



FASHION IN MOTION: JENNY PACKHAM

Jenny Packham celebrates 25 years with free catwalk shows at the V&A

Friday 19 July; 13.00, 15.00, 17.00, 20.00

Admission Free; booking essential

www.vam.ac.uk/collections/fashion

@V_and_A #FashionInMotion



The V&A's next Fashion in Motion will celebrate the 25th anniversary of designer Jenny Packham. On 19th July the Museum will host a series of four free catwalk shows in its Raphael Gallery, presenting highlights of Packham's collections to date.

On graduating from Central St Martins with a first class honors degree in fashion, Jenny Packham went on to establish her own design house in 1988. Today the Jenny Packham label is one of the UK's most successful independent fashion brands with showrooms in London, Paris and New York. Known for her glamorous evening dresses and bridal wear with luxurious embellishment, Packham's designs are favoured by Hollywood stars and royalty alike.

The catwalk shows at the V&A will include a full length tulle dress with cutaway black lace, modeled by Erin O'Connor for the Autumn/Winter 2005 Collection, alongside a shocking pink silk chiffon dress from Spring/Summer 2009.

Jenny Packham said, "*Our 25th year provides the perfect timing to take part in Fashion in Motion, which will present looks from past collections and include some of our most iconic pieces. It's a pleasure to be able to present these within the inspiring space of the V&A's Raphael Gallery*".

V&A Fashion in Motion curator Oriole Cullen said, "We are



delighted to be showing the work of Jenny Packham at the V&A, to reach 25 years is a real achievement and a great success story for British Fashion. Following the recent success of our Ballgowns exhibition we know that our audiences will really enjoy seeing Jenny's elegant dresses and appreciate the chance to have an up-close view of the cut, drape and intricate embellishments of her work".

- Ends -

For further information please contact Lucy Hawes on 020 7942 2500 or l.hawes@vam.ac.uk (not for publication).

Admission to **Fashion in Motion: Jenny Packham** is FREE but booking is essential. Tickets will be available to book from 8 July 2013 by calling 020 7942 2820

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>

Evening Talk - Jenny Packham: Luxury Design

- Friday 24 May 2013; 18:30; £15; (including wine reception). For more information visit <http://www.vam.ac.uk/whatson/event/2357/jenny-packham-luxury-design-3642/>

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 Ozwald Boateng, Giles Deacon, Erdem, Jean Paul Gaultier, Roksanda Ilincic, Christian Lacroix, Alexander McQueen, Missoni, Gareth Pugh, 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. 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.