



# Curating Contemporary Fashion in the 21st Century

Pooky Lee

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Fashion writer and curator.

Former fashion feature editor at *Modern Weekly*.

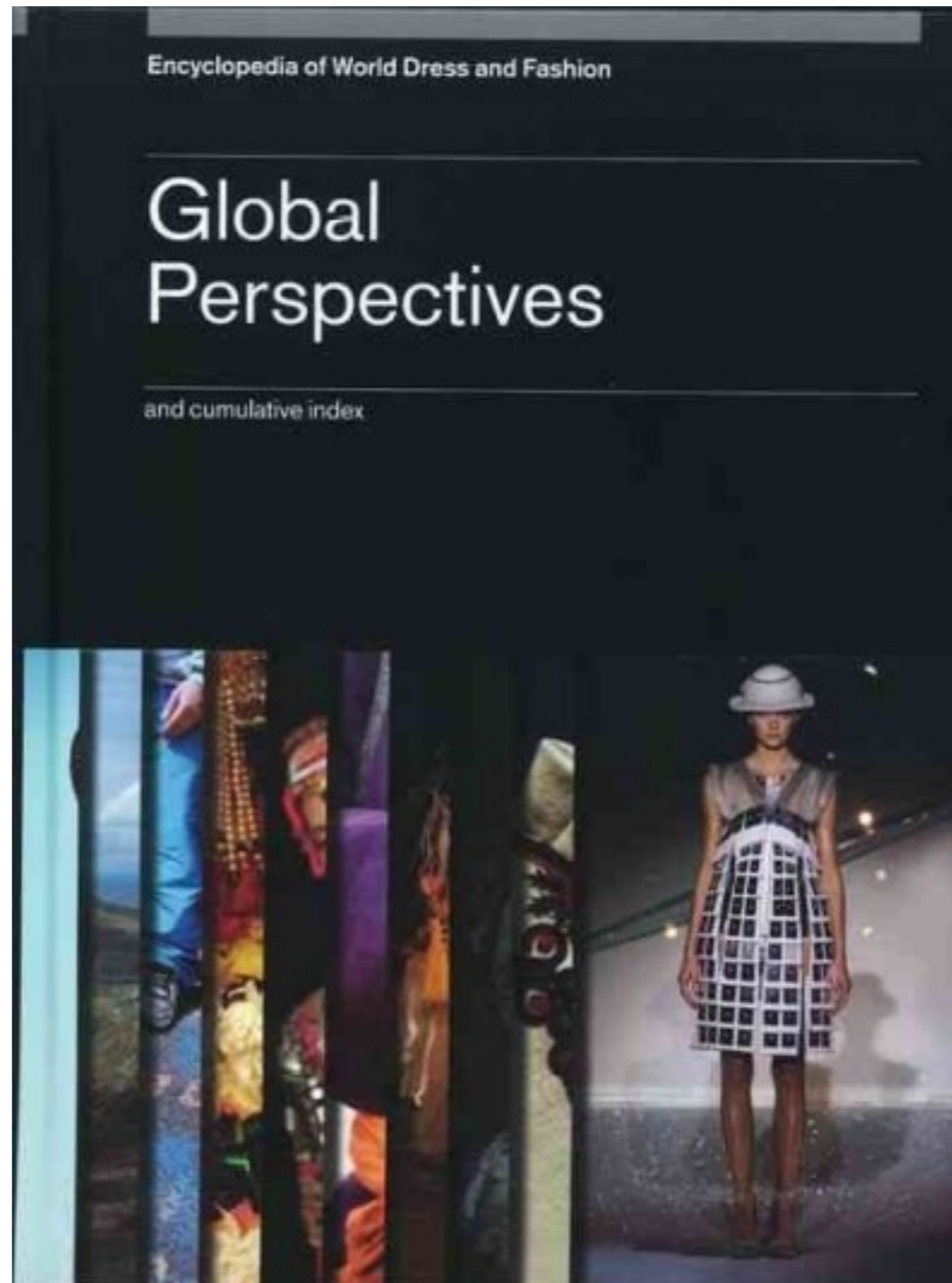
Majoring in MA Fashion Curation at London College of Fashion,  
University of the Arts London between 2015-2016.

Website: [www.pookylee.com](http://www.pookylee.com)

