



P R E S S R E L E A S E

Designer Martin Margiela takes centre stage at Somerset House!

This summer at Somerset House, from 3rd June – 5th September 10, designer Martin Margiela will be celebrating twenty years of contemporary fashion as one of the most influential and enigmatic figures of the decade. His major showcase, *'Maison Martin Margiela '20' The Exhibition'* will be a true insight into the life and works of this iconic, yet incredibly discreet artist, open for viewing daily between 10am -6pm.

Martin Margiela is often regarded as the seventh member of Antwerp's designer repertoire, which contributes to the reputation of the city as a true fashion hub. As a fashion city, Antwerp owes its status to the pioneers of the fashion movement, the so-called 'Antwerp Six', as together they conquered the fashion world with their very distinctive visions of trend and style.

Antwerp is renowned internationally for its heavy involvement in the modern-day fashion scene and since 2002, this city à la mode, has also showcased its own fashion centre: the ModeNatie. This unique building in the historic city centre plays stage to the Flemish Fashion Institute, The Fashion Museum – MoMu, the Antwerp Fashion Academy amongst many other attractions. The acclaimed 'fashion walk' offers a unique fashion orientated trail around the city's most sought after boutiques, allowing style seekers the opportunity to enjoy themselves. A particular highlight of the Antwerp fashion season is the yearly fashion show of the Antwerp Academy, linked to The London College of Fashion, which draws more than 6,000 international visitors.

After graduating in 1980, Margiela worked as a freelance designer before joining Jean Paul Gaultier until 1987. In 1989 he launched his first collection under his own label and in 1997, despite his non-traditional image he became the creative director of Hermes women's line. Two decades on and Margiela is internationally renowned as one of the most pioneering representatives of the modern day fashion scene and continues to inspire many of the world's leading talents; Marc Jacobs and Prada to

name but a few. Throughout the entirety of his career he has maintained an extremely low profile which adds intrigue to his obscurity and anonymity.

The ambitious exhibition is an initiative born out of The Antwerp Fashion Museum, and also in close collaboration with Maison Martin Margiela. This exciting show marks its London debut after much critical acclaim and media interest from Antwerp and Haus de Kunst, Munich last year. It endeavours to uncover the unique, multi-layered, aesthetic vision of Margiela, spanning the past twenty years. The exhibition itself explores various installations, photography, as well as video and film.

11/05/10

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Notes to editors:

For more information, please visit:

<http://www.somersetshouse.org.uk/fashion/1217.asp>

For images, please contact:

press@visitflanders.co.uk

Open daily: 10:00 – 18:00, 3rd June – 5th September 2010. Tickets: from £5-6

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