

MEDIA RELEASE

REIGNING MEN fashion exhibition and ANNUAL SEMINAR SERIES exclusive to Powerhouse Museum

[Reigning Men: Fashion in Menswear 1715 – 2015](#) opens exclusive to the Powerhouse Museum, Sydney, from 2 May – 14 October 2018. Presented in partnership with the Los Angeles County Museum of Art (LACMA), *Reigning Men* is the world's largest exhibition of men's fashion. It features some of the most iconic examples of menswear spanning over 300 years and traversing the globe.

As part of the exhibition programming MAAS has also announced an annual **MAAS Creative Industries** seminar series and supported by **City of Sydney** and **Etihad Airways**. **Industry Threads** will host quarterly seminars that bring together the Australian creative industries to hear from international speakers and local success stories. The first seminar, **Industry Threads: First Edition**, will focus on the fashion industry and take place on 3 May at the Powerhouse Museum. By invitation only, it will bring together industry, designers, students, trend makers and forecasters. Speakers will be announced for Industry Threads seminars open to the public in August and December.

About *Industry Threads*

Australian fashion stalwarts **Glynis Traill-Nash** and **Damien Woolnough** will host the *Industry Threads* seminars. International guest **Justin O'Shea** will present a keynote talk at the inaugural seminar, sharing his journey from Toowoomba to the global fashion stage; how he got his start in fashion, his experiences as Buying Director of mytheresa.com and Creative Director of Brioni; and the creation of his own fashion label SSS World Corp.

Two panel discussions will address current topics addressing the Australian fashion market; The Fashion Economy and Men as a Market. Panel members include designer **Rebecca Vallance** and fashion photographer and blogger **Lee Oliveira**.

MAAS Director and CEO Dolla Merrillees said "Australian fashion used to be siloed from the international market geographically and by a climate at odds with the Northern Hemisphere. The popularity of ready to wear collections in recent decades and the emergence of internet shopping have combined to give Australian designers a global platform. MAAS is committed to championing Australian design and bringing together leading industry voices," said Ms Merrillees.

As part of the Seminar series, MAAS will launch the **Etihad Airways Mentorship**, a one-on-one session for an emerging designer to gain industry insights from leading fashion practitioners. The mentorship will be offered to a selected designer from the MAAS **Student Fashion** exhibition, on display at the Powerhouse Museum from 30 March to 8 September 2018.

Etihad Airways General Manager Australia and New Zealand, Sarah Built, said: "Etihad Airways has a strong connection to fashion, sharing attributes of being ambitious, innovative and remarkable, and we're very proud of our history supporting and mentoring the emerging talent of Australia's fashion industry. The Etihad Airways Mentorship programme is the perfect platform for us to contribute to the ongoing development of the industry and ensure up and coming designers have the resources they need to reach their full potential. This is a great example of our commitment to strategic collaborative growth, forging strong and lasting partnerships on every level."

About *Reigning Men*

Presented by the MAAS Centre for Fashion, the exhibition features over 130 outfits ranging from extravagant silks worn by 18th century aristocrats to the flawless tailoring of 19th century dandies to renowned fashion brands including Tom Ford, Raf Simons, Gucci, Alexander McQueen, Craig Green, Burberry, Vivienne Westwood, Comme des Garçons, Giorgio Armani, Jean Paul Gaultier, Dries Van Noten, Louis Vuitton and Yves Saint Laurent.

MAAS Director and CEO, Dolla Merrillees, said, “Globally menswear is enjoying a renaissance the likes of which hasn’t been seen for generations. *Reigning Men* both contextualises this trend and celebrates contemporary designers forging the way into the future of this often-overlooked market.”

The MAAS Centre for Fashion is Australia’s first public centre for fashion excellence, giving unrivalled access to arguably the largest public fashion collection in Australia. MAAS has been collecting fashion since 1883 and its holdings now comprise over 30,000 objects, from garments and fabric samples from the nation’s top fashion exports to patterns, sketches, accessories and fashion photography. As part of *Reigning Men* highlights of this collection will be on display in [Australian Men’s Style](#).

A program of events and talks will accompany the exhibition. Highlights include monthly curator tours that delve into the historical context of men’s style and a panel conversation **Reigning Men: Pomp & Pragmatism** on 2 May that will explore the background to LACMA’s extraordinary fashion collection and the curation of this landmark exhibition.

Reigning Men is the latest exhibition presented by the MAAS Centre for Fashion, following **Love Is... Australian Wedding Fashion** in 2017, **Isabella Blow: A Fashionable Life** in 2016 and **Collette Dinnigan: Unlaced** in 2015. In December 2018 the MAAS Centre for Fashion will present a survey of innovative Australian designer **Akira Isogawa**. *Reigning Men: Fashion in Menswear 1715 – 2015* will be presented at the Powerhouse Museum from 2 May to 14 October 2018.

EXHIBITION DETAILS

What: *Reigning Men: Fashion in Menswear 1715 – 2015*
When: 2 May – 14 October 2018
Where: Powerhouse Museum, 500 Harris Street, Ultimo NSW 2007
Price: \$20 Adult \$13 Concession (includes general admission) Members and Children under 16 free
Website: maas.museum/event/reigning-men-fashion-in-menswear-1715-2015/

SEMINAR DETAILS

Event: **MAAS Creative Industries Seminar**
Dates: *Industry Threads: First Edition* 3 May 2018
Price: By invitation only. August and December public programs to be announced
Address: Powerhouse Museum, 500 Harris Street, Ultimo
Website: <https://maas.museum/event/centreforfashion>

MEDIA CONTACTS:

Natalia Muller, MCM PR T: 0401 656 315 E: natalia@mcmpr.com.au
Eli Wallis, MAAS T: 0402 359 016 E: eli.wallis@maas.museum

About the Museum of Arts and Applied Sciences. Powerhouse Museum, alongside Sydney Observatory and Museums Discovery Centre, is part of the Museum of Applied Arts and Sciences (MAAS), Australia’s contemporary museum for excellence and innovation in applied arts and sciences. MAAS has a vast and diverse collection of over 500,000 objects.

About The Centre for Fashion. The MAAS Centre for Fashion is Australia’s first public centre for fashion excellence, giving unrivalled access to arguably the largest public fashion collection in Australia. Working closely with local, national and international designers, and industry and tertiary partners the initiative will foster creative excellence, scholarly inquiry and public curiosity through exhibitions, interactive events, fellowships, designer residences, publications, acquisitions, programs and research.



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