

FASHION IN MOTION: HOLLY FULTON

Friday 20 July, 13.00, 15.00, 17.00 & 20.00

Free tickets available online 10.00am Monday 9 July

vam.ac.uk/articles/fashion-in-motion-holly-fulton

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Designer Holly Fulton will be the featured designer at the V&A's next *Fashion in Motion*. Held in the Museum's Raphael Gallery on Friday 20 July, the four free catwalk shows will present a retrospective timed to begin a series of celebrations marking the ten year anniversary of the designer's label.

Holly Fulton's work is instantly recognisable through her use of complex graphic embellishment and witty twists. She describes her design aesthetic as modern relaxed luxury. Since her debut collection, Holly has developed her own unique visual language, drawing inspiration from an array of sources, from art deco lines and Bauhaus shapes, to Pop Art painting and psychedelic illustration. She uses hand rendered, digitally manipulated prints coupled with unusual fabrications to create strong unified looks.

Holly Fulton said: *"I am honoured and delighted to be showing in partnership with the V&A for Fashion in Motion. As an institution, the V&A holds special resonance from my days studying at the RCA; it was a bastion of culture that I held very dear when I arrived in London and it offered me inspiration, stimulation and generous scones when the creative juices were not flowing. It is a great privilege to have a piece in the V&A archive and to stage a show in these hallowed halls."*

Born in Scotland, Holly studied in Edinburgh before going on to the prestigious Masters at the Royal College of Art. She established her eponymous label in 2009 and has been awarded numerous accolades including a British Fashion Award, ELLE New Designer and several Scottish Fashion Awards including Innovator of the Year 2016. Holly's designs will also be on display in the upcoming V&A Dundee, opening on 15 September 2018.

Oriole Cullen, V&A fashion curator, said: *"We are delighted to have the opportunity to showcase the work of Holly Fulton. We hold examples of her work in the V&A collections and this is a great opportunity to show a fuller representation of her design work to our Museum audience."*

For further information please contact Callum Walker in the V&A press office on 0207 942 2502 or c.walker@vam.ac.uk (not for publication).

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

Tickets will be available to book from 10.00am on Monday 9 July by visiting vam.ac.uk/articles/fashion-in-motion-holly-fulton

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 pressimages.vam.ac.uk Further press releases can be found at 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, 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.