



News Release

V&A releases behind-the-scenes Curator Tour of *Kimono: Kyoto to Catwalk* exhibition

Available to watch on YouTube [here](#)
vam.ac.uk/kimono | #KyotoToCatwalk

Thursday 21 May 2020: Today, the V&A launches a series of five films that take viewers on a personal, 30-minute behind-the-scenes tour of our critically acclaimed exhibition *Kimono: Kyoto to Catwalk*. Captured as the museum was closing its doors to the public, curator Anna Jackson guides viewers through the exhibition spaces, providing a personal insight into the making of the show, star exhibits and the fascinating history of the iconic garment.

The first major exhibition devoted to kimono in Europe, the show had to close two weeks into its exhibition run. Positively received by critics and visitors alike, *Kimono: Kyoto to Catwalk* explores what is arguably the ultimate symbol of Japan. The kimono is often perceived as traditional, timeless and unchanging, but this exhibition counters this conception, presenting the garment as a dynamic and constantly evolving icon of fashion.

The exhibition reveals the sartorial and social significance of the kimono from the 1660s to the present day, both in Japan and in the rest of the world. Rare 17th- and 18th-century kimono are displayed for the first time in the UK, together with fashion from international designers and iconic film and performance costumes. The kimono's recent reinvention on the streets of Japan is also explored through work by an exciting new wave of contemporary designers and stylists.

Highlights of the exhibition include a kimono created by Living National Treasure Kunihiko Moriguchi, the Alexander McQueen dress designed for Björk and worn on the cover of her album *Homogenic*, and original Star Wars costumes modelled on kimono by John Mollo. Designs by Jean Paul Gaultier and John Galliano reveal the kimono's role as a constant source of inspiration for fashion designers. Paintings, prints, dress accessories and other objects feature throughout the exhibition, providing additional context to the fascinating story of kimono's style, appeal and influence. Almost 300 works are featured, including kimono specially made for the show, with half being drawn from the V&A's superlative collections and the rest generously lent by museums and private collections in Britain, Europe, America and Japan.

Anna Jackson, curator of *Kimono: Kyoto to Catwalk* at the V&A, said:

'Having closed the exhibition early, I am so pleased that we can share the kimono experience with viewers around the world. Many of you will be at home in lockdown, so I hope you will enjoy the opportunity to escape on a journey that will take us from the sophisticated culture of 17th century Japan to the creativity of the contemporary catwalk. We look forward to welcoming you to the V&A again soon, so you can encounter these sumptuous garments and exciting displays for yourself.'

- ENDS -

For further PRESS information about *Kimono: Kyoto to Catwalk* please contact press.office@vam.ac.uk. A selection of press images is available to download free of charge from pressimages.vam.ac.uk

Social Media

Twitter: [@V_and_A](https://twitter.com/V_and_A)

Instagram: [@vamuseum](https://www.instagram.com/vamuseum)

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Corporate support for the V&A is more vital than ever. Please help us by acknowledging the support of MUFG, GRoW @ Annenberg, Shiseido and Yoshikimono.

About MUFG

As a company with a deep Japanese heritage which dates back 360 years, MUFG is proud to partner with the V&A as they celebrate Japanese culture during an important year for the country.

Our sponsorship of the Kimono exhibition, which showcases an iconic piece of Japanese tradition, provides a perfect link between our Japanese heritage and our longstanding presence and commitment to clients in the UK.

MUFG is one of the world's leading financial groups, with a global presence spanning around 2,700 offices in more than 50 markets. Our services including corporate and investment banking, commercial banking, trust banking, securities, asset management, and more. More information: <https://www.mufgemea.com/>

About GRoW @ Annenberg

GRoW @ Annenberg is the philanthropic initiative led by Gregory Annenberg Weingarten, a Vice President and Director of the Annenberg Foundation. GRoW is dedicated to supporting humanitarian efforts across the globe, as well as innovative projects in health, education, the arts, the environment and civic & cultural life.

Learn more at www.growannenberg.org

About Shiseido

Beauty innovators from Japan. Shiseido leads in performance skincare and makeup for all ages and skin types. From its #1 multi-award winning serum Ultimune, its technologically charged day cream Benefiance or its good-for-skin foundation Synchro Skin Self-Refreshing. Every product is supported by meticulous Research & Development through 8 centres and over 1000 researchers across the world.

Shiseido is proud to sponsor the Kimono exhibition, sharing the pathway of heritage to modernity at the V&A. More information: www.shiseido.co.uk

About Yoshikimono

YOSHIKIMONO, established 10 years ago, is a Japanese kimono brand created by YOSHIKI who was born the first son of a kimono merchant and who has a strong mission to introduce Japanese

kimono to the whole world. Debuted in Mercedes-Benz Fashion Week TOKYO in 2015 as a grand finale brand, YOSHIKIMONO also headlined in Amazon Fashion Week TOKYO 2016. YOSHIKIMONO is always conscious of both protecting the past and introducing new things, therefore the brand theme is “fusion of tradition and innovation”. Today, YOSHIKI’s view of the world “stillness and motion” is gaining more and more international attention.

About Japan Centre Group

Established in 1976, Japan Centre is a well-loved destination for all things Japanese, with a passion for delivering a rich variety of quality authentic Japanese goods to shoppers in the UK and beyond. Japan Centre has three London locations in Westfield London, Westfield Stratford City and Leicester Square as well as an online store. Japan Centre is proud to sponsor the Kimono exhibition and helping new audiences discover the delights of Japanese culture at the V&A. More information: www.japancentre.com

About Japan Foundation

The Japan Foundation is Japan's only institution dedicated to carrying out comprehensive international cultural exchange programs throughout the world. To cultivate friendship and ties between Japan and the world, the Japan Foundation creates global opportunities to foster friendship, trust, and mutual understanding through culture, language, and dialogue. www.jpf.go.jp (Head Office) www.jpf.org.uk (London)

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