, poster
- And any other costs relating to exhibition production

## SELECTED PRESS COVERAGE

The Guardian:

<http://www.theguardian.com/fashion/2014/oct/23/women-fashion-power-clothes-design-museum-exhibition>

The Telegraph:

<http://fashion.telegraph.co.uk/article/TMG11193271/Kirsty-Wark-Twenty-years-ago-I-dont-think-I-would-have-agreed-to-do-an-interview-about-clothes.html>

International New York Times:

[http://www.nytimes.com/2014/10/30/fashion/the-women-fashion-power-exhibition-at-the-design-museum-in-london.html?\\_r=0](http://www.nytimes.com/2014/10/30/fashion/the-women-fashion-power-exhibition-at-the-design-museum-in-london.html?_r=0)

The Guardian, Anne Perkins:

<http://www.theguardian.com/commentisfree/2014/oct/27/free-women-tyranny-clothes-germaine-greer-walking-manifestos>

Wall Street Journal:

<http://online.wsj.com/articles/at-londons-design-museum-women-fashion-power-1414186739>

IoS New Review:

<http://www.independent.co.uk/life-style/fashion/features/how-to-dress-with-authority-kirsty-wark-and-camila-batmanghelidjh-discuss-the-changing-role-of-fashion-in-womens-workwear-9802743.html>

Sunday Telegraph:

<http://www.telegraph.co.uk/women/11187853/Hello-boys-two-centuries-of-power-dressing.html>

Marie Claire:

<http://www.marieclaire.co.uk/news/fashion/547656/women-fashion-power-exhibition.html>

Time Out: <http://now-here-this.timeout.com/2014/10/28/power-play-can-clothes-really-make-you-feel-more-powerful/>

Newsnight:

<http://www.bbc.co.uk/programmes/b04n6s6m>

Woman's Hour:

<http://www.bbc.co.uk/programmes/b04md4nh>

## CONTACT

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