

FASHION IN MOTION: HOUSE OF HOLLAND

Friday 21 October, 13.00, 15.00, 17.00 & 20.00

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House of Holland will celebrate their 10 year history with a retrospective catwalk show, as part of the Fashion in Motion series at the V&A. Four free catwalk shows will be staged on Friday 21 October in the Raphael Gallery, showcasing highlights from womenswear collections across the history of the label.

Having previously graduated from the London College of Printing, Henry Holland gained wide acclaim in 2006 with his slogan tee shirts featuring catchphrases such as “UHU GARETH PUGH” AND “GET YOUR FREAK ON GILES DEACON”, which name checked his contemporaries in the London fashion world. Following two seasons showing with Fashion East, in February 2008 House of Holland held its first solo show at London Fashion Week. Now in its thirteenth season, House of Holland is firmly established on the international fashion scene.

Designer Henry Holland is continually inspired by the diversity and variety of living within the city *“London is the most inspiring place in the world. The melting pot of cultures and the diverse sense of identity that you find all around you inspires me and my work every single day”*.

Fashion in Motion audiences can expect to see key looks and highlights from the past 10 years – from the iconic T-shirts that launched House of Holland in 2006, the tartan eyepatch in 2008 and the raving grandma inspired collection for AW11. The retrospective will also include some of the elements of more recent shows.

House of Holland will also be retailing their 10th anniversary collection of slogan t-shirts at a special pop-up shop in the V&A on the day.

Henry Holland said: *“There is so much amazing content in the V&A for a designer and for someone in my field. I’m really excited to show some of my favourite moments from the last ten years at the V&A.”*

Oriole Cullen, V&A Fashion curator said: *“Designer Henry Holland’s joyous blend of finely crafted fabrics and colourful prints celebrate the dynamic, irreverent sensibility of ‘London Girl’ style.”*

The V&A is delighted to celebrate the tenth anniversary of the House of Holland and to showcase these designs as part of the Fashion in Motion series”

For further information please contact Lily Booth on 0207 942 2508 or l.booth@vam.ac.uk (not for publication).

Admission to Fashion in Motion: HOUSE OF HOLLAND is FREE. Tickets are limited so advance booking is essential.

Tickets will be available to book from 10.00 on Monday 10 October by visiting <http://www.vam.ac.uk/page/f/fashion-in-motion/> .

The 15.00 show will be live streamed via <https://www.vam.ac.uk/articles/fashion-in-motion-house-of-holland>.

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, Grace Wales Bonner, Christopher Raeburn, 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 the V&A opened The Clothworkers' Centre, a new centre for the study, enjoyment and care of the textiles and fashion collections.