SEATTLE STYLE FASHION/ FUNCTION

PRESENTED BY NORDSTROM

ON VIEW MAY 4 - OCT 14, 2019

PRESS PACKET





FOR IMMEDIATE RELEASE February 2019

Contact: Wendy Malloy Museum of History & Industry P.R. wendy.malloy@mohai.org (206) 324-1126 ext. 150

SEATTLE'S MUSEUM OF HISTORY & INDUSTRY (MOHAI) PRESENTS SEATTLE STYLE: FASHION/FUNCTION

Exceptional examination of Seattle fashion ranging from couture, to outdoor gear, to denim on view May 4-October 14, 2019



SEATTLE, WA – This spring Seattle's <u>Museum of History & Industry</u> (MOHAI) presents <u>Seattle Style: Fashion/Function</u>, featuring garments and accessories from the museum's collection and revealing captivating stories about the city's sartorial spirit.

Presented by Nordstrom, this exciting exhibit, on view at MOHAI May 4-October 14, 2019, highlights how elegance and practicality co-existed and converged in Seattle wardrobes, providing new insights into local clothing, ranging from couture to grunge aesthetics to outdoor gear. Alone, few of these ingredients are unique to Seattle. But, woven together, a distinct local story emerges. No single style defines this region. Instead, when we look at the clothing made and worn here, enduring themes emerge: influences of the weather, ambition, a casual nature, and a spirit of people forging a new path.

"I am delighted the Museum of History & Industry is presenting this stunning collection as we share a fascinating and influential period in Seattle fashion history." said Leonard Garfield, MOHAI's Executive Director.

Curated by Clara Berg, MOHAI's Collections Specialist for Costumes and Textiles, the exhibit explores the sensibility of Seattle fashion and its sense of beauty embodied in clothing. Bringing together rarely seen garments and accessories from the mid-1800s to today, the exhibit also includes three "Sewn in Seattle" videos and historical fashion show footage.

"Seattle has a rich history of clothing makers and style leaders," said Berg. "Outdoor gear, casualwear, grunge—are connected to key parts of our history and had a national and international impact. There are many stories of high fashion here as well—people who wore it, stores that imported it, and designers who made it. My hope is that after visiting the exhibit our guests walk away thinking "Wow! I had no idea!"

The exhibit is structured in a combination of thematic sections:





The first thematic section, *Nature and Place*, explores the influence of the natural surroundings. Dressing for the environment is a way of life in Seattle. Rain falls 150 days a year on average, and outdoor adventure always feels steps away. Water surrounds Seattle on the east and west. Snowcapped mountains are within sight of downtown, and green spaces can be found throughout the city. Here, people balance a city lifestyle with an outdoor one.

Seattle's clothing—items made or worn here—demonstrates the influence of the natural surroundings. From the hardiest of gear to an elegant evening coat, materials and designs show a combination of functional and stylish elements.

Seattle's passion for blending weather-tested pieces with visual impact continues with traditional materials, as well as new ones like waxed cotton, Gore-Tex, and vinyl.

The Gore-Tex jacket pictured above manufactured by Seattle-based company Mountain Safety Research (MSR) was one of the first to use Gore-Tex for recreational wear. Originally worn strictly for outdoor adventures, expensive high-tech gear like this jacket has found its way into daily city wear, becoming a Seattle status symbol.

The ensemble on the right was made by the Seattle Woolen Company, which began with a focus on menswear and water-repellant garments to appeal to "woodsmen, cannery workers, and fishermen." They soon expanded to include clothing for sport and recreation and began making more options for women. As it became increasingly acceptable for women to participate in sporting activities, local companies met the demand. In the 1940s, Seattle Woolen Company began advertising their line of "Terrain Tested Ski Clothing from Ski Country" for both men and women.





The second section is *Growth and Aspiration*. When Seattle was a frontier town—little more than wood structures and muddy streets—pioneer residents imagined its future as a sophisticated, global city. The first name for the settlement was even "New York Alki," *alki* meaning "by and by" or "in the future" in the local trade language of Chinook Jargon. Becoming a city has meant times of rapid growth and huge change—the two seem to have become part of Seattle's DNA.

Since its earliest days, Seattle has had a connection to fashion. As it started to grow into a bustling city, some Seattleites looked to fashion—the presence of and access to it—as a measure of cosmopolitan success. Especially in the first half of the 20th century, it was commonly understood that the most fashionable items came from afar. The 1937 peach gown pictured above was worn by Seattle socialite Guendolen Carkeek Plestcheeff and designed by couture designer Elsa Schiaparelli, with a studio in Paris. Plestcheeff made buying trips to stock her wardrobe and was frequently cited as one of the city's best dressed.

