



Don Harwin
Minister for the Arts

Adam Marshall
Minister for Tourism and Major Events

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REIGNING MEN EXHIBITION EXCLUSIVE TO POWERHOUSE MUSEUM SYDNEY

An exhibition from the Los Angeles County Museum of Art (LACMA), featuring some of the world's most iconic menswear designers will open exclusively in Australia at Sydney's Powerhouse Museum next year.

Minister for the Arts Don Harwin and Minister for Tourism and Major Events Adam Marshall today announced the *Reigning Men: Fashion in Menswear 1715 – 2017* exhibition has been secured by the NSW Government and will open in May 2018.

"The MAAS Centre for Fashion is the nation's first public centre for fashion excellence and provides unrivalled access to arguably the largest public fashion collection in Australia, as well as presenting the best fashion exhibitions from around the world," Mr Harwin said.

"Securing this exhibition exclusively for Sydney showcases the city as a dynamic and leading global fashion destination."

Mr Marshall said it was estimated that *Reigning Men* would generate more than \$1.3 million in overnight visitor expenditure for NSW.

"*Reigning Men* joins an impressive line-up of major cultural events to be held in Sydney next year including Vivid Sydney and Mercedes-Benz Fashion Week Australia and I encourage everyone to start planning their trip to Sydney," Mr Marshall said.

MAAS Director and Chief Executive Officer, Dolla Merrillees said, "The MAAS Centre for Fashion is committed to championing innovative fashion. *Reigning Men* is unique in the world of fashion exhibitions, reflecting the often overlooked history of men's fashion and exploring future trends at a time when men's style is evolving."

The exhibition features over 130 garments ranging from extravagant silks worn by 18th century aristocrats, the flawless tailoring of 19th century dandies to renowned fashion brands including Tom Ford, Gucci, Alexander McQueen, Burberry, Vivienne Westwood, Giorgio Armani, Jean Paul Gaultier, Craig Green, Dries Van Noten, Louis Vuitton and Yves Saint Laurent.

Reigning Men: Fashion in Menswear 1715– 2015 will be presented at the Powerhouse Museum from 12 May to 14 October 2018.

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