

## FASHION IN MOTION: MOLLY GODDARD

Friday 7 July, 13.00, 15.00, 17.00 & 20.00

Free tickets available online 10.00am Monday 26 June

The Sainsbury Gallery, V&A Exhibition Road Quarter

[vam.ac.uk/articles/fashion-in-motion-molly-goddard](http://vam.ac.uk/articles/fashion-in-motion-molly-goddard)

@V\_and\_A #FashionInMotion



Today, the Victoria and Albert Museum (V&A) announces that tickets for the free catwalk shows *Fashion in Motion: Molly Goddard* will be available to book online via the V&A website from 10am on Monday 26 June 2017. Goddard will showcase new pieces alongside highlights from her previous collections at four shows at the V&A on Friday 7 July 2017. The shows will take place in The Sainsbury Gallery, a new versatile column-free exhibition space for the Museum's world-leading temporary exhibition programme and will offer a rare opportunity to see the stunning gallery without an exhibition in situ. The

Sainsbury Gallery is part of the V&A Exhibition Road Quarter, the Museum's largest architectural intervention in the last 100 years. *Fashion in Motion: Molly Goddard* is the finale of the week-long REVEAL Festival, which celebrates the opening of the V&A Exhibition Road Quarter.

A graduate of Central Saint Martins College, Molly Goddard specialises in traditional techniques such as hand pleating, smocking and crocheting. She has won several prestigious awards for her designs including most recently the British Emerging Talent award at The Fashion Awards 2016. Her bold and playful garments are both delicate and fragile, touching upon themes of special occasions, nostalgia and coming of age; often taking inspiration from party dressing and Sunday best. The character she designs for conflicts with the beauty of her technique, and brings a clumsy and charming awkwardness to her silhouettes and fabric combinations.

Goddard's craft-based approach to her work extends to the staging of her shows which include distinctive hand-made sets and unusual installations her models interact with. *Fashion in Motion* audiences can expect to see a set inspired by the designer's favourite elements of the V&A collection playfully reinterpreted. The garments on show will include pieces from the designer's first ever pre-collection alongside re-imagined archive looks from all of her shows from her degree show onward. One of Goddard's garments is also currently on show at the V&A in the critically acclaimed exhibition *Balenciaga: Shaping Fashion*.

*Fashion in Motion: Molly Goddard* is the finale of REVEAL, a free, week-long public festival running from 30 June to 7 July 2017. Art and design commissions, performances, fashion, family activities and collaborations with neighbouring Albertopolis institutions will celebrate the opening of the V&A Exhibition Road Quarter designed by the Stirling Prize-winning British architect Amanda Levete and her practice AL\_A .

Molly Goddard said: *“I’ve always thought of the V&A as an enormous cabinet of curiosities. I grew up exploring the galleries and they continue to be a huge source of inspiration for me. To be part of such a special event is incredibly exciting and we are looking forward to creating a fashion show in a totally new space while celebrating the history of the V&A and the preciousness of the objects.”*

Oriole Cullen, V&A fashion curator, said: *“We are delighted to feature the work of Molly Goddard as part of the opening celebrations for the Museum’s new Sainsbury Gallery and we are thrilled that she is creating a special selection of pieces which will be shown for the first time at Fashion in Motion. Molly’s use of narrative and the immersive experience to showcase her work makes her an ideal partner to bring the V&A’s new exhibition space to life.”*

**For further information please contact Callum Walker on 0207 942 2502 or [c.walker@vam.ac.uk](mailto:c.walker@vam.ac.uk) (not for publication).**

Admission to Fashion in Motion: MOLLY GODDARD is FREE. Tickets are limited so advance booking is essential.

Tickets will be available to book from 10.00am on Monday 26 June by visiting <https://www.vam.ac.uk/articles/fashion-in-motion-molly-goddard>.

The 15.00 show will be live streamed via the [V&A Facebook page](#).

### **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> Further press releases can be found at <https://www.vam.ac.uk/info/press/>.

### **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, Christopher Raeburn, Erdem, Gareth Pugh, Giles Deacon, Grace Wales Bonner, Jean Paul Gaultier, Jenny Packham, Meadham Kirchhoff, Missoni, Roksanda Ilincic, Vivienne Westwood and Yohji 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.

## **Balenciaga: Shaping Fashion**

**Sponsored by American Express**

**27 May 2017 – 18 February 2018**

Revered by his contemporaries and fashion designers today, Cristóbal Balenciaga represented the pinnacle of haute couture in the 1950s and 1960s and is widely regarded as one of the most innovative and influential designers of the last century. His exquisite craftsmanship and pioneering use of fabrics and cutting set the tone for the modernity of the late 20th century. The V&A presents the first exhibition on Balenciaga in the UK, marking the 100th anniversary of the opening of his first fashion house in San Sebastian and the 80th anniversary of the opening of his famous Paris salon in 1937. *Balenciaga: Shaping Fashion* takes an almost forensic look at the craftsmanship and skill that made Balenciaga's creations so special and explores how his work has shaped future fashion design. Around 100 beautiful garments and 20 hats are on display, representing the work of Balenciaga and his followers. Sketches, photographs and fabric samples contextualise the garments, and patterns, x-rays, toiles and film reveal details in their construction and making. The V&A has a large and important collection of Balenciaga and many pieces have not been seen before.