Thanks in part to giants like Microsoft and Amazon, the 21st-century tech boom is pushing Seattle's population to new limits. This kind of growth shapes the population and its needs, which in turn influence local stores and companies by drawing a population of talent, including programmer Fabienne Serrière. Serrière first experimented with knitting by hacking small consumer knitting machines. She launched Seattle company, KnitYak, which combines industrial knitting with inventive computer programming. Most beginner programmers learn the elementary cellular automata code, yet it outputs seemingly complex visual structures—as seen in this scarf pictured above. Each stitch acts like a screen pixel: black and white stitches represent binary 0s and 1s.





In the next section, *Northwest Casual* is considered. It is no secret that when it comes to style, Seattle leans casual. It started in the days when harsh frontier life led to loosened norms and has endured as a hallmark of a West Coast style of living. After the late 1960s, the idea that fashion is an indication of success started to fade and for some, fashion was frivolous. A local preference for the informal paved the way for Seattle's casualwear industry to thrive in the late 20th century. The city's industry has seen ups and downs, but a love of casual holds steady.

The definition of what clothes are considered acceptable for day-to-day wear changes over time. Like elsewhere on the West Coast, Seattle has been at the forefront of an increasingly casual style of American dress.

The hostess gown, seen above left, was a style popular from the 1930s through 1970s. Designed to be both casual and formal, the hostess gown acted as a sort of hybrid of an evening gown and lounging pajamas. Women would wear them when acting as party hostess in their own homes. Popular from the 1930s through the 1970s, hostess gowns needed to be both formal and relaxed—between an evening gown and lounging pajamas. They are often loose-fitting and brightly patterned.

As the demand for informal clothes grew in the mid-century, a distinct network of Seattle garment factories grew too. And later in the century, it was Seattle's turn to export some of the hottest trends of the day. Local brands boomed. But this later wave of companies made clothes exclusively overseas. Today, companies remain, though the presence of garment factories has noticeably faded. A good example is this image of a UNIONBAY Shortall piece. Named after Seattle's Union Bay on Lake Washington, UNIONBAY was part of a wave of casualwear companies that sprung up and thrived in the 1980s. It is now one of the city's longest-running jeans and casualwear companies.

Designs originally for sports or at-home wear have gradually become acceptable for other occasions. As MOHAI's collection shows, materials and cuts reflect intended use, but style is never forgotten.





The final section focuses on *Innovators and Rule Breakers*. Throughout Seattle's clothing history, people have recognized needs and created solutions for themselves and others. Some solutions have been inspired by technical needs, others by an artistic vision that counters the city's casual norms, and others by a creator's beliefs or identities. After all, what people wear can be key to their self-expression.

These garments combine all of Seattle's enduring clothing influences—natural surroundings, aspiration for something greater, and affinity for the informal—together with an innovative and rule-breaking spirit. In every case, they contribute to the variety and diversity found in Seattle's styles. This section includes designers with a glamorous vision that defies Seattle's informal attitude with gowns from Luly Yang, Mark Mitchell, and Howard Blair.

The exquisite 1959 gold gown and coat pictured above are made with over 50 yards of silk. Howard Blair designed for those who wanted to stand out. He created wedding gowns, evening attire, and pageant queen dresses. To ensure this ensemble grabbed attention—as if the obvious details would not—Blair attached small bells under the skirt.

Sometimes, groups or individuals have a belief or identity not represented in mainstream clothing styles and so create something that does. The resulting garments reveal and celebrate the creativity, ingenuity, and diversity of the individuals who make up the region.

There is no fashion moment more associated with Seattle than grunge. The plaid shirt pictured above left is a mainstay of the grunge style that emerged with the local alternative-rock subculture that started in the late 1980s and exploded nationally in the early 1990s. The look had ingredients of punk style, local workwear, gender-flexibility, and chilly weather practicality, all rolled together with an anti-establishment attitude. Thrift stores were the go-to place for the grunge look.

Thrift shopping saved money, but it was also a way to reject flashy 1980s mainstream fashion. Plaid flannels—the workwear of Pacific Northwest timber workers—and worn jeans were plentiful. To keep warm, long johns were added as a visible layer. Initially the style of losers and misfits, the grunge look ended up becoming the height of cool.

From outdoor adventurers keenly aware that the right clothing can be a lifeline to fashion devotees going great lengths to bring chic treasures back home, to those who want to change narratives around what we wear, Seattleites care deeply about fashion. Grunge may be the style most associated with Seattle, but its ingredients—utilitarian needs, casual dressing, and a nonconformist attitude—resonate in many Seattle clothing stories before and since.

