



Stuart Ayres

Minister for Trade, Tourism and Major Events

Minister for Sport

MEDIA RELEASE

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NSW THE HOME OF “A FASHIONABLE LIFE”

NSW has secured the Asia-Pacific exclusive of an exhibition celebrating the life and style of a renowned British patron of fashion and art, the late Isabella Blow.

Isabella Blow nurtured talents such as Alexander McQueen and works from his collections will feature as part of the exhibition at Sydney’s Powerhouse Museum.

Minister for Trade, Tourism and Major Events Stuart Ayres said this is only the third time that *Isabella Blow: A Fashionable Life* will be exhibited to the public and the first time the collection will travel to the Asia-Pacific region.

“Sydney is Australia’s fashion capital and *Isabella Blow: A Fashionable Life* will open at a time when Sydney is truly shining as a fashion capital against the backdrop of Mercedes-Benz Fashion Week Australia and Vivid Sydney,” Mr Ayres said.

“We anticipate more than 3000 overnight visitors will travel to Sydney to see this exceptional collection featuring some of the world’s most iconic designers including extraordinary Milliner Philip Treacy, Alexander McQueen and Julien Macdonald.

“We’re also delighted the Honorable Daphne Guinness will travel to Sydney for the exhibition launch.

“Sydney is a sophisticated global city of innovation and creativity. It’s fitting the Powerhouse Museum, as part of the Museum of Applied Arts and Sciences (MAAS), will host this inspiring collection,” Mr Ayres said.

Museum of Applied Arts and Sciences (MAAS) Acting Director, Dolla Merrillees, said the exhibition showed the value of collecting contemporary fashion.

“Isabella Blow was a master of identifying emerging design talent, collecting and advocating for fashion that would go on to be globally significant,” Ms Merrillees said.

“Her garments are a gateway to the world of fashion. As Isabella said, *fashion is not a prop, it is a part of you.*”

Isabella Blow: A Fashionable Life will be held at Sydney’s Powerhouse Museum from 14 May to 17 July 2016. The exhibition was secured exclusively for Sydney by the NSW Government, through its tourism and major events agency, Destination NSW.