



V&A unveils new staff uniforms designed by Christopher Raeburn

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New uniforms for V&A staff by award-winning British fashion designer Christopher Raeburn have been unveiled today. Consisting of garments and bespoke accessories that can be mixed, matched and layered, and featuring a print inspired by the V&A's collection, the new uniforms will be introduced at the V&A in South Kensington and Museum of Childhood in Bethnal Green this week.

Christopher Raeburn's fashion collection was featured in the V&A's Fashion in Motion series in 2016 and has resulted in this collaboration to reimagine the staff uniform. Connecting directly to the V&A's collection, the new print featured on many of the uniform pieces is formed from the silhouettes of 20 iconic objects. They include a 19th Japanese netsuke in the shape of a rabbit; a Spacehopper from 1970s Britain, Gian Lorenzo Bernini's sculpture *Neptune and Triton* (1622-3), and an 1870s rocking horse from France currently displayed in the V&A Museum of Childhood. The uniforms consist of a layering system, from t-shirts to a tote bag and rainproof parka with flexibility for staff to combine with trousers or skirts of their own choosing.

In a range of blues and oranges, the palette of the new uniform takes inspiration from Raphael's *The Miraculous Draught of Fishes* on display in the V&A, and blends with Christopher Raeburn's signature colours. All aspects of the uniform feature classic Christopher Raeburn touches, including parachute details and a layering system. Raeburn's ethos of responsible design has ensured a focus on certified recycled and organic materials throughout.

The new uniforms will be worn by staff across the V&A, including gallery assistants, retail staff and volunteers. Christopher Raeburn has designed the uniforms responding to specific feedback from front-of-house staff, resulting in bespoke pieces that work across a range of temperatures and reflect the needs of different staff throughout the V&A. The carefully considered layering system of t-shirts, polos, crews, bomber jackets, packaway lightweight jackets and rainproof parkas provide an all year-round unique uniform solution. Printed tote bags, lanyards and ties add further detail, providing support, function and style across the V&A team.

The launch of the new uniforms, the first in over a decade, comes at the end of a successful year

for the V&A which saw the opening of the V&A Exhibition Road Quarter, blockbuster exhibitions from Pink Floyd to Plywood, record visitor figures, the opening of the V&A's first international gallery as part of Design Society in Shekou, Shenzhen, and the V&A being crowned Trip Advisor Museum of the Year for the UK.

Tristram Hunt, V&A Director says: *"It's been a record breaking year at the V&A and our front of house staff are at the heart of our visitors' experience day in day out. We are delighted to have worked with Christopher Raeburn on these brilliant, colourful, adaptable new uniforms. They are an exciting development for our team and a reflection of the V&A's contemporary style, as we look forward to another ambitious year of activity in South Kensington and around the country"*.

Christopher Raeburn says: *"Exploring the Victoria and Albert Museum was one of my earliest childhood memories, I went on to study Fashion Design a stones throw away at the Royal College of Art and would spend hours delving into the archive at the V&A so having this opportunity to develop responsibly designed uniforms for an institution so close to my heart has been an incredible honour"*

The uniforms have been generously supported by V&A Members, with volunteers uniforms also supported by the Heritage Lottery Fund.

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Notes to Editors

For further PRESS information please contact the V&A press office on +44 (0) 20 7942 2502 or email press.office@vam.ac.uk (not for publication). A selection of press images are available to download free of charge from 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, Christopher Raeburn, Erdem, Gareth Pugh, Giles Deacon, Grace Wales Bonner, Jean Paul Gaultier, Jenny Packham, Missoni, Molly Goddard, 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.

About Christopher Raeburn

Christopher Ræburn has established his eponymous brand with sustainable and intelligent fashion design for a global audience. The REMADE ethos in particular has pioneered the reworking of surplus fabrics and garments to create distinctive and functional pieces. Alongside this, a highly collaborative spirit informs luxurious, handcrafted and award- winning products with integrity and purpose. This innovative approach, with an unusual balance of high concept, accessibility and wearability, is applied to menswear, womenswear, luggage and accessories.

With a studio in the heart of east London, Christopher Raeburn is stocked in the best stores globally and receives media coverage worldwide.