Seattle Style: Fashion/Function exhibit is organized by Seattle's Museum of History & Industry (MOHAI) and presented by Nordstrom. The exhibit is accompanied by a companion book, Seattle Style: Fashion/Function. Edited by Berg, with a foreward by internationally known Seattle-based fashion designer Luly Yang, Seattle Style unveils the complex narrative of Seattle's vibrant clothing scene.

Additional generous support for *Seattle Style: Fashion/Function* has been provided by Laird Norton Wealth Management, Mike Repass, Eddie Bauer, ArtsFund and the Guendolen Carkeek Plestcheeff Endowment for the Decorative and Design Arts, 4Culture, and the MOHAI Exhibits Fund.

UPCOMING PROGRAMS AND EVENTS RELATED TO THE SEATTLE STYLE:

FASHION/FUNCTION EXHIBIT (Details are subject to change, and additional programs and events may be added).

Seattle Style: Fashion/Function Opening Day

Saturday, May 4, 10 am – 5 pm

Free for members; included with museum admission

Celebrate the opening of *Seattle Style: Fashion/Function* with a journey through Seattle's vibrant and complex history of clothing. Tour the exhibit and see artifacts ranging from couture to grunge aesthetics. Go behind the scenes and view rarely seen garments and accessories from the mid-1800s to today.

Seattle Style Docent-Led Tours

Weekday afternoons and Saturdays through Oct. 14

MOHAI, Walker Gallery

See MOHAI's website for group tour rates; reservations required

Dive deeper into the rich history of Seattle's clothing makers and style leaders in these intimate 30-minute docent-led tours on weekday afternoons and Saturdays through the run of MOHAI's *Seattle Style* exhibit.

Ethical Fashion: Rethinking the Future of an Industry

Wednesday, May 8, 7 pm

\$5 MOHAI Members/\$10 General Public

Much of the clothing available today is made unethically, worn briefly, and discarded in a landfill when trends change. How can we create fashionable clothing in a more ethical way while designing and developing eco-friendly, sustainable products? Join us for a panel conversation moderated by Sydney Mintle of Gossip & Glamour, featuring local innovators who are redesigning the future of fashion production.

Behind the Seams: High Fashion Favorites

Saturday, May 11, 11:00 am, 12:00 pm, and 2:00 pm

\$10 MOHAI Members/\$15 Students/\$25 General Public; includes museum admission Seattle Style: Fashion/Function features an exciting sample of glamourous garments from MOHAI's collection. Here's an opportunity to exhibit curator, Clara Berg, for sneak peek of her favorite hidden garments. While at MOHAI, shop local artists and fashion designers at the Mother's Day Pop Up event at the museum's MOHAI Mercantile. Enjoy mimosas and other treats while you shop. Special discount for MOHAI members!

INTRINSIC: Student Designer Fashion Show

Friday, May 17, 7 pm

\$10 MOHAI Members & Students/\$20 General Public

View the future of Seattle fashion in this interactive fashion presentation featuring Seattle Pacific University's MODE Fashion Group. Student designers and stylists present collections shaped by Seattle history developed in conversation with local fashion businesses and responding to the challenge of designing for a broadly inclusive audience. Meet the designers, view their collections, and learn about their design journeys.

(Re)Fashion: Clothing Repair Fair

Saturday, June 1, 11 am – 2 pm with Workshops at 11 am and 2 pm

Demonstration 11 am -2 pm; Workshop at 11 am and 2 pm

Demonstration Free for MOHAI Members (included with admission)

Workshop \$30 General Public/\$15 Members; includes museum admission

Refuse fast fashion and reclaim your clothes. Join our region's top clothing saviors to learn how to mend and restore cherished articles from your wardrobe. Drop-in to a mending demonstration, or purchase tickets to a hands-on repair workshop. Visit our website for more details about the creative visible mending techniques offered on this day.

Behind the Seams: Fashioning the Ideal Body

Saturday, June 22

11:00 am; 12:00 pm; 2:00 pm

\$10 MOHAI Members/\$15 Students/\$25 General Public; includes museum admission In every era, fashionable clothing is designed with an ideal body in mind. Join Seattle Style: Fashion/Function curator, Clara Berg, for a look at how these ever-shifting ideals were built into garments to shape the body and fool the eye. These intimate one-hour sessions allow viewers to discover garments in detail and hear the stories that make them special.

