



Press Release
28 November 2022

V&A unveils couture Christmas Tree installation for 2022, designed by Korean fashion designer Miss Sohee



The Grand Entrance, Cromwell Road, South Kensington
Opening 28 November 2022
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Today the V&A unveils a dazzling Christmas tree installation, designed by London-based Korean fashion designer, Miss Sohee, whose work also features in the museum's major exhibition, *Hallyu! The Korean Wave*. On display in the V&A's iconic Cromwell Road Grand Entrance, this showstopping design reimagines the traditional Christmas tree into a dramatic couture gown, reflecting the V&A's tradition of showcasing innovative craftsmanship from around the world.

The 3-metre ensemble combines Miss Sohee's signature style of vibrant silhouettes and intricate embroidery with religious statuary found around the museum. Composed of a crepe-de-chine inner dress and a cascading snow-white silk chiffon cape embellished with star-inspired embroidery and Swarovski crystals, the gown is a striking and ethereal structure. Lit from above by a series of spotlights, the full splendour of the ensemble is revealed as crystals sparkle and shimmer.

Miss Sohee, said: *"I feel honoured to be invited as a guest designer to be a part of such an exciting project, especially one that is centred around such a beautiful time of year. When I think of Christmas, it evokes nostalgia, angelic shades of white and familial warmth. To be able to*

constantly collaborate with the V&A has been such a wonderful and inspiring experience, and when it came to designing this Christmas tree I really wanted to reinterpret the tree through my lens."

Rosalie Kim, curator of *Hallyu! The Korean Wave*, said: "We're delighted to work with Miss Sohee for the V&A Christmas tree this year, whose 'Peony Dress' is a showstopping finale to our exhibition on *Hallyu! The Korean Wave*. I hope that visitors to the museum's Grand Entrance this Christmas will enjoy her glittering reinvention of the festive form in her own signature style."

Celebrated for her voluminous gowns, enchanting designs, and sustainable practices, Miss Sohee's garments have captured the attention of the design and fashion world. Her 'Peony Dress' from her Central Saint Martins graduate collection in 2020 is currently on display in the V&A exhibition *Hallyu! The Korean wave*, and her breath-taking eveningwear has garnered a significant celebrity following, with fans including Ariana Grande, Naomi Campbell, Bella Hadid, and BLACKPINK.

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For further PRESS information about the V&A Christmas Tree, please contact the V&A Press Office on press.office@vam.ac.uk / +44 (0)20 3949 2502 (not for publication). A selection of press images is available to download free of charge from pressimages.vam.ac.uk.

Notes to Editors

- Every year to celebrate the festive period, the V&A commissions a designer to create a Christmas tree for the museum's Grand Entrance at Cromwell Road. These unique installations range from lavishly decorated real trees to hand-crafted twists on the tradition. Previous Christmas Trees, including Alexander McQueen, Es Devlin and Jasper Conran.
- The Christmas Tree installation will be on display in the V&A's Cromwell Road Grand Entrance from 28 November 2022 – 5 January 2023.
- The exhibition *Hallyu! The Korean Wave* runs from 24 September 2022 – 25 June 2023.

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