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Fashion and Power at the London Design Museum, WOMEN FASHION POWER: THE POWER OF FASHION IN DEFINING FEMALE POWER

An exhibition on self-affirming clothing messages

LONDON

At the end of this month, London's prestigious Design Museum will inaugurate a major exhibition titled Women Fashion Power, featuring a rich collection of personal outfits by 25 contemporary women in various kinds of "powerful" social positions, and a broader range of items, illustrations and reflections on fashion and clothing as instruments in the construction of feminine prestige and empowerment. All in all, 150 years of fashion are covered, including style studies on figures as different as Queen Elizabeth, Margaret Thatcher, Coco Chanel and Lady Gaga... examples of women who deliberately fashioned their own personal style in order to declare to the world who they are and what they stand for. The exhibition, designed by Zaha Hadid – herself an example of womanly international personal prestige – and curated by Colin McDowell and Donna Loveday, will remain open until Spring 2015.

All of which confirms words written nearly a century ago by another woman, of great intellectual and artistic power and great personal fragility: "Though they seem to be things of secondary importance, the mission of clothes is not only to keep us warm. They change the appearance of the world in our eyes and change us in the eyes of the world. (Virginia Woolf, Orlando, 1928)

Inaugurerà alla fine del mese presso il prestigioso Design Museum di Londra l'esposizione Women Fashion Power: una ricca rassegna dei guardaroba delle donne più influenti nei diversi ambiti della vita pubblica, per svelare il potere della moda nella costruzione del prestigio femminile. Dalla regina Elisabetta a Margaret Thatcher, da Coco Chanel a Lady Gaga, le protagoniste di questa esposizione sono donne artefici della definizione di un inconfondibile stile personale, dettato non dal capriccio ma dall'esigenza di dichiarare al mondo ciò che sono e ciò che valgono.

L'esposizione, progettata a sua volta da una donna internazionalmente affermata come Zaha Hadid e curata da Colin McDowell e Donna Loveday, sarà visitabile fino alla primavera del prossimo anno.

Ad ulteriore conferma di quanto scrisse un tempo un'altra donna, potente e reazionaria: "per quanto sembrino cose di secondaria importanza, la missione degli abiti non è soltanto quella di tenerci caldo. Essi cambiano l'aspetto del mondo ai nostri occhi e cambiano noi agli occhi del mondo" (Virginia Woolf).

Posted by: Reca Group, October, 2014

Future Exhibitions

See upcoming exhibitions at the Design Museum and buy your tickets in advance.



29 October 2014 - 26 April 2015
Women Fashion Power

Opening at the Design Museum this autumn, Women Fashion Power looks at how influential women have used fashion to define and enhance their position in the world.

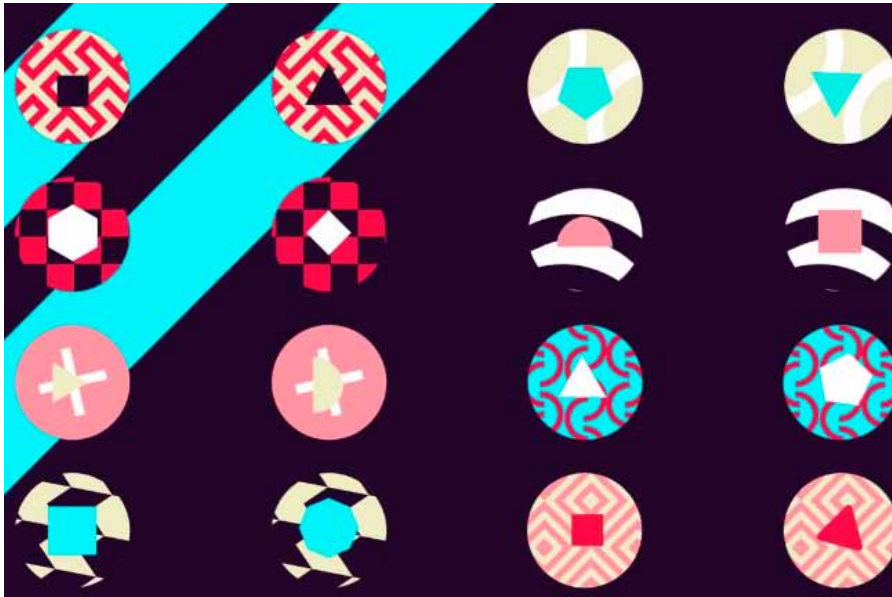
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Exhibition starts 29 Oct 2014
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#womenfashionpower
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