Cocktails & Clothing: Designing Sustainable Fashion

Wednesday, June 26, 7 pm

\$30 Members/\$50 General Public (21+ Over) Free cocktail included with ticket. For one night, MOHAI hosts local designers leading the new wave of sustainable fashion in this interactive evening of cocktails and creativity. Witness the unique design process of Janelle Abbott and try your hand at fun and funky upcycling with Malia Peoples. Discover a range of sustainable garments at pop-up shops by Zakiya Cita of The Chayah Movement and Prairie Underground. Remember the evening with a live sketch created by fashion illustrator Galina Adzhigirey.

Seattle Style Month

September 1-30

September is *Seattle Style* Month! Celebrate MOHAI's featured exhibit *Seattle Style:* Fashion/Function with a month-long, city-wide salute to Seattle's passion for fashion and culture. Unique fashion-inspired events and programs will take place across the city! Check MOHAI's website soon for details!

LOCATION, HOURS, AND ADMISSION

MOHAI is located at 860 Terry Ave. in Seattle. Exhibit gallery hours are 10 a.m. to 5 p.m. daily. Admission is free on first Thursdays to MOHAI's regular galleries and open until 8 p.m. Please check the <u>website</u> for admission prices. As part of the Museums For All program, low-income families can visit MOHAI for a minimal fee of \$2 per person with the presentation of an Electronic Benefits Transfer (EBT) card. For more information, call (206) 324-1126.

Image captions: Two-piece ball gown, house of Schiaparelli, Paris, maker, Ruth Schoenfeld Blethen Clayburgh, owner ca. 1951. © MOHAI Collection. Sidesaddle riding habit, Shogren, Portland, maker ca. 1907. © MOHAI Collection. Beige Boots, loan courtesy of Nordstrom Archives. Navy and White shoes, loan courtesy of Nordstrom Archives.

About MOHA

MOHAI is dedicated to enriching lives through preserving, sharing, and teaching the diverse history of Seattle, the Puget Sound region, and the nation. As the largest private heritage organization in the State of Washington; the museum engages communities through interactive exhibits, online resources, and award-winning public and youth education programs. For more information about MOHAI, please visit mohai.org, or call (206) 324-1126. Facebook: facebook.com/seattlehistory Twitter: @MOHAI.



FOR IMMEDIATE RELEASE APRIL 2019

Contact: Wendy Malloy Museum of History & Industry P.R.

wendy.malloy@mohai.org (206) 324-1126 ext. 150

RARELY-SEEN GARMENTS AND ACCESSORIES FROM SEATTLE'S MUSEUM OF HISTORY & INDUSTRY (MOHAI) ON VIEW AT THE SEATTLE STYLE: FASHION/FUNCTION EXHIBIT

Exceptional collection showcases the complex history of clothing in Seattle May 4-October 14, 2019







SEATTLE, WA – What Seattleites wear—past and present—reveals something captivating about the city. This and more will be unveiled in <u>Seattle Style: Fashion/Function</u>, a major new exhibit presented by Nordstrom, featuring garments and accessories from <u>Seattle's Museum of History & Industry's</u> (MOHAI) collection, on view May 4-October 14, 2019.

No single style defines this region. Instead, when we look at the clothing made and worn here, enduring themes emerge: influences of the weather, ambition, a casual nature, and a spirit of people forging a new path.

This exciting exhibit highlights how elegance and practicality co-existed and converged in Seattle wardrobes, providing new insights into local clothing, ranging from couture to grunge aesthetics. Alone, few of these ingredients are unique to Seattle. But, woven together, a distinct local story emerges.

"Our customers come from all parts of the community, and we have been in business for more than 118 years to help them feel good by expressing their personal style," said Adrienne Hixon, Nordstrom Downtown Seattle Store Manager. "We're thrilled to sponsor this exciting exhibition in our hometown, and to celebrate Seattle's rich fashion history."

Rarely-seen garments and accessories from MOHAI's collection uncover the complex history of clothing in Seattle, including its innovations, its influence and its connections to the broader fashion world, as well as the continuing impact of local stores, companies, and designers.

Curated by MOHAI's Collections Specialist for Costumes and Textiles Clara Berg, the exhibit explores the sensibility of Seattle fashion, bringing together men's and women's fashions from the mid-1800s to today.





"Seattle has a rich history of clothing makers and style leaders," said Berg. "Outdoor gear, casualwear, grunge—are connected to key parts of our history and had a national and international impact. There are many stories of high fashion in Seattle as well—people who wore it, stores that imported it, and designers who made it."

Organized into four main sections, *Seattle Style* surveys key influences on local clothing. **Nature and Place** explores the relationship with our environment and garments designed for outdoor adventures. **Growth and Aspiration** tells stories about how clothing options expanded as Seattle became increasingly metropolitan. **Northwest Casual** takes a deeper look at the city's affinity for casualwear and its leadership in the casual clothing industry. **Innovators and Rule Breakers** celebrates Seattle's rebellious and creative designers and style leaders.

