

PRESS RELEASE

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MCCORD MUSEUM MERGES WITH FASHION MUSEUM

Montreal, January 23, 2018 – The McCord Museum and the Fashion Museum have announced their merger, which was approved by their respective boards of directors in late December. With a shared mission to preserve and promote Quebec and Canadian costume and textiles, the two institutions have decided that joining forces will enable them to more effectively fulfil this role. As a result of this agreement, steps are being taken to quickly integrate the teams and collections and share expertise.

The Fashion Museum, which officially closed December 31, 2017, will thus become part of the McCord Stewart Museum. Its collection of over 7,000 garments, accessories and textiles will enrich that of the McCord Museum, which already comprises over 20,000 such objects. The online integration of the Fashion Museum's collection will be carried out gradually in the year 2018.

Two members of the Fashion Museum board of directors, Jean-Claude Poitras, fashion designer, multidisciplinary creator, and recipient of numerous awards and honours, and Véronique Morin, CIRC, a lawyer with the firm of Lavery, de Billy, will join the McCord Stewart Museum board. The McCord Museum is also welcoming the Fashion Museum staff. Finally, all Friends of the Fashion Museum are now automatically Members of the McCord Stewart Museum until the expiration of their membership.

"Known around the world as the home of the largest museum collection of Canadian fashion and costume, the McCord Museum has long focussed on fashion. This merger will not only expand our collection, it will boost our efforts to further raise the profile of Montreal and Quebec fashion designers and couturiers and position Montreal as a fashion city," noted Suzanne Sauvage, President and Chief Executive Officer of the McCord Stewart Museum.

"I believe it is important to consolidate our strengths to stimulate cooperation and collaboration with the goal of promoting the fashion industry as a whole, both locally and internationally. This merger with the McCord Museum will give us the best possible chance to accomplish things that were previously impossible," added Jean-Claude Poitras, the Fashion Museum chair of the board.

The Fashion Museum's collection

The Fashion Museum has a collection of over 7,000 garments, shoes, hats and other fashion accessories, functional and ornamental textile art, and contemporary art works. While the majority of these objects were made in Quebec, magnificent clothing and textiles from the cultural communities that make up modern-day Quebec have also been added in the past few years.

The McCord Museum Costume and Textiles collection

The McCord Museum Costume and Textiles collection comprises more than 20,000 garments and accessories made or worn in Canada over the past three centuries. It reflects all aspects of women's, men's and children's fashionable clothing of the 19th and early 20th centuries, including indoor and outdoor garments, underclothing, sports attire, and dress for special occasions like weddings and christenings. The collection also features a number of rare 18th-century garments and accessories. The many examples of mid-20th century high fashion by Montreal, Canadian and international designers and couturiers bear witness to the development of Canada's fashion and apparel industry. The collection includes outstanding historical



Dress, Michel Robichaud, 1967.
Gift of Marie-Claire Boucher Drapeau,
M2007.149.6 © McCord Museum



Dress, J.J. Milloy, 1887.
M2009.62.1.1-2 © McCord Museum



Dress
Around 1915
Donated by Ms. Martha Laurier
1982.31A © A.K.LAFHAMME

documentation and is an invaluable resource for researchers exploring the history of Canadian fashion and material culture relating to appearance.

About the Fashion Museum

After 34 years on Montreal's South Shore, in April 2013 the Fashion Museum moved to the Bonsecours Market in Old Montreal. As Quebec's sole museum dedicated to fashion and textile arts, the Fashion Museum aims to promote our rich clothing and textile heritage. The museum makes a point of exhibiting creations from Quebec alongside international artefacts, in order to highlight the artists and artisans who have driven, or who continue to drive, the thriving fashion scene in Quebec. The museum documents, preserves and showcases the history of fashion, a precious heritage for future generations.

About the McCord Museum

The McCord Museum is dedicated to the preservation, study and appreciation of Montreal's social history, both past and present, as well as its people, artists and communities. It is home to one of the largest historical collections in North America, consisting of First Peoples objects, costume and textiles, photographs, decorative and visual art, and textual archives, totalling more than 1.5 million artefacts. With its contemporary perspective on history, the McCord Museum produces exciting exhibitions that captivate visitors from Montreal, Canada and beyond. It 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 Stewart Museum, Jean-Claude Poitras, Fashion Museum chair of the board, and Cynthia Cooper, Head, Collections and Research, and Curator, Costume and Textiles.

Photographs available at <http://ow.ly/vlvt30hSMUg>

Source and information:

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