

## Countdown to Quant: V&A stages 60s revival on the streets of London to celebrate legendary fashion designer's retrospective

[vam.ac.uk/maryquant](http://vam.ac.uk/maryquant) | #WeWantQuant

*"Life was a whizz! It was such fun and unexpectedly wonderful despite, or perhaps because, of its intensity. We were so fortunate with our enormous luck and timing; we partied too – there were no real boundaries".* Mary Quant in her autobiography *Quant by Quant*.



At midday on 15<sup>th</sup> November, eighteen models, past and present, formed a 60s revival to mark tickets on sale for the forthcoming V&A exhibition on fashion designer Mary Quant, opening 6 April 2019. 10 models who worked with Quant throughout the 60s and 70s gathered with 8 contemporary models dressed in original Quant clothing. Assembling in front of the V&A, the models boarded an iconic London Routemaster bus and travelled through Chelsea and the King's Road, the home of Quant's first store and the heart of swinging London.

The group included seminal 60s model **Jill Kennington** and **Kari Ann Muller**.

This Quant revival incorporated a performance by 60s Go-Go dance group The Meyer Dancers. Boogieing to *Land of 1000 Dances*, the group performed a piece for the public embodying the energy of Quant.

Models, dancers and Quant colleagues transported the party from the V&A to the King's Road via a #WeWantQuant branded double-decker bus. Inspired by Mary Quant's own promotional bus for her cosmetics line, this iconic symbol of London was personalised with Quant's name and her famous daisy logo. The bus travelled through the streets of Chelsea, down the King's Road, past the site of Quant's first store *Bazaar* and back to the V&A, symbolising her journey from her first boutique to international retrospective.

Heather Tilbury, Former Director of Mary Quant Limited with responsibility for PR and Marketing, said *'The moment the V&A's launch event was suggested to the 60's and 70's models with whom we are still in touch, their excitement and enthusiasm was contagious. Their exhilaration demonstrates their understanding of Mary's enduring inventiveness as well as sharing fond memories of that wonderful, stimulating era when all the fashion shows and presentations were such enormous fun, and rather crazy!*

*Seeing the now familiar though ground-breaking outfits also worn by contemporary models highlights just how relevant the designs remain. It is truly thrilling that the V&A's forthcoming exhibition will demonstrate Mary's immense global impact and wonderfully liberating fashion to*

*an entirely new generation as well as being an inspirational reminder to all who experienced those remarkable decades.'*

Original Mary Quant models included Jill Kennington, Kari-Ann Muller, Pru Bury from the 1960s, and Ulrika, Jacky Boase, Lorraine Naylor, Hazel, Clare Hunt, Sara Hollamby and Sally Kemp from the 1970s. Contemporary models that came to celebrate the legacy of Quant included Imogen Parker, Amber Rowan, Fana Dade, Vanessa Jobb, Jessica Fuhrmann, Ella Kitson, Millie Corbould, London Olive and Alys Phillips.

Ex-staff of Mary Quant as well as members of the public supported from the streets wearing their Quant originals. In June 2018, the V&A launched a call-out to the public to track down rare Quant garments from wardrobes around the country. Receiving over 800 responses, 35 objects from 30 individuals were selected alongside personal stories from the owners and 50 photographs of the women wearing their beloved Quant clothes.

The exhibition will explore the years between 1955 and 1975, when Quant revolutionised the high street, harnessing the youthful spirit of the sixties and new mass production techniques to create a new look for women. Challenging conventions, she popularised the miniskirt, colourful tights, and tailored trousers – encouraging a new age of feminism. Receiving unprecedented access to Dame Mary Quant's Archive, as well as drawing on the V&A's extensive fashion holdings, which include the largest public collection of Quant garments in the world, the show will bring together over 120 garments as well as accessories, cosmetics, sketches and photographs - the majority of which have never been on display before.

- ENDS -

## **Notes to Editors**

### **Model information**

- Models Imogen Parker, Amanda Rowan, Fana Dade, Vanessa Jobb, Jessica Fuhrmann, Ella Kitson and Millie Corbould, are all represented by Linden Staub.
- Alys Phillips is represented by Select Models.
- Performance was done by The Meyer Dancers <http://www.themeyerdancers.com/>
- Berets worn by models available from V&A Shop.
- Hair and Makeup done by Kalon Artists.
- Clothing for the event was generously donated from a number of personal collections.

### **About the exhibition**

- The exhibition *Mary Quant* runs from 6 April 2019 – 16 February 2020. Tickets from £12
- The exhibition has been co-curated for the V&A by Jenny Lister and Stephanie Wood. It will be accompanied by a new V&A publication.
- The exhibition is the latest in the V&A's series of revelatory fashion exhibitions and follows *Christian Dior: Designer of Dreams* (opening February 2018), *Balenciaga: Shaping Fashion* (2016 – 17), *Undressed: A Brief History of Underwear* (2016 – 2017),

*Shoes: Pleasure and Pain* (2015 – 2016) and *Club to Catwalk: London Fashion in the 1980s* (2013 – 2014).

- 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.

### **Social Media**

Twitter: @V\_and\_A

Instagram: @vamuseum

Facebook: @VictoriaandAlbertMusuem

Hashtag: #WeWantQuant

**Corporate support for the V&A is more vital than ever. Please help us by acknowledging the exhibition supporters GRoW @ Annenberg.**

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**For further PRESS information about *Mary Quant* please contact Kate Morais on [k.morais@vam.ac.uk](mailto:k.morais@vam.ac.uk) / +44 (0)20 79422503 (not for publication). A selection of press images is available to download free of charge from [pressimages.vam.ac.uk](http://pressimages.vam.ac.uk)**