The exhibit is accompanied by a companion book, *Seattle Style: Fashion/Function*. Edited by Berg, with a foreward by internationally known Seattle-based fashion designer Luly Yang, *Seattle Style* unveils the complex narrative of Seattle's vibrant clothing scene.

Additional generous support for *Seattle Style: Fashion/Function* has been provided by the City of Seattle Office of Arts & Culture, Laird Norton Wealth Management, Mike Repass, Eddie Bauer, ArtsFund and the Guendolen Carkeek Plestcheeff Endowment for the Decorative and Design Arts, 4Culture, and the MOHAI Exhibits Fund.

Up-to-date information about *Seattle Style: Fashion/Function* and related programming can be found in the MOHAI online calendar at mohai.org, on Facebook or by calling (206) 324-1126.

UPCOMING PROGRAMS AND EVENTS RELATED TO THE *SEATTLE STYLE: FASHION/FUNCTION* EXHIBIT (Details are subject to change, and additional programs and events may be added):

Seattle Style: Fashion/Function Opening Day

Saturday, May 4, 10 am - 5 pm

Free for members; included with museum admission

Celebrate the opening of *Seattle Style: Fashion/Function* with a journey through Seattle's vibrant and complex history of clothing. Tour the exhibit and see artifacts ranging from couture to grunge aesthetics. Go behind the scenes and view rarely seen garments and accessories from the mid-1800s to today.

Seattle Style Docent-Led Tours

Weekday afternoons and Saturdays through Oct. 14

MOHAI, Walker Gallery

See MOHAI's website for group tour rates; reservations required

Dive deeper into the rich history of Seattle's clothing makers and style leaders in these intimate 30-minute docent-led tours on weekday afternoons and Saturdays through the run of MOHAI's Seattle Style exhibit.

Ethical Fashion: Rethinking the Future of an Industry

Wednesday, May 8, 7 pm

\$5 MOHAI Members/\$10 General Public

Much of the clothing available today is made unethically, worn briefly, and discarded in a landfill when trends change. How can we create fashionable clothing in a more ethical way while designing and developing eco-friendly, sustainable products? Join us for a panel conversation moderated by Sydney Mintle of Gossip & Glamour, featuring local innovators who are redesigning the future of fashion production.

Behind the Seams: High Fashion Favorites

Saturday, May 11, 11:00 am, 12:00 pm, and 2:00 pm

\$10 MOHAI Members/\$15 Students/\$25 General Public; includes museum admission The special exhibit, Seattle Style: Fashion/Function features an exciting sample of glamourous garments from MOHAI's collection. Here's an opportunity to exhibit curator, Clara Berg, for sneak peek of her favorite hidden garments. While at MOHAI, shop local artists and fashion designers at the Mother's Day Pop Up event at the museum's MOHAI Mercantile. Enjoy mimosas and other treats while you shop. Special discount for MOHAI members!

INTRINSIC: Student Designer Fashion Show

Friday, May 17, 7 pm

\$10 MOHAI Members & Students/\$20 General Public

View the future of Seattle fashion in this interactive fashion presentation featuring Seattle Pacific University's MODE Fashion Group. Student designers and stylists present collections shaped by Seattle history developed in conversation with local fashion businesses and responding to the challenge of designing for a broadly inclusive audience. Meet the designers, view their collections, and learn about their design journeys.

(Re)Fashion: Clothing Repair Fair

Saturday, June 1, 11 am – 2 pm with Workshops at 11 am and 2 pm

Demonstration11 am - 2 pm; Workshop at 11 am and 2 pm

Demonstration Free for MOHAI Members (included with admission)

Workshop \$30 General Public/\$15 Members; includes museum admission

Refuse fast fashion and reclaim your clothes. Join our region's top clothing saviors to learn how to mend and restore cherished articles from your wardrobe. Drop-in to a mending demonstration, or purchase tickets to a hands-on repair workshop. Visit our website for more details about the creative visible mending techniques offered on this day.

Behind the Seams: Fashioning the Ideal Body

Saturday, June 22

11:00 am; 12:00 pm; 2:00 pm

\$10 MOHAI Members/\$15 Students/\$25 General Public; includes museum admission In every era, fashionable clothing is designed with an ideal body in mind. Join Seattle Style: Fashion/Function curator, Clara Berg, for a look at how these ever-shifting ideals were built into garments to shape the body and fool the eye. These intimate one-hour sessions allow viewers to discover garments in detail and hear the stories that make them special.