Weibo: pookylee

Instagram: pooky\_lee

# A Historical Overview of Exhibiting Fashion

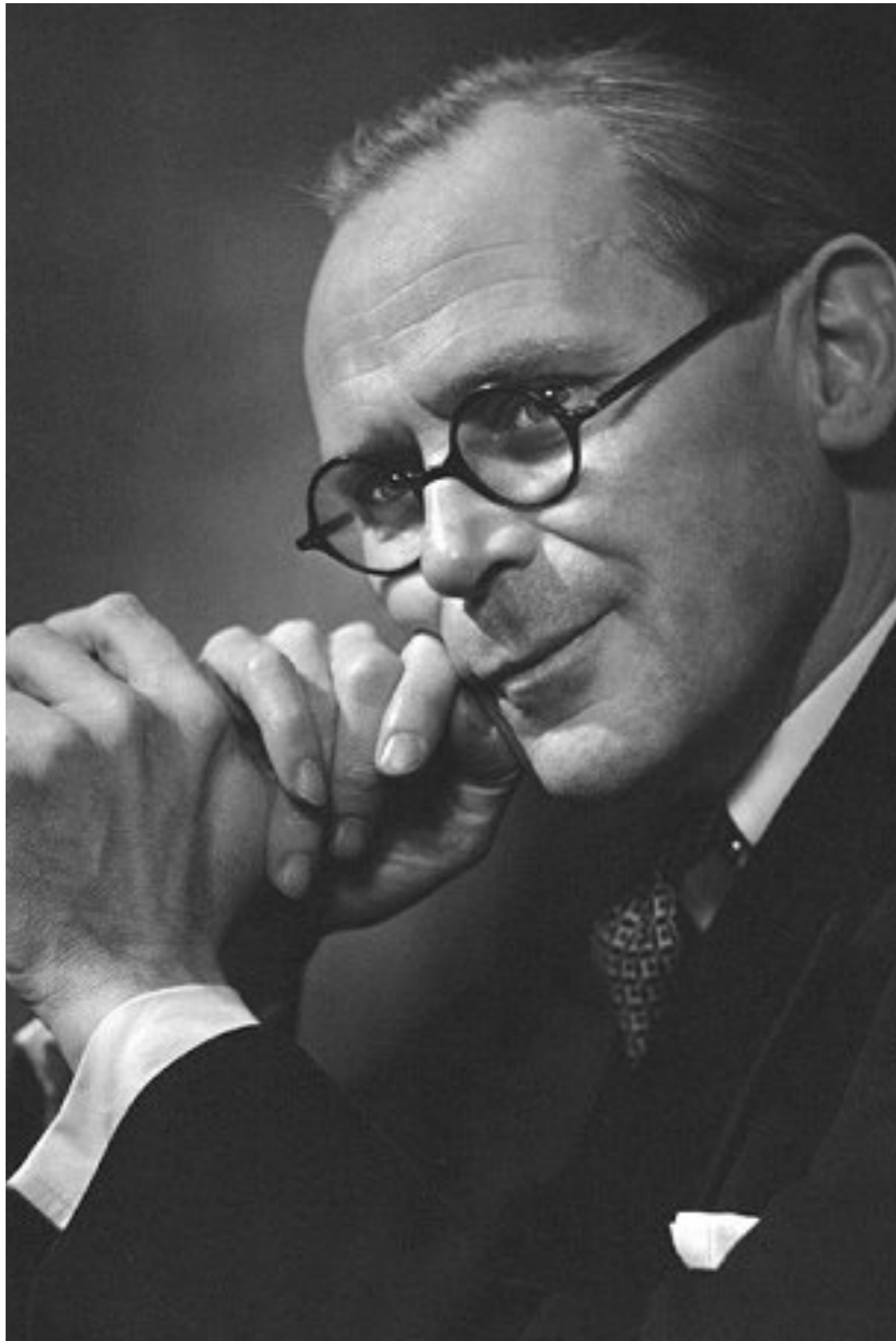


1. Pre-1970s: a general approach to collecting and displaying dresses
2. 1970s-1990s: developing a specialized focus on collecting and displaying dresses
3. 21<sup>st</sup> Century: more experimental curatorial approach; fashion exhibitions going global

Aniko Fukai, Dress and Fashion Museums,  
*Berg Encyclopedia of World Dress and Fashion*, 2010



