

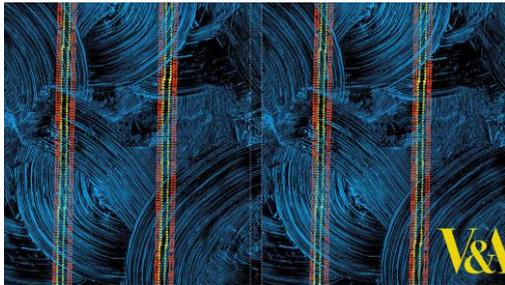


News Release

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British fashion duo Agi & Sam design new Membership Pack for the V&A

V&A Membership Pack by Agi and Sam
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Innovative menswear designers Agi Mdumulla and Sam Cotton have created a new print exclusively for the V&A inspired by an Indian textile in the Museum's collection. Renowned for their fresh approach to print in fashion, the distinctive design by this year's GQ Breakthrough Fashion Designers Award winners features on the Museum's new membership cards and packs.

Agi & Sam's use of bespoke prints and humorous touches has seen the label emerge from London's menswear scene as one of the fastest rising UK fashion businesses. Their contemporary design for the V&A is inspired by archive textiles held in the Museum's Clothworkers' Centre for the Study and Conservation of Textiles and Fashion.

Sam Cotton of Agi & Sam explains: *"When we were approached by the V&A to design the membership pack they asked us 'What does the V&A mean to you?' Immediately we knew that we wanted to show how the Museum had introduced us to various fabrications, processes and fashion. We visited the V&A's Clothworkers' Centre, home to the Museum's Fashion and Textiles Archive, and viewed up close fabrics influenced and produced by multicultural techniques. After much debate we focused on one piece, a stripped-back cotton textile with wool embroidered pattern detailing."*

The designers selected Lhota Naga man's cloth from Wokha, Naga Hills, India, 1947, which consists of three panels sewn together. Horizontal bands of red wool across blue stripes are embroidered into the fabric at intervals.

He continues: *"Taking this textile as a reference point, we wanted to represent it in a modern, chaotic juxtaposition. By taking the small details of colour and clashing them together into flat stripes we created segments. We then used a traditional screen printing process using a heat raising puff binder to show paint strokes and rough texture. Combining a mixture of minimal weaving processes and the tactile nature of screen printing, we tried to keep as much texture as possible in the print and give it a sense of traditionalism within printing methods, whilst in the same breath showing a limited palette and simplification of the print to give it a modern feel."*

James Beardsworth, Head of Membership at the V&A, said: *"Our collaboration with Agi & Sam celebrates the V&A's founding mission to inspire creativity and support the next generation of artists"*

and designers. Their collections are truly extraordinary and so we're delighted that they have drawn on our rich textile collections and substantial archive throughout their careers, and more specifically to create this brand-new print for us. Both Agi & Sam have been influenced by the eminent designer Alexander McQueen, whose impact on the fashion world is celebrated next year at the V&A with a retrospective of his work. I'm thrilled that we're working with them as they start to make their impact felt in the fashion industry and beyond."

While producing print for Alexander McQueen, Karl Lagerfeld, J.W. Anderson, Armand Basi and Carolyn Massey, Sam learnt the theory of production, colour and fabric. Agi trained at a Soho-based tailors, before spending a year with Alexander McQueen working alongside the menswear team.

Next year the V&A will celebrate the extraordinary creative talent of Alexander McQueen, one of the most innovative designers of recent times with *Alexander McQueen: Savage Beauty* (14 March – 19 July 2015).

Members of the V&A enjoy a wealth of benefits, including unlimited free entry to all V&A exhibitions, Members' Preview Days, exciting events and the use of the V&A Members' Room.

-ENDS-

NOTES TO EDITORS

- With heritage in Tanzania (Agi Mdumulla) and England (Sam Cotton) Agi & Sam celebrate collisions of multiculturalism throughout their menswear collections which are shown every season at London Collections: Men, a staple of the menswear calendar. They have collaborated with Topman, as well as Ugg in Australia, and in 2013 they won the Emerging Talent Award - Menswear at the British Fashion Awards. They have most recently won GQ's Breakthrough Fashion Designers Award 2014.
- The new V&A Membership Pack by Agi & Sam is the second in a series of redesigns that occur every two years. The first membership pack redesign was by artist Rob Ryan in 2012.
- To buy or give V&A Membership visit <http://www.vam.ac.uk/membership>
- Membership starts from £57. A reduced rate is available for people under the age of 26.
- The V&A's Clothworkers' Centre for the Study and Conservation of Textiles and Fashion is located at Blythe House, at Olympia in West London. The aim of the Clothworkers' Centre is to provide the best possible access to the Museum's outstanding collection of textiles and fashion in a relaxed and peaceful environment.

For further PRESS information please contact the V&A press office on 020 7942 2502 or email press.office@vam.ac.uk

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