Cocktails & Clothing: Designing Sustainable Fashion

Wednesday, June 26, 7 pm

\$30 Members/\$50 General Public (21+ Over) Free cocktail included with ticket.

For one night, MOHAI hosts local designers leading the new wave of sustainable fashion in this interactive evening of cocktails and creativity. Witness the unique design process of Janelle Abbott and try your hand at fun and funky upcycling with Malia Peoples. Discover a range of sustainable garments at pop-up shops by Zakiya Cita of The Chayah Movement and Prairie Underground. Remember the evening with a live sketch created by fashion illustrator Galina Adzhigirey.

Seattle Style Month

September 1-30

September is *Seattle Style* Month! Celebrate MOHAI's featured exhibit *Seattle Style:* Fashion/Function with a month-long, city-wide salute to Seattle's passion for fashion and culture. Unique fashion-inspired events and programs will take place across the city! Check MOHAI's website soon for details!

LOCATION, HOURS, AND ADMISSION

MOHAI is located at 860 Terry Ave. in Seattle. Exhibit gallery hours are 10 a.m. to 5 p.m. daily. Admission is free on first Thursdays to MOHAI's regular galleries and open until 8 p.m. Please check the <u>website</u> for admission prices. As part of the Museums For AII program, low-income families can visit MOHAI for a minimal fee of \$2 per person with the presentation of an Electronic Benefits Transfer (EBT) card. For more information, call (206) 324-1126.

Image captions: Two-piece ball gown, house of Schiaparelli, Paris, maker, Ruth Schoenfeld Blethen Clayburgh, owner ca. 1951. © MOHAI Collection. Sidesaddle riding habit, Shogren, Portland, maker ca. 1907. © MOHAI Collection. Beige Boots, loan courtesy of Nordstrom Archives. Navy and White shoes, loan courtesy of Nordstrom Archives.

About MOHAL

MOHAI is dedicated to enriching lives through preserving, sharing, and teaching the diverse history of Seattle, the Puget Sound region, and the nation. As the largest private heritage organization in the State of Washington; the museum engages communities through interactive exhibits, online resources, and award-winning public and youth education programs. For more information about MOHAI, please visit mohai.org, or call (206) 324-1126. Facebook: facebook.com/seattlehistory Twitter: @MOHAI.



Seattle Style: Fashion/Function May 4– October 14, 2019

Upcoming Programming

SEATTLE STYLE FASHION/ FUNCTION

Seattle Style: Fashion/Function Opening Day

Saturday, May 4, 10 am - 5 pm

Free for members; included with museum admission

Celebrate the opening of *Seattle Style: Fashion/Function* with a journey through Seattle's vibrant and complex history of clothing. Tour the exhibit and see artifacts ranging from couture to grunge aesthetics. Go behind the scenes and view rarely seen garments and accessories from the mid-1800s to today.

Seattle Style: Fashion/Function Member Celebration

Friday, May 3 6:30-9 pm

Special event for MOHAI members

Celebrate the *Seattle Style: Fashion/Function* exhibit with fellow members and friends at this after-hours reception that kicks-off this very special exhibit. Not a member? Join today to RSVP! Membership at MOHAI guarantees year-round, unlimited access to riveting stories while preserving the artifacts and stories that shape Seattle history and innovation Learn more at MOHAI.org/join-and-support/#membership or call (206) 324-1126, ext. 194.

Ethical Fashion: Rethinking the Future of an Industry

Wednesday, May 8, 7 pm

\$5 MOHAI Members/\$10 General Public

Much of the clothing available today is made unethically, worn briefly, and discarded in a landfill when trends change. How can we create fashionable clothing in a more ethical way while designing and developing eco-friendly, sustainable products? Join us for a panel conversation moderated by Sydney Mintle of Gossip & Glamour, featuring local innovators who are redesigning the future of fashion production.

Behind the Seams: High Fashion Favorites

Saturday, May 11, 11:00 am, 12:00 pm, and 2:00 pm

\$10 MOHAI Members/\$15 Students/\$25 General Public Museum admission included The special exhibit, Seattle Style: Fashion/Function features an exciting sample of glamourous garments from MOHAI's collection, but there isn't enough room to display all the stunning items owned by the museum. Join exhibit curator, Clara Berg, for an intimate viewing of her favorite garments that didn't make it into the exhibit. In these one-hour presentations, viewers discover garments in detail and hear the stories that make them special. While at MOHAI, shop local artists and fashion designers at the Mother's Day Pop Up Event at the museum's MOHAI Mercantile. Enjoy mimosas and other treats while you shop. Special discount for MOHAI members!

