

PRESS RELEASE

**THE SEDUCTION OF FAMOUS ITALIAN DESIGNERS
ELEGANZA – ITALIAN FASHION FROM 1945 TO TODAY
HAS ATTRACTED THE RECORD NUMBER OF 85 000 VISITORS
TO THE McCORD MUSEUM**

Montreal, September 26, 2016 – Organized by the Victoria and Albert Museum of London and presented by Holt Renfrew, the exhibition ***Eleganza: Italian Fashion From 1945 to Today*** closed yesterday. An exclusive Canadian venue, it has attracted 85 000 visitors, which places it as the first top ranking exhibit presented by the McCord Museum. ***Eleganza*** had already attracted 300,000 visitors in London and in the United States. Both the public and media praised the exhibition and the McCord Museum was happy to give people the opportunity to discover up close these creations by celebrated designers. With this event, the McCord Museum has established itself as the fashion museum of Montreal.

After the presentation, in 2015 of ***Horst: Photographer of Style***, this is second collaboration between the McCord Museum and the prestigious Victoria and Albert Museum, which owns, among its vast array of collections, the largest collection of clothes dating from the 16th to the 20th centuries in Great Britain. The McCord Museum owns what is considered the leading collection of Canadian dress and the second most important collection of costume in Canada. Its Costume and Textiles collection has grown since 1957 and contains, among other pieces, about 18,900 items of dress and accessories, with several key pieces created by some of Montreal's greatest 20th-century designers, as well as prominent Canadian and European *grands couturiers*. Such a collection reinforces the important place of Montreal in the fashion industry in Canada.

About the Victoria and Albert Museum, London

The V&A is the world's leading museum of art and design, with collections unrivaled in their scope and diversity. It was established to make works of art available to all and to inspire British designers and manufacturers. Today, the V&A's collections, which span over 2,000 years of human creativity in virtually every medium and from many parts of the world, continue to intrigue, inspire and inform.

About the McCord Museum

The McCord Museum is dedicated to the preservation, study and appreciation of Montreal's history, as recounted by its people, artists and communities living in the city's past and present. The McCord Museum is home to one of the largest historical collections in North America, consisting

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Poster of the exhibition
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of First Peoples objects, costumes and textiles, photographs, decorative and visual artworks, and textual archives, totalling more than 1,451,000 million artefacts. The McCord Museum produces exciting exhibitions that engage visitors from Montreal, Canada, and beyond by offering them a contemporary look at the world. The McCord Museum also offers educational and cultural activities, as well as innovative projects on the Internet. **McCord Museum: Our People, Our Stories.**

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Interviews possible with Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum and Cynthia Cooper, Head, Collections and Research and Curator, Costume and Textiles.

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PRESENTED BY
 HOLT RENFREW

