



Thebe Magugu presents first ever international runway as part of the V&A's Fashion in Motion series

FASHION IN MOTION: Thebe Magugu

Supported by Libbie Scher Mugrabi

Friday 7 October, 13:00, 15:00, 17:00 & 20:00

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Thebe Magugu will be the next featured designer in the V&A's Fashion in Motion series. Held in the V&A's Raphael Court on the 7 October, the four free fashion shows will be Magugu's first catwalk shows outside of Johannesburg and will present highlights from his collection 'Discard Theory'.

The Johannesburg-based designer works within luxury ready-to-wear collections, womenswear and accessories, and draws inspiration from his South African heritage. Magugu's designs interweave African motifs and craft to create vibrant and celebratory looks that explore the history, culture, and politics of the continent. Infused in his work are themes of storytelling, education, family and ancestry.

To create the looks in this Fashion in Motion show, Magugu visited Dunuza - a well-known site for second-hand clothes discarded by Europe and America - to examine and gather materials which he reinterpreted into a collection. The name Dunuza means 'bend over' and describes the act of reaching and searching through the clothes. Magugu's work combines traditional African silhouettes with western styles and graphics to explore the implication these second-hand clothes have on the continent's identity politics. Describing the collection as 'trickle-up fashion', he seeks to invert the theory of 'trickle-down' luxury, which argues that fashion is a hierarchal and class-based industry.

Thebe Magugu said: *"For this collection I thought about national identity politics, and how western influence has penetrated indigenous dress. Often times, I see a woman in downtown Johannesburg wearing a shweshwe wrap skirt - a fabric often worn for traditional ceremonies - but paired with a Vodafone or Manchester United tee. I found that Dunuza acts as a nexus between local and global,*

throwing everything into a melting pot that produces a post-modern interpretation of what African fashion is, and I'm delighted that I can bring these looks to the V&A for Fashion in Motion this October."

Oriole Cullen, V&A Senior Curator Exhibitions said: *"We are thrilled to have the opportunity to showcase Thebe's work as part of Fashion in Motion. His collections while beautiful to behold also convey important stories. Thebe deftly manages to both celebrate the possibilities and joy of fashion whilst also causing us, as viewers and consumers to reflect and question how we can all be better when it comes to our own engagement with fashion and the politics that surround it."*

Magugu launched his eponymous label in Johannesburg in 2016, shortly after graduating from The London International School of Fashion. Magugu was the first African designer to receive the LVMH Prize for emerging talent in 2019 and the winner of the International Fashion Showcase. Since then, Thebe has produced several major solo collections rooted in the idea of education, with collections named after university subjects. Past collections include *Geology*, *Africa Studies*, *Gender Studies*, and *Alchemy*. Most recently Magugu has collaborated with Adidas on the AW22 sportswear collection *Finding Beauty*.

This Fashion in Motion takes place during the V&A's landmark exhibition *Africa Fashion*, which celebrates the unstoppable global impact of contemporary African fashions and displays a key look from Magugu's Autumn/Winter 2021 collection, *Alchemy*.

- ENDS -

For further PRESS information about Fashion in Motion: Thebe Magugu, please contact the V&A Press Office on press.office@vam.ac.uk/ +44 (0)20 7942 2502 (not for publication). A selection of press images is available to download free of charge from pressimages.vam.ac.uk

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About Fashion in Motion

For over 20 years the V&A's Fashion in Motion series has brought free-to-attend catwalk shows to the public, enabling anyone to take a seat on the front row. The only fashion series of its kind, it allows people to experience a professional fashion event in the truly unique setting of the museum. Previous designers featured in the series include Alexander McQueen, Ashish, Christian Lacroix, Harris Reed, Christopher Raeburn, Erdem, Gareth Pugh, Giles Deacon, Grace Wales Bonner, Holly Fulton, Jean Paul Gaultier, Jenny Packham, Kansai Yamamoto, Yohji Yamamoto, Kenzo, Ma Ke, Missoni, Molly Goddard, Roksanda Ilincic and Vivienne Westwood, among other global names in fashion.

About Africa Fashion

Until 16 April 2023

Gallery 40

Africa Fashion celebrates the irresistible creativity, ingenuity and unstoppable global impact of contemporary African fashions, inviting visitors to explore the vitality and global impact of a fashion scene as dynamic and varied as the continent itself. Showcasing over 250 objects, the exhibition

spans iconic mid-20th century to contemporary creatives through photographs, textiles, music and the visual arts.

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.