

FASHION IN MOTION: PREEN BY THORNTON BREGAZZI

Friday 21 June, 13.00, 15.00, 17.00 & 20.00

Free tickets available online 10.00am Monday 10 June

vam.ac.uk/articles/fashion-in-motion-preen-by-thornton-bregazzi

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Preen by Thornton Bregazzi will be the featured designers at the V&A's next Fashion in Motion. Held in the museum's iconic Raphael Gallery on Friday 21 June, the four free-to-attend catwalk shows will feature a collection of current and archival pieces themed around floral motifs and pagan references to coincide with the Summer Solstice on the 21 June and its celebration of light, nature and growth.

Founded in 1996 by Justin Thornton and Thea Bregazzi, Preen by Thornton Bregazzi built on an aesthetic of *Arts and Crafts* inspired florals and modern graphic lines. Their debut collection at London Fashion Week for Spring Summer 2001 established the brand's essence of punkish sensibilities with delicate vintage elements and hand-crafted detailing. The collection debuted to rave reviews with critics responding

to the subversion of traditional motifs and a strong sense of British tongue-in-cheek chic. The label has since become synonymous with a deconstructed London cool.

Justin and Thea said: "As a west London based brand, having the V&A on our doorstep is such a blessing - the museum has always been an endless source of inspiration for our designs. First stop on a visit is always the Ceramics Galleries for the amazing collection of decorated porcelain. Elements of Victorian culture and costume seep into our collections and the floral motifs of the arts and crafts movement often form the basis of our signature prints. We feel honoured to show our work in an institution that has been so formative to Preen's brand DNA."

Over two decades, Preen by Thornton Bregazzi has evolved from a small boutique in London's Notting Hill to a globally recognised brand, becoming an industry insider favourite and stocked across five continents. Preen has collected a loyal fan-base of well-known faces with their designs worn by Gwyneth Paltrow, Kate Bosworth, Beyoncé, Rihanna, Cate Blanchett, Naomi Watts and Emma Stone to the Duchess of Cambridge and former First Lady Michelle Obama.

Oriole Cullen, V&A fashion curator, said: "As an important London fashion brand for over two decades, we are delighted to have the opportunity to showcase the work of Preen. It is particularly significant for us as Justin and Thea have drawn so much inspiration from V&A collections over the years."

The V&A's Fashion in Motion series brings catwalk shows by leading international designers to the public, enabling anyone to take a place on the front row. This pioneering series shows fashion as it is meant to be seen – in movement, bringing the designs to life. Fashion in Motion is the museum's regular flagship fashion event, providing a platform to both up-and-coming and established talent and is the only museum catwalk series of this kind.

Previous designers featured in its 20-year history have included Alexander McQueen, Christian Lacroix, Christopher Raeburn, Erdem, Gareth Pugh, Giles Deacon, Grace Wales Bonner, Jean Paul Gaultier, Jenny Packham, Holly Fulton, Missoni, Molly Goddard, Roksanđa Ilincic, Vivienne Westwood and Yohji Yamamoto.

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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: PREEN BY THORNTON BREGAZZI is FREE. Tickets are limited so advance booking is essential.

Tickets will be available to book from 10.00am on Monday 10 June by visiting vam.ac.uk/articles/fashion-in-motion-preen-by-thornton-bregazzi

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/.

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.