

## Media Release

Australian fashion designers reveal the detail behind their designs!



Image caption: MATERIALBYPRODUCT, *Soft Hard Harder Dress Curtain*, 2007, silk, polyester, plastic, cotton. Creative Direction: 3 Deep Design. Photo: Susan Grdnac

Eight leading Australian fashion designers will be showcased in ***How You Make It***, an interactive and engaging exhibition at Object Gallery from 21 June until 24 August 2008.

Even though many of the featured designers are well known and respected on international catwalks, they are not driven by the transient trends which we often see in the fashion world. These designers are unique in that they find their influence within the making process itself asking the question “how and why are things made?” This approach forces us, as consumers, to consider why we choose to adorn our bodies in the way we do. The result – fashion to think about!

The garments’ concept and construction have placed the designers practice at the forefront of experimental fashion design. By using the making process as a concept, complex tailoring techniques dictate the garment’s form. Each fold, cut and stitch plays a part in determining the garment’s structure, and ultimately creating new ways of wearing clothes.

Visitors to this highly interactive exhibition will be given the unique chance to try on the garments, some of which will never enter the marketplace. As a special one-off opportunity, the infamous outfit worn by Björk for her recent album tour will be on show for visitors to try on.

The featured design practices include: Anthea van Kopplen, Ess. Laboratory, FORMALLYKNOWNAS, MATERIALBYPRODUCT, Paula Dunlop, Project, Simon Cooper and S!X.

*How You Make It* invites people to experience the detail and complexity of fashion design, beyond the familiar and everyday realm of fashion retail. Join us at Object Gallery for this exciting interaction with Australian fashion.

*How you Make It* is a collaborative project between Craft Victoria and Object Gallery, funded by NETS Victoria’s Exhibition Development Fund and Object’s National Exhibition Strategy, a program supported by the Australia Council.

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THE VISUAL ARTS AND CRAFT STRATEGY

