



LINGERIE FRANÇAISE EXHIBITION 2013

XIX - XXI^e CENTURY



July 30th
August 6th

CHELSEA MARKET

75 Ninth Avenue, between
West 15th and West 16th streets
New York, NY 10011, USA



PRESS RELEASE

From the Corset to Girdles French Lingerie in Retrospective LINGERIE FRANÇAISE EXHIBITION

PR
BRILL
COMMUNICATION
416.533.6425
info@brillcommunications.ca

A retrospective covering over 100 years of glorious French lingerie is coming to New York this autumn in what is set to be the most captivating exhibition of the year.

New York, July 5 2013 — Following the shows in Paris, London, Shanghai, Dubai, and Berlin, the travelling exhibition 'Lingerie Française' has arrived in New York. The French association PROMINCOR presents the history of French Lingerie from July 30th until August 6th 2013 at Chelsea Market in New York. The international show reviews 100 years of French expertise in creativity and luxury.

Curator
Catherine Örmén

She is curator of the exhibition and author of books on the history of fashion.

Board
Christine Beauduc
Laurence Bazin
Anne-Laure Linget
Karine Sfar
Ulyana Sukach

Creative
Dominique Velasco

Photography
Gilles Berquet

Eleven renowned French lingerie manufacturers — Aubade, Barbara, Chantelle, Empreinte, Implicite, Lise Charmel, Lou, Maison Lejaby, Passionata, Princesse tam.tam and Simone Pérèle — open their treasures to the public. This unique exhibition demonstrates the influence lingerie products have been exerting on society — from the late nineteenth century up until the present day.

In total, 210 exhibits will be presented: The oldest of which date back to the late nineteenth century. Exhibits range from ancient corsets and bras to prototypes of modern lingerie combining a functional and aesthetic claim. Next to the historical pieces on display, the exhibition also offers a unique view into the chronology by means of providing moving images and pictures. A special installation provides the visitor with a new perspective, namely that of lingerie as a seismograph for societal values such as morale and convention. The show culminates in a "Trans-Historical Striptease": A life-sized hologram illustrates the development of lingerie with a view to the change of the female silhouette and her body language.

The show is supplemented by a publication of the Paris based publisher "Plon", the latter having published a book with the title 'Lingerie Française'. The historian Catherine Ormén presents impressions with interpretations of the renowned photographer Gilles Berquet. The book

is available in the English and French languages and offers a comprehensive retrospective of French Lingerie from the late nineteenth century up until today.

The exhibition is powered by PROMINCOR – LINGERIE FRANÇAISE, an association for the promotion of the French Lingerie sector, representing the interests of the manufacturers all over the world. The organization of fashion shows and the publishing of literature is a central part of the association's work. The French Committee for the Development and Promotion of Apparel, the DEFI – LA MODE DE FRANCE, supports the "Lingerie Française" exhibition.

BASICS

Location

Chelsea Market
75 Ninth Avenue
(between 15th & 16th)
New York, NY 10011
USA

Duration

July 30. – Aug. 6 2013

Opening Hours

Tuesday - Saturday:
10 :00 am – 10 :00 pm

Sunday:

10 :00 am – 9 :00 pm

Monday:

10:00am – 5:30 pm

Entry is free of charge

Media Contact:

For high-resolution images
and further information:

BRILL COMMUNICATIONS

Phone: 416.533.6425
info@brillcommunications.ca

Lingerie Française Contact:

+33 1 55 90 04 00
www.lingeriefrancaise.com