Britain Can Make It, V&A, 1946



James Laver and his Taste and Fashion



Cecil Beaton

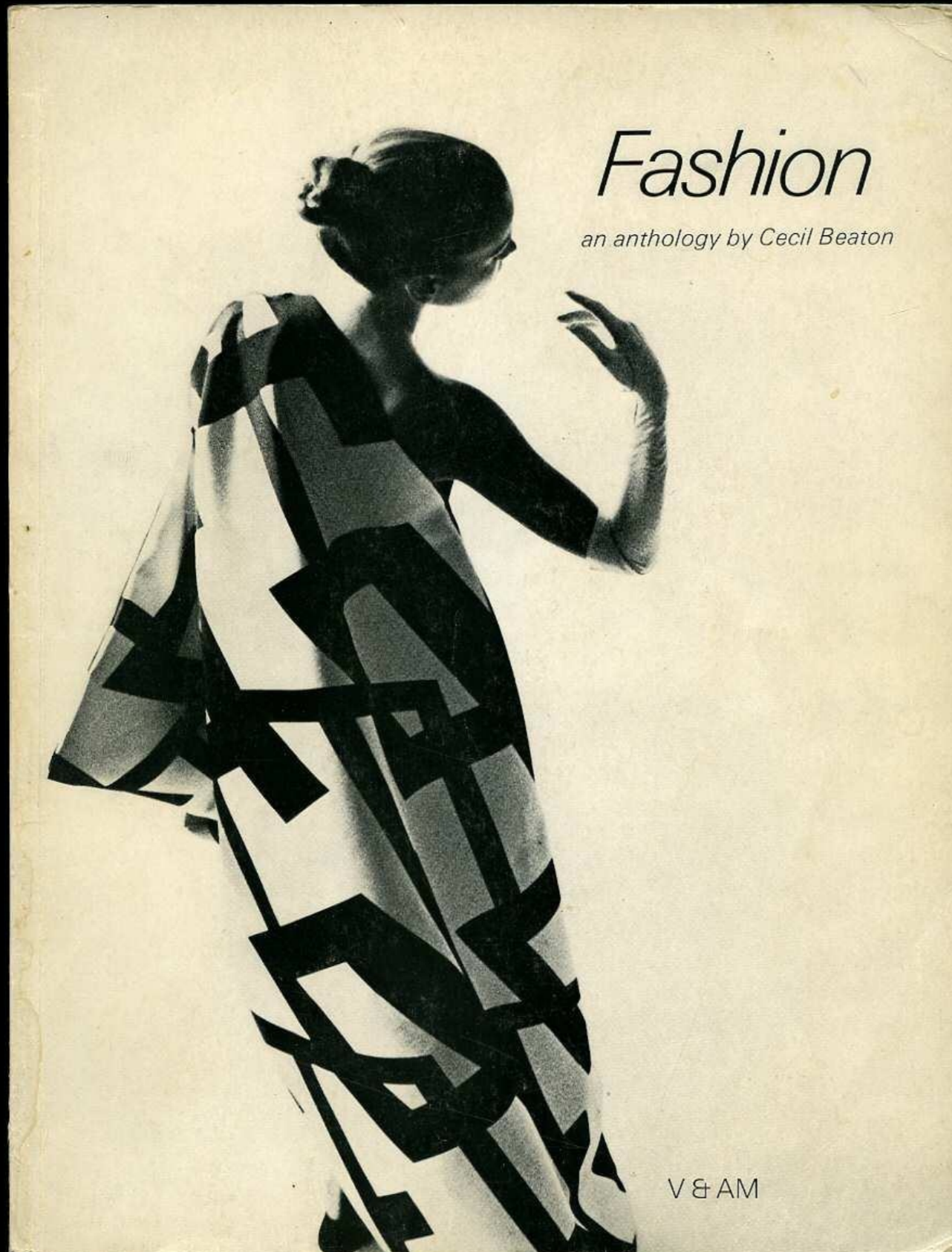


Diana Vreeland









Fashion: An Anthology  
by Cecil Beaton, V&A, 1971



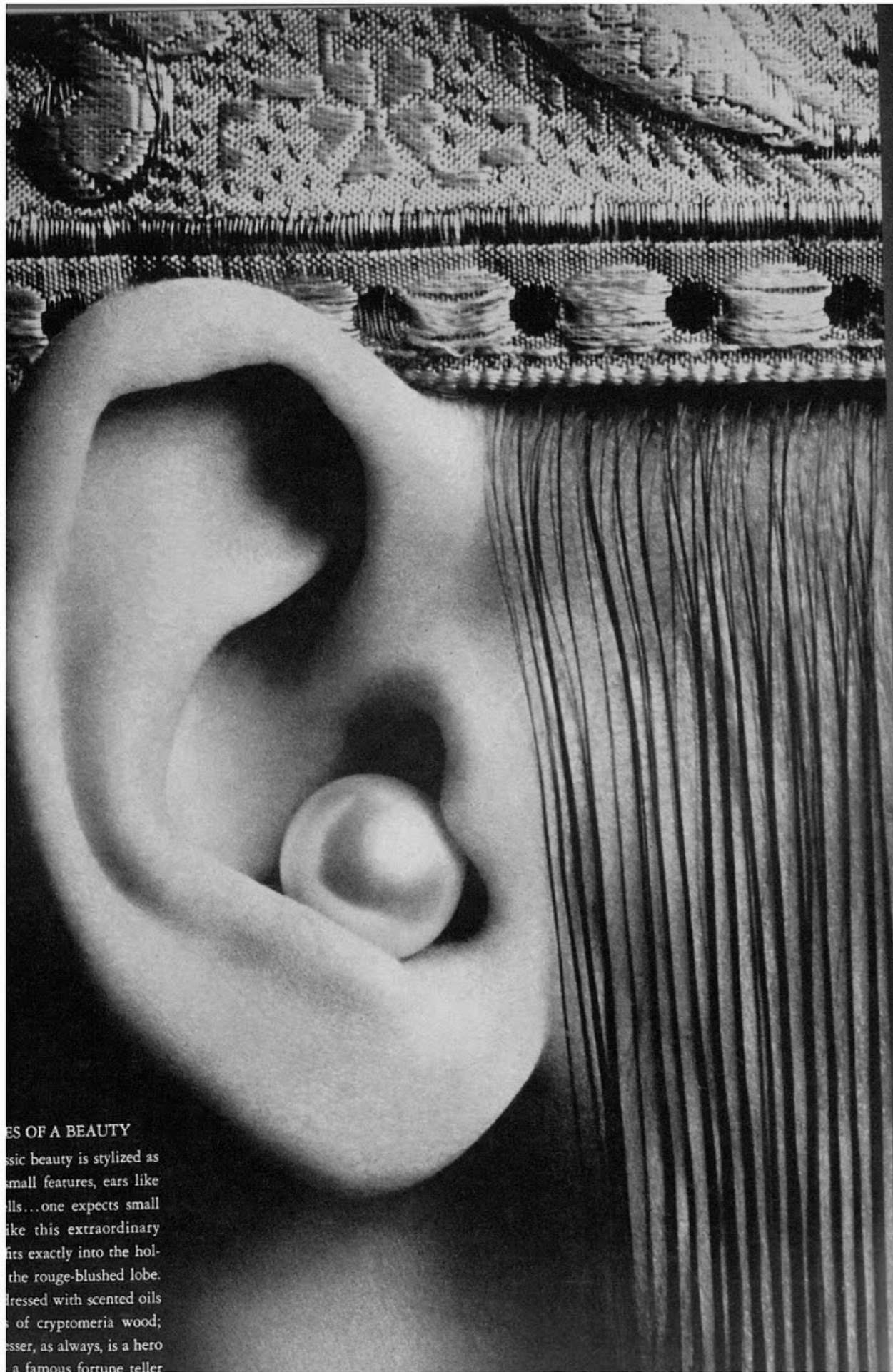




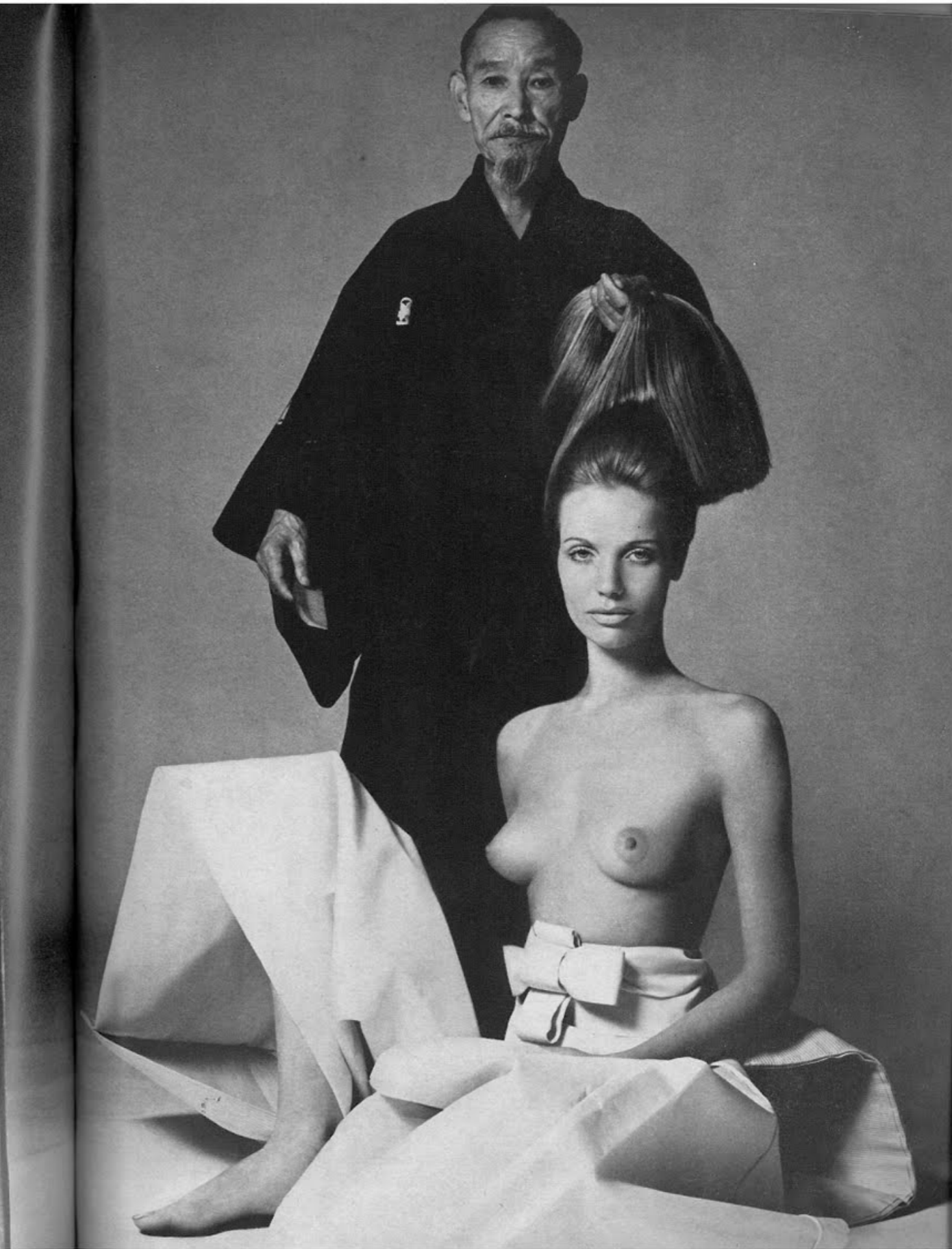
**Exhibiting Fashion:  
Before and  
After 1971**

DE LA HAYE WITH JF





ES OF A BEAUTY  
Classic beauty is stylized as  
small features, ears like  
bells... one expects small  
like this extraordinary  
fits exactly into the hol-  
the rouge-blushed lobe.  
dressed with scented oils  
of cryptomeria wood;  
esser, as always, is a hero  
a famous fortune teller





Inventive Clothes  
1909-1939, Met  
Museum, 1973

The World of  
Balenciaga, Met  
Museum, 1973

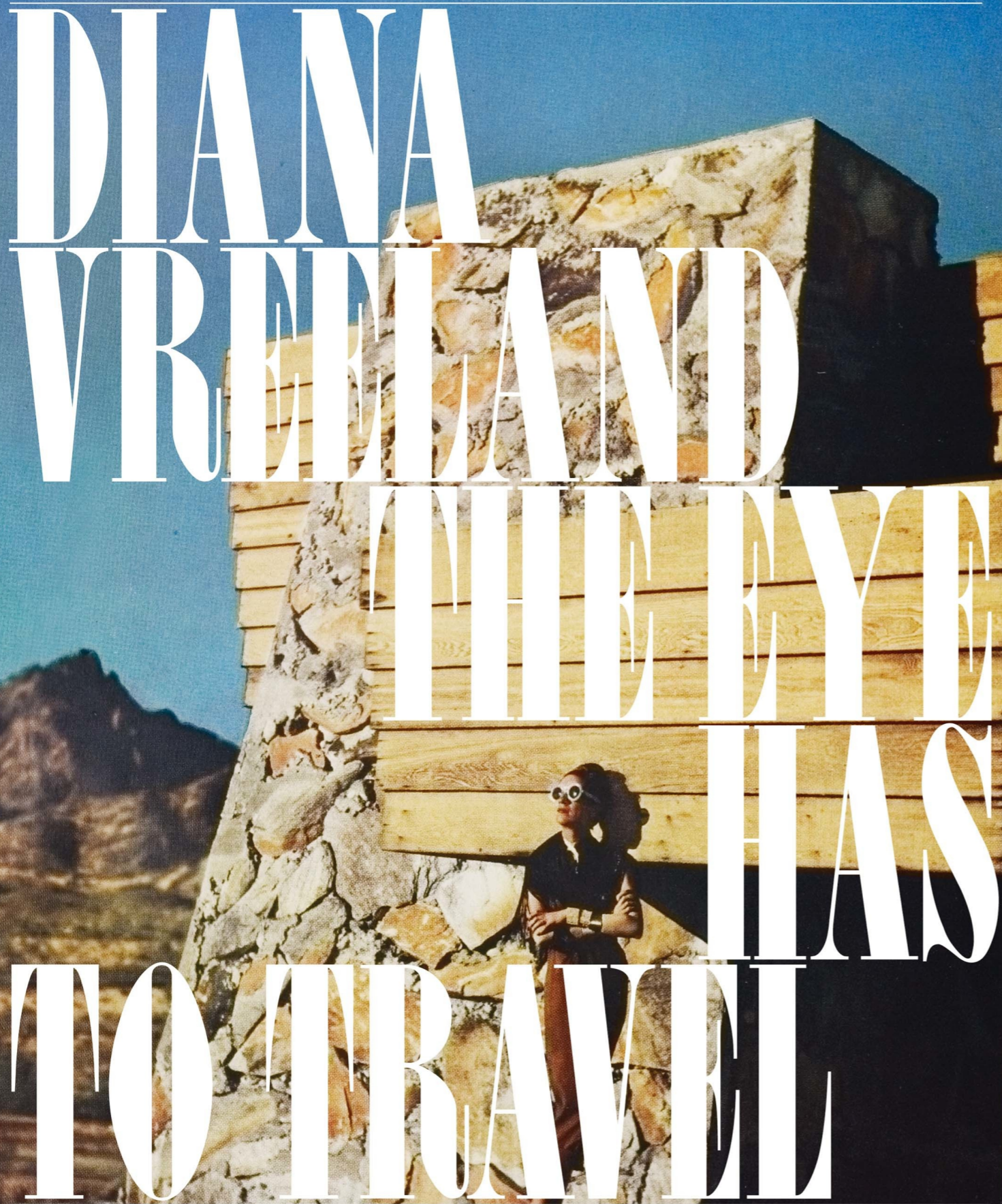






Opening night of  
Yves Saint Laurent  
exhibition, 1983

LISA IMMORDINO VREELAND



# DIANA VREELAND THE EYE HAS TO TRAVEL

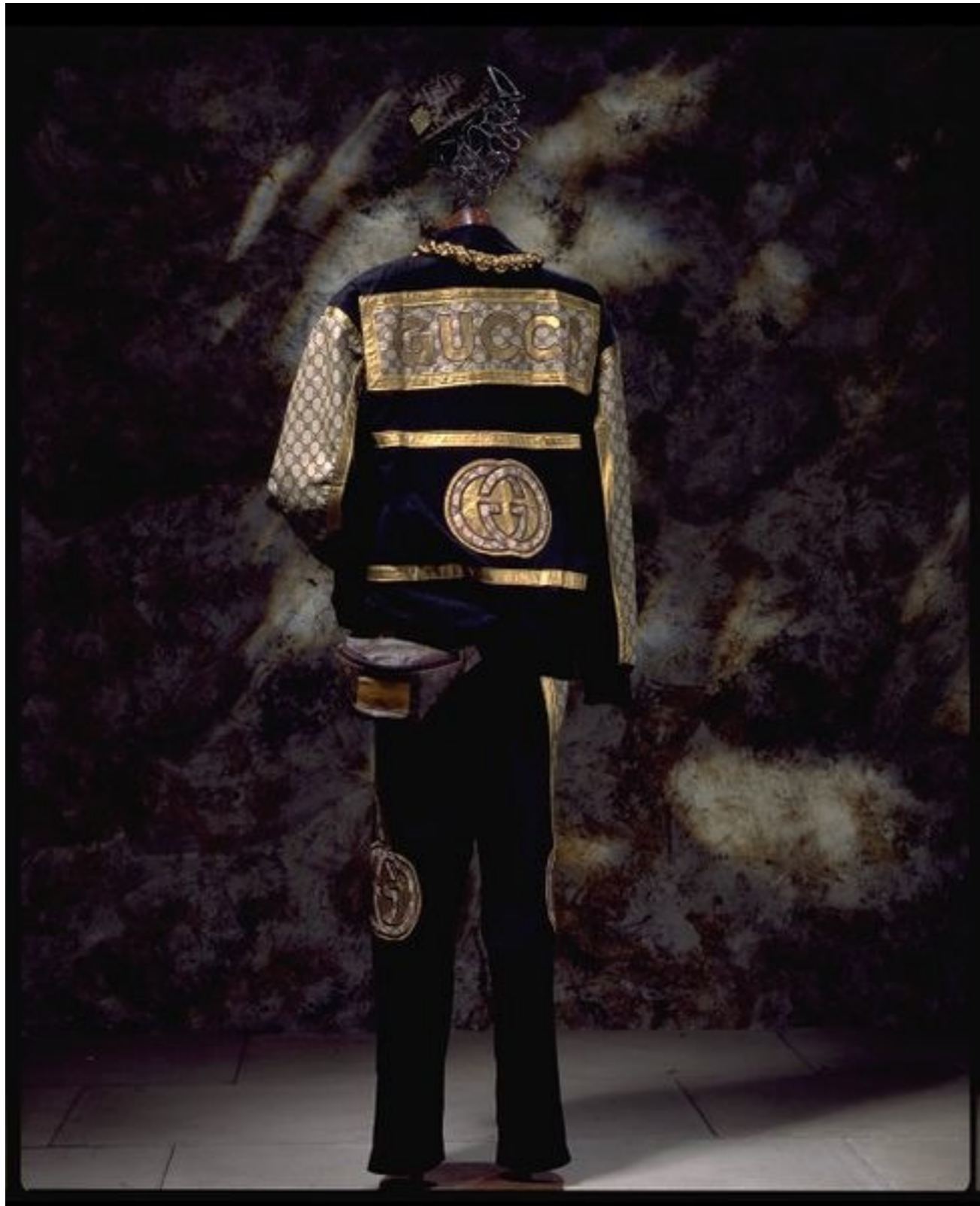
[https://m2m.tv/watch/  
diana-vreeland-the-  
eye-has-to-travel/films](https://m2m.tv/watch/diana-vreeland-the-eye-has-to-travel/films)

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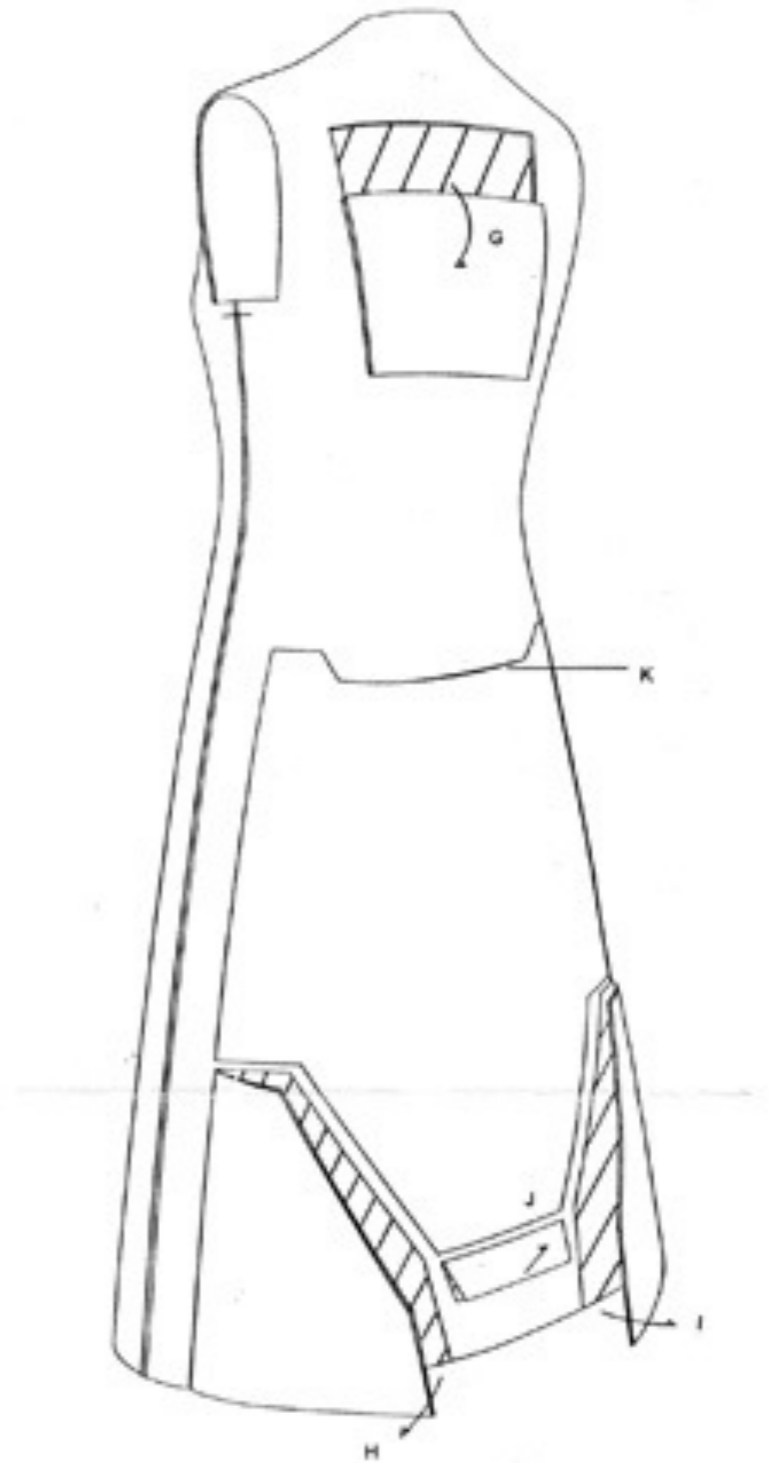


