

FASHION IN MOTION: SIBLING

Friday 21 November, 13.00, 15.00, 17.00, 20.00

Admission Free; booking essential

www.vam.ac.uk/collections/fashion

@V_and_A #FashionInMotion



Knitwear collective SIBLING will be the subject of the V&A's next *Fashion in Motion*. Four free catwalk shows will take place on Friday 21 November, presenting highlights from the label's menswear collections.

Formed in 2008 by Sidney Bryan, Joe Bates and Cozette McCreery, SIBLING's signature style is colourful, playful, luxury knitwear. Their menswear collections are recognised for their alternative and sometimes outlandish designs.

SIBLING are inspired by a range of sources, from their own lives to the east London riots, the graphics of *West Side Story*'s cinematography, youth tribes, music and reportage photography.

Designs range from menswear staples such as a knitted 'denim' trucker jacket to full hand crochet pieces and sequin-encrusted leopard twinsets.

London based Bryan, Bates and McCreery have chosen key pieces from their menswear collections to include in the catwalk shows at the V&A. Audiences at *Fashion in Motion: SIBLING* can expect to see the label's modern and exciting designs, which aim to rework classic knitwear and denim design with humorous and colourful elements. On the catwalk will be pieces including *Knit Monster*, emblazoned with skulls and Frankenstein heads in an exclusive pattern called 'Scare Isle', collaborations with artists Noble & Webster and Richard Woods and *Please Kill Me*, SIBLING's nod to musician Richard Hell.

SIBLING said, "The V&A has a fantastic textile and fashion collection, displaying some of the finest craftsmanship from around the world, so we're absolutely delighted to have been invited by the Museum to be a part of their *Fashion in Motion* series. We're looking forward to showing audiences that today's knitwear is more than novelty Christmas jumpers and grey V-necks; that it can be fun, joyful, rebellious and young at heart".

Oriole Cullen, Fashion in Motion curator, said: “*SIBLING* has redefined knitwear and helped to bring about a real change in men’s fashion in particular. Vibrant, revolutionary and always interesting, *SIBLING* are a great addition to our Fashion in Motion programme. We’re delighted to feature pieces from their spectacular menswear collections.”

- Ends -

For further information please contact Lily Booth on 0207 2502 or l.booth@vam.ac.uk (not for publication).

Admission to Fashion in Motion: *Sibling* is FREE but a booking fee will apply.

Tickets will be available to book from Monday 10 November from

<http://www.lovetheatre.com/venue/231/Victoria-and-Albert-Museum>

Notes to Editors

To reserve press tickets or book interviews please contact the V&A Press Office in advance.

A selection of high resolution images are available to download at <http://pressimages.vam.ac.uk>

About Fashion in Motion:

The V&A’s Fashion in Motion series brings catwalk shows by leading international designers to the V&A. The aim is to show fashion as it is meant to be seen – in movement. Previous designers featured in the series include Alexander McQueen, Christian Lacroix, Erdem, Gareth Pugh, Giles Deacon, Jean Paul Gaultier, Jenny Packham, Meadham Kirchhoff, Missoni, Roksanda Ilincic, Vivienne Westwood and Yoji Yamamoto.

Fashion at the V&A:

The V&A’s fashion collection is designated as the UK’s National Collection and is one of the largest and most comprehensive collections of dress in the world. Many of the pieces in the V&A’s fashion collection are unique to the V&A and most of the iconic looks of the last four centuries are represented. The collections have been a source of inspiration for numerous fashion designers from Zandra Rhodes to the late Alexander McQueen, as well as students and researchers. The V&A’s Fashion Gallery reopened in May 2012 following a two year refurbishment and is one of the most popular galleries in the Museum. In 2013 opened The Clothworkers’ Centre, a new centre for the study, enjoyment and care of the textiles and fashion collections.