INTRINSIC: Student Designer Fashion Show

Friday, May 17, 7 pm

\$10 MOHAI Members & Students/\$20 General Public

View the future of Seattle fashion in this interactive fashion presentation featuring Seattle Pacific University's MODE Fashion Group. Student designers and stylists present collections shaped by Seattle history developed in conversation with local fashion businesses and responding to the challenge of designing for a broadly inclusive audience. Meet the designers, view their collections, and learn about their design journeys.

(Re) Fashion: Clothing Repair Fair

Saturday, June 1,

Demonstration 11 am - 2 pm; Workshop at 11 am and 2 pm

Demonstration Free for MOHAI Members (included with admission)

Workshop \$30 General Public/\$15 Members, Museum Admission Included

Refuse fast fashion and reclaim your clothes. Join our region's top clothing saviors to learn how to mend and restore cherished articles from your wardrobe. Drop-in to a mending demonstration, or purchase tickets to a hands-on repair workshop. Visit our website for more details about the creative visible mending techniques offered on this day.

Behind the Seams: Fashioning the Ideal Body

Saturday, June 22

11:00 am; 12:00 pm; 2:00 pm

\$10 MOHAI Members/\$15 Students/\$25 General Public Museum admission included In every era, fashionable clothing is designed with an ideal body in mind. Join Seattle Style: Fashion/Function curator, Clara Berg, for a look at how these ever-shifting ideals were built into garments to shape the body and fool the eye. These intimate one-hour sessions allow viewers to discover garments in detail and hear the stories that make them special.

Cocktails & Clothing: Designing Sustainable Fashion

Wednesday, June 26, 7 pm

\$30 Members/\$50 General Public (21+ Over) Free cocktail included with ticket. For one night, MOHAI hosts local designers leading the new wave of sustainable fashion in this interactive evening of cocktails and creativity. Witness the unique design process of Janelle Abbott and try your hand at fun and funky upcycling with Malia Peoples. Discover a range of sustainable garments at pop-up shops by Zakiya Cita of The Chayah Movement and Prairie Underground. Remember the evening with a live sketch created by fashion illustrator Galina Adzhigirey.

Seattle Style Month

September 1-30

September is *Seattle Style* Month! Celebrate MOHAI's featured exhibit *Seattle Style:* Fashion/Function with a month-long, city-wide salute to Seattle's passion for fashion and culture. Unique fashion-inspired events and programs will take place across the city! Check MOHAI's website soon for details.



Seattle Style: Fashion/Function May 4-October 14, 2019

Community Advisory Committee

Patrick Angus, Marios

Colin Berg, Eddie Bauer

Jessica Burstein, University of Washington
Suk Chai, SCHAI/Mode Legion Design Group

Ron Chew

Jill Donnelly, Baby & Company

Brian Fisher, Filson

Red Godfrey, Nordstrom

Louie Gong and Serene Lawrence, Eighth Generation

Jeff Greenwell and Liz Wilson, Outdoor Research

Andrew Hoge, Seattle magazine

Linda Johnson, Community Volunteer

Shannon Kelly, Trendscaping

Melissa Kessenich & Kent Rogers, Butch Blum

Tanya Knannlein, School of Apparel Design & Development at Seattle Central

Davora M. Lindner, Prairie Underground

Sydney Mintle, Gossip & Glamour

Erin Moyer, Laird Norton Wealth Management

Carol Munro, MOHAI Board of Trustees

Hisako Nakaya, Emeritus Faculty, School of Apparel Design & Development at Seattle Central

Bradley O'Brien, Tommy Bahama

Steve Ritchey & Jacklyn Story, UNIONBAY

Deborah Ross, Pine Street Group

Detra Segar, Detra Segar Consulting

Krista Schreiber and Jill Price-Crawley, Washington State University - Apparel Merchandising, Design, & Textiles - Advisory Board

Raj & Akhil Shah, Shah Safari & International News

Judy Sourakli, Henry Art Gallery (retired)

Sable Talley, Stylishly Made

Amy Tipton, Sassafras

Deborah Vandermar, The Makers Coalition

DeCharlene Williams (deceased 2018)

Luly Yang, Luly Yang Couture



Contact: Wendy Malloy, PR Manager wendy.malloy@mohai.org, (206) 324-1126 ext. 150

Seattle Style press images



Workman kilt, 2016. Gift of Utilikilts, @MOHAI Collection.



Multicolored high heels, 1950s, Nordstrom, Seattle, retailer. Gift of Clara Berg @MOHAl Collection.



Evening gown and coat, 1959. Gift of Howard Blair ©MOHAI Collection.



Children's leather Mary Jane 1920S. Loan courtesy of Nordstrom Archives.



