

# PRESS RELEASE

DRESS, FASHION AND TEXTILES



## LAST CHANCE TO SEE THE WORK OF JEAN-CLAUDE POITRAS AT THE McCORD MUSEUM

**Montreal, July 22, 2020** – The McCord Museum exhibition *Jean-Claude Poitras: Fashion and Inspiration* is closing on August 2. Now is the perfect time to discover or rediscover the work of this celebrated Quebec designer. Organized jointly with the Musée de la civilisation, the exhibition is an opportunity to explore the designer’s unique world and his sources of inspiration.

Jean-Claude Poitras has created collections with a sensibility that he readily attributes to significant life experiences. His childhood memories, the glamour of the movies and his muses, not to mention his many travels, have always nourished his creativity. *Jean-Claude Poitras: Fashion and Inspiration* offers visitors a chance to meet the man behind the creator, who has dedicated his career to fashion over three decades, from the 1970s through to the 2000s.

Articles of clothing, accessories, sketches, photographs, personal objects, love letters, advertising and fashion show materials make up the 130 artefacts drawn from the collections of the McCord Museum and the Musée de la civilisation, and acquired from Poitras between 2001 and 2017, since October 2019.

### Quotes

“Jean-Claude Poitras is one of Quebec’s most celebrated and admired contemporary fashion designers. His creations have left an invaluable legacy in our collective imagination and inspired several generations of designers. As the history of fashion is a fundamental part of the McCord Museum’s mission, it was entirely fitting for us to pay tribute to this great man, who is one of our own, appreciated not just for his talent, but also for his personality.” - **Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum.**

“For over 30 years, Jean-Claude Poitras has influenced Quebec fashion through his signature designs, exceptional knowhow and intuitive, very sensitive, artistic approach. For him, fashion is an art form that is part of our lives and reflects who we are. It was therefore only natural that the two museums that hold in their collections a large part of his outstanding work should come together to present, in both Quebec City and Montreal, a showcase of his most beautiful creations.” - **Stéphan La Roche, President and Executive Director of the Musée de la civilisation.**

“The year 2019 was a pivotal moment for me: first, because I’m moving into a new decade of my life, but also because this exhibition gave me an opportunity to assess my 30-year career as a fashion designer. I remember while I live. With hindsight, I now realize how little Quebec fashion was known a few years ago and how much progress we have made since then. I am very proud to have left my mark on this marvellous time for Quebec and to have dressed so many women and men with the passion that still drives me today.” - **Jean-Claude Poitras**

View some images from the exhibition in addition to hearing reactions from fashion industry insiders, public figures and the public.



### COVID-19: our hygiene measures for a safe visit

The Museum adheres to strict hygiene measures to ensure visitors have a worry-free experience that doesn't compromise their health. It is strongly recommended to book visits to the Museum by purchasing tickets online.

For more information, please visit [www.musee-mccord.qc.ca/en/safety-measures](http://www.musee-mccord.qc.ca/en/safety-measures).

### McCord Museum, a museum of fashion

The McCord Museum holds the largest collection of Canadian garments and accessories. Its Dress, Fashion and Textiles collection consists of over 20,000 items made or worn in Canada over the past three centuries. The custodian of many examples of mid-20th-century high fashion by Montreal, Canadian and international designers and couturiers, the McCord preserves the heritage of the development of Montreal's apparel industry and retail clothing sector.

In the fall of 2019, the McCord Museum launched EncycloFashionQC, a unique online reference tool providing access to over 500 entries documenting who's who in the Quebec fashion industry, from the 19th century to today.

### About the McCord Museum

The McCord Museum is the museum of all Montrealers, a social history museum that celebrates life in Montreal, both past and present—its history, its people, and its communities. Open to the city and the world, the Museum presents exciting exhibitions, educational programming and cultural activities that offer a contemporary perspective on history, engaging visitors from Montreal, Canada and beyond. It is home to over 1.5 million artefacts, comprising one of the largest historical collections in North America, organized into the following departments: Dress, Fashion and Textiles; Photography; Indigenous Cultures; Documentary Art; Material Culture and Archives.

The exhibition *Jean-Claude Poitras: Fashion and Inspiration* is a joint production of the Musée de la civilisation and the McCord Museum.

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Possibility of interviews with Jean-Claude Poitras, Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum, and Alexis Walker, Curatorial Assistant, Dress, Fashion and Textiles.

**PRESS KIT**

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The McCord Museum is grateful for the support of the Ministère de la Culture et des Communications du Québec, the Conseil des arts de Montréal, Accès Montréal, CAA, and its media partners: *La Presse*, *the Montreal Gazette*.



MUSÉE DE LA  
CIVILISATION  
Québec

This exhibition was organized jointly by the McCord Museum and the Musée de la civilisation.

LE  
ST SULPICE  
HÔTEL MONTRÉAL

BRADERIE  
MODE Québécoise

DRESS KILL

fugues



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DESIGN

LA  
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