Diana Vreeland after Diana  
Vreeland, Fortuny Museum,  
2012



Streetstyle: From  
Sidewalk to  
Catwalk, V&A,  
1994

# Judith Clark Costume Gallery





# Fashion Theory

The Journal of Dress, Body & Culture

*Fashion Theory*, Volume 12, Issue 2, pp. 253–260  
DOI: 10.2752/175174108X300193  
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## Exhibition Review: *Malign Muses: When Fashion Turns Back* and *Spectres: When Fashion Turns Back*

Reviewed by  
Alistair O'Neill

Alistair O'Neill is Senior Research Fellow in Fashion History & Theory at Central Saint Martins College of Art and Design (University of the Arts London). He is the author of *London – after a fashion*.  
alistaironeill@hotmail.com

***Malign Muses: When Fashion Turns Back: Mode Museum, Antwerp, 18 September 18 2004–January 30 2005; Spectres: When Fashion Turns Back: Victoria and Albert Museum, London, February 24–May 8 2005***

Judith Clark's exhibition title *Malign Muses: When Fashion Turns Back*, which was subsequently re-titled *Spectres: When Fashion Turns Back* when it transferred to the Victoria and Albert Museum, is the first lesson in understanding the project through the themes of doubling and the double take. As both titles suggest, there is something troubling about this endeavor—what begins as a curatorial exploration of the

Giorgio Armani: A Retrospective, Guggenheim, 2000





Armani/Silos

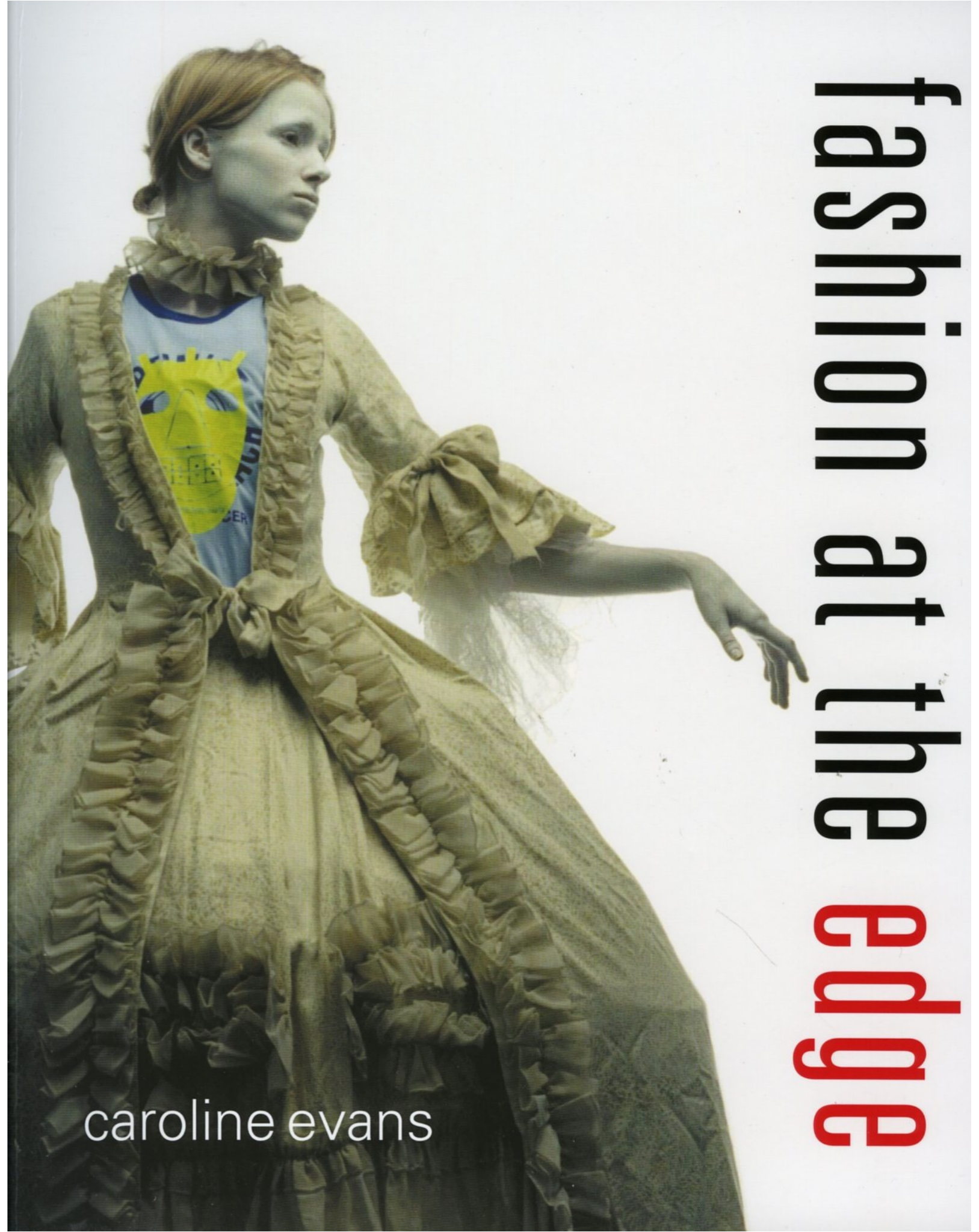




# Across Art and Fashion, Ferragamo Museo, 2016



Case study one:  
Malign Muses/  
Spectres



fashion at the edge

caroline evans



Reappearance





Nostalgia



Locking in and Out



# Phantasmagoria





THE SAME WAY THAT MUSICAL  
Y LOST ITS LINEARITY WHEN  
BY THE DJ... SO TOO DID  
IN AND CULTURAL HISTORY  
LINEARITY WHEN 'REMIXED'  
ATE TWENTIETH-CENTURY  
SIGNERS FOLDING ONE  
ORICAL REFERENCE BACK  
ON ANOTHER.  
CAROLINE EVANS,  
FASHION AT THE EDGE: 25

Remixing it





A New Distress



Cabinet of Curiosities

Pepper's Ghost





Madame Gres: Couture at Work, Musée Bourdelle, 2011



Giaparelli and Prada: Impossible Conversations, Met Museum, 20

Case study two:  
Alexander McQueen: Savage Beauty

[http://  
www.metmu  
seum.org/  
metmedia/  
video/  
collections/  
ci/  
mcqueen-  
savage-  
beauty](http://www.metmuseum.org/metmedia/video/collections/ci/mcqueen-savage-beauty)

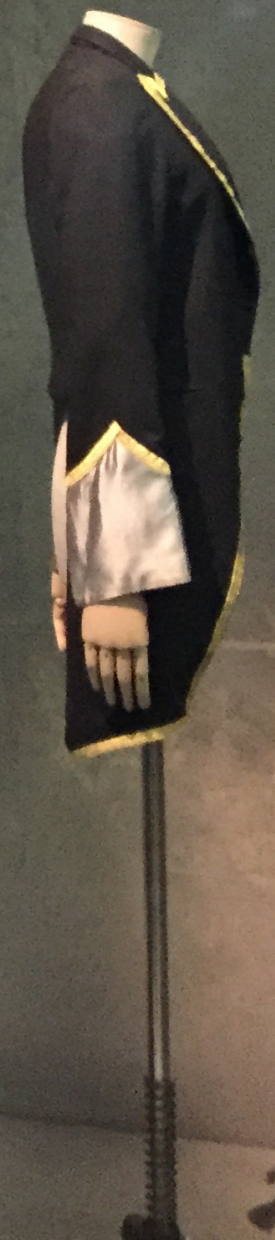
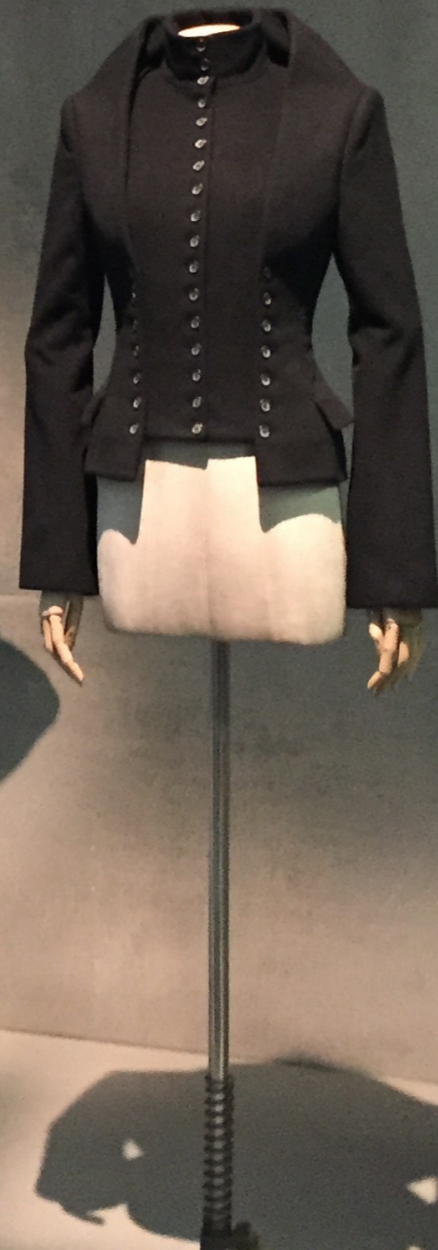
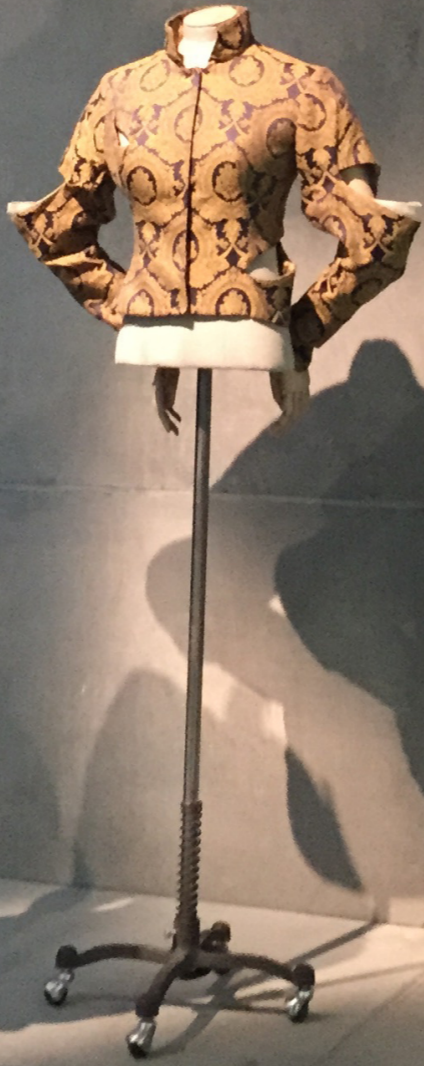
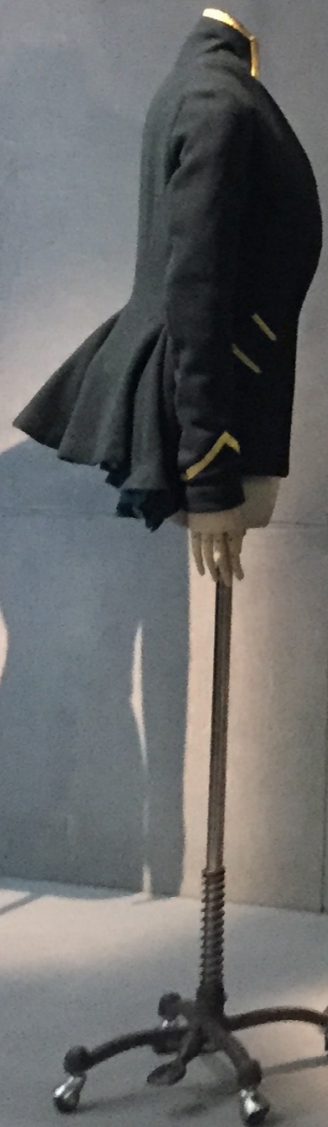
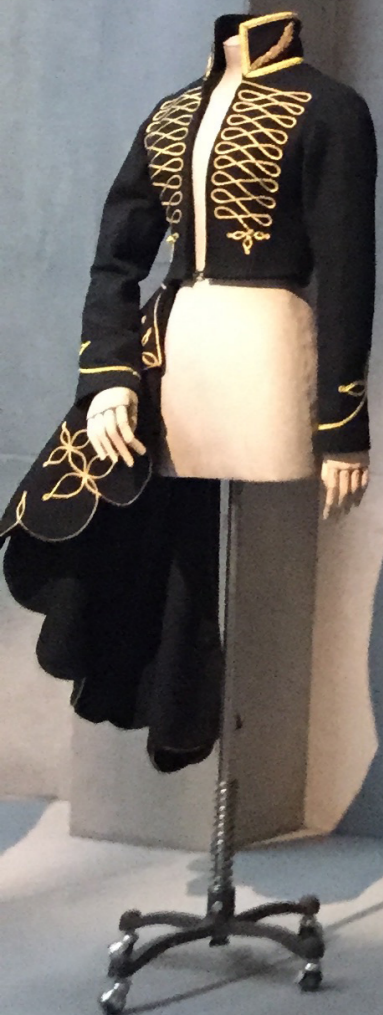