Canvas sport boot 1910s. Loan courtesy of Nordstrom Archives.



Heeled Boots, 1971, Wallin & Nordstrom, retailer. Gift of Mrs. Leona M. Bourke ©MOHAI Collection.



Hostess gown, 1971, John Doyle Bishop, retailer. Marilyn Domoto Webb, owner, Gift of Marilyn Domoto Webb ©MOHAI Collection.



Evening hat or fascinator, 1950s, Ethel Young, Seattle, maker. Gift of Louise Hoeschen-Goldberg © MOHAI Collection.



Wool ski ensemble, about 1948, Seattle Woolen Company, Seattle, maker. Gift of Frances Seeley (Byron L.) Nevilier. ©MOHAI Collection.



Quilted plaid flannel shirt, about 1991, Ryan Boudinot, owner. Gift of Ryan Boudinot @MOHAI Collection.



"I am a boy" shirt, 1986, International News, Seattle, maker. Gift of Shah Safari @MOHAI Collection.



Striped toque, about 1963, John Eaton, Seattle, maker.

Gift of Seattle Goodwill Industries © MOHAI Collection.



Cellular automata knit scarf, 2018, KnitYak, Seattle, maker. Gift of KnitYak ©MOHAI Collection.



Two-tone oxford, 1930s. Loan courtesy of Nordstrom Archives.



Silk evening gown, 1937, Schiaparelli, Paris, maker. Guendolen Carkeek Plestcheeff, owner. Gift of Mrs. Theodore (Guendolen) Plestcheeff ©MOHAI Collection.



Two-piece ball gown, 1951, house of Schiaparelli, Paris, maker, Ruth Schoenfeld Blethen Clayburgh, owner ©MOHAI Collection.



Early Gore-Tex hooded rain jacket, about 1976 Mountain Safety Research (MSR), Seattle, maker. Gift of Mary Ann Dobratz. © MOHAI Collection.



Sidesaddle riding habit, 1907, Shogren, Portland, maker. ©MOHAI Collection.



Heavy canvas poncho, about 1910, Dr. Belle A. Stevens, owner. Gift of Miss Della J. Patch. ©MOHAI Collection.



UNIONBAY, Seattle, maker, 1994. Gift of UNIONBAY (Seattle Pacific Industries). @MOHAI Collection.



Black and White Rose Hat, 1995, Wayne Wichern, maker, Gift of Louise Hoeschen-Goldberg, ©MOHAI Collection.



Hiking outfit, 1920s, gift of Mrs. Trevett Green ©MOHAI Collection



Evening gown with taffeta bow, about 1955, Irene, Los Angeles, maker Frederick & Nelson, retailer. Gift of Mrs. C. Winkler ©MOHAI Collection.



Satin pumps with rhinestone heels, about 1968. Gift of Olive Smith @MOHAI Collection.



Evening gown with lace bodice, 2010. Tadashi Shoji, New York, maker. Nordstrom, retailer. Gift of Jean Chamberlin ©MOHAI Collection.



Batik print jacket with pants, tie, shirt and cufflinks, about 1967. Gift of John Doyle Bishop @MOHAI Collection.



One-piece ski suit, 1980s. Roffe Inc., Seattle maker. @MOHAI Collection.



EXHIBIT CREDIT

Seattle Style: Fashion/Function

May 4 – October 14, 2019

Seattle Style: Fashion/Function exhibit is organized by MOHAI and presented by Nordstrom.

Additional generous support for *Seattle Style: Fashion/Function* has been provided by the City of Seattle Office of Arts & Culture, Laird Norton Wealth Management, Mike Repass, Eddie Bauer, ArtsFund and the Guendolen Carkeek Plestcheeff Endowment for the Decorative and Design Arts, 4Culture, and the MOHAI Exhibits Fund.

Presented by:

NORDSTROM















Media Sponsors:







Promotional Sponsors:







2019-2020 EXHIBIT CALENDAR

The following exhibit information is subject to change. Prior to publication, please confirm dates, titles and other information with the Museum of History & Industry (MOHAI) Public Relations office at wendy.malloy@mohai.org, (206) 324-1125, ext. 150.

UPCOMING EXHIBITS



Seattle Style: Fashion/Function May 4, 2019 – October 14, 2019

What Seattleites wear—past and present—reveals something captivating about the city. This and more will be unveiled in <u>Seattle Style: Fashion/Function</u>, a major new exhibit presented by Nordstrom, featuring garments and accessories from <u>Seattle's Museum of History & Industry's</u> (MOHAI) collection, on view May 4-October 14, 2019.

No single style defines this region. Instead, when we look at the clothