



Guo Pei presents first ever runway show in the UK to celebrate the 20th anniversary of the V&A's Fashion in Motion series

Fashion in Motion: GUO PEI

Friday 1 November, 14.00, 17.00 & 20.00

Free tickets available on 21st October at 10.00

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To celebrate the 20th anniversary of Fashion in Motion, the V&A will be hosting a landmark presentation by Chinese couturier Guo Pei. Famed for designing Rihanna's yellow gown worn at the 2015 Met Gala, Guo Pei is one of China's most renowned designers, dressing celebrities, royalty and the style icons for over 20 years.



Fashion in Motion: Guo Pei will be the designer's first ever show in the UK and will showcase looks from her AW 2019/20 Alternate Universe Couture collection inside the museum's iconic Raphael Gallery on Friday 1 November 2019.

Fashion in Motion is the V&A's key fashion event enabling anyone to take a seat on the front row. Providing a platform for both established and up-and-coming designers, the regular series presents free-to-attend runway shows for the public and has previously featured Alexander McQueen, Vivienne Westwood and Yohji Yamamoto.

Tickets for the three free catwalk shows will be available to book online via the V&A website from Monday 21 October.

Guo Pei said: "I am very pleased to be the featured designer of V&A's Fashion in Motion 20th anniversary show. This will also be my first-ever show in the United Kingdom. The V&A is an historic platform, preserving and celebrating art and design in many forms, from many cultures and very often spanning many centuries. I feel fortunate to be included onto V&A's platform and very much looking forward to the collaboration."

Guo Pei first presented her ground-breaking Alternate Universe collection at this year's Paris Couture Week. The collection is based on the idea of a new universe where light and darkness co-exist, angels and demons sit next to one another and magical creatures creep out of the shadows. Combining the use of pineapple hemp fabric, Lafite embroidery and her signature three-dimensional embroidery techniques, the collection conjures up vivid images of mystical creatures from a different realm. Drawing inspiration from myths, fables, religious texts and the beauty of natural life, animal and insect motifs feature heavily throughout the collection, from the monkeys of Aesop's Fables to the poisonous snake which lured Eve to steal the forbidden fruit.

Guo Pei has established herself as one of the most inventive designers working today. Showcasing the finest of traditional Chinese craftsmanship while incorporating contemporary innovation, her designs take inspiration from myths, legends, religious, architecture, and her cultural heritage.

2015 marked a major turning point for Guo Pei when global superstar, Rihanna, wore one of her designs to the Met Gala, hosted to celebrate the exhibition *China: Through the Looking Glass*. Guo Pei followed that moment with her first-ever solo exhibition at the Musée des Arts Décoratifs in Paris and, later that year, became the first and only Chinese Guest Member of the Fédération de la Haute Couture et de la Mode. Named one of TIME magazine's 100 Most Influential People; one of Business of Fashion's 500 most influential people; and with a new studio in Paris, Guo Pei's prominence in the fashion industry continues to grow.

Oriole Cullen, V&A fashion curator, said: "Guo Pei's work demonstrates the height of what can be achieved in the skilled ateliers of an haute couture house. We are delighted to be working with Guo Pei to showcase a selection of garments from her uniquely beautiful Alternate Universe collection."

For the last 20 years the V&A's Fashion in Motion series has brought together catwalk shows by leading international designers to the public. 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 and is the only museum catwalk series of this kind.

Previous designers featured in its 20-year history have included Alexander McQueen, Ashish, Christian Lacroix, Christopher Raeburn, Erdem, Gareth Pugh, Giles Deacon, Grace Wales Bonner, Holly Fulton, Jean Paul Gaultier, Jenny Packham, Kansai Yamamoto, Kenzo, Ma Ke, Missoni, Molly Goddard, Roksanda 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). A selection of press images is available to download free of charge from pressimages.vam.ac.uk

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

Tickets are available now at vam.ac.uk/articles/fashion-in-motion-guo-pei

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.