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the Operating Instruction  
restriction.

*'I want to be the purveyor of a certain silhouette or a way of cutting,  
so that when I'm dead and gone people will know that the twenty-first  
century was started by Alexander McQueen.'*















## Items: Is Fashion Modern?

October 1, 2017–January 28, 2018

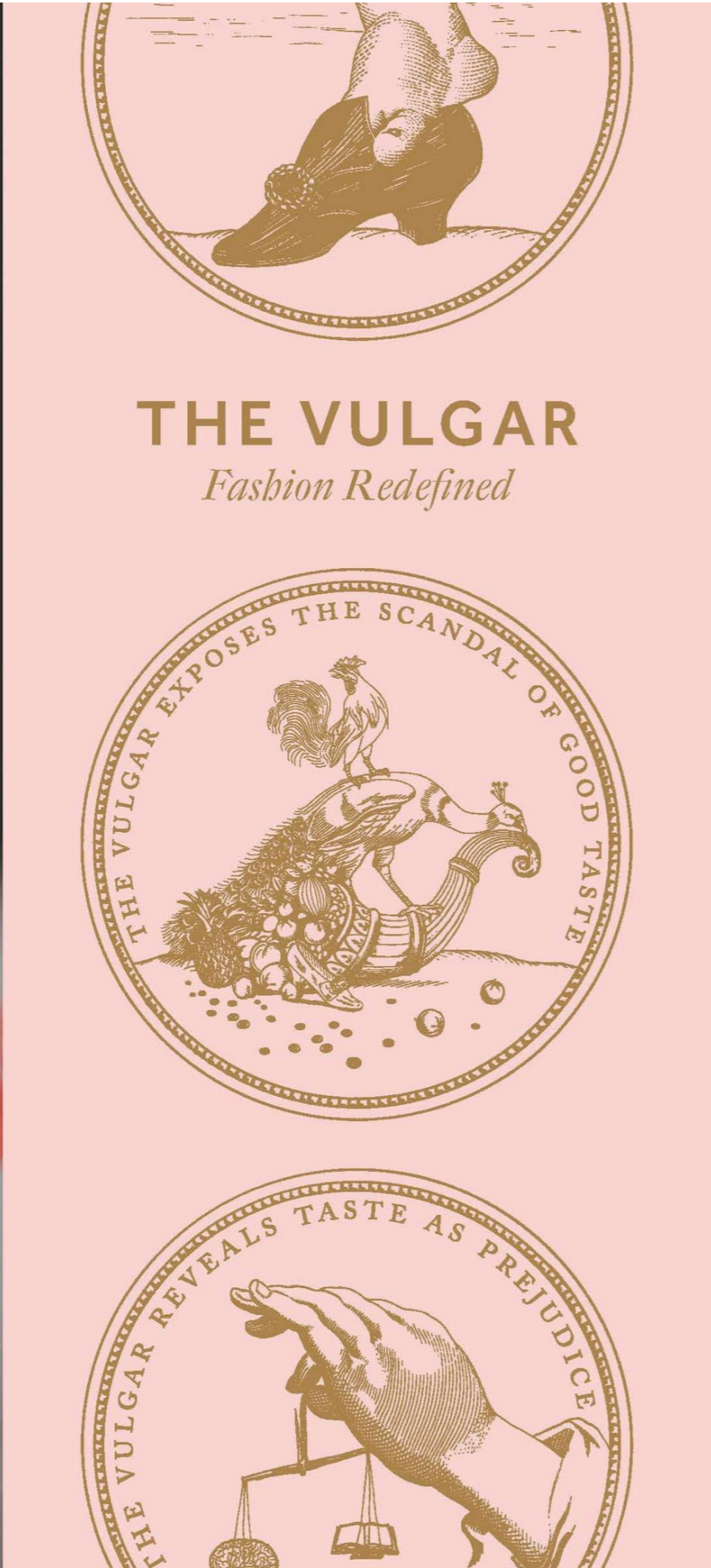
The Museum of Modern Art

<https://www.moma.org>

*Items: Is Fashion Modern?* explores the present, past, and future of 99 items—garments, accessories, and accoutrements—that have had a strong impact on history and society in the 20th and 21st centuries, and continue to hold currency today. Among the 99 will be designs as well-known

Read a related blog post at [INSIDE/OUT](#), a MoMA/MoMA PS1 blog. →

Read the *Items: Is Fashion Modern?* publication on Medium. 📄



The Vulgar: Fashion Redefined, Barbican, 2016



ExhibitingFashion现在征集关于服装和时尚主题展览、图书及纪录片的评论。欢迎写邮件到 [ExhibitingFashion@outlook.com](mailto:ExhibitingFashion@outlook.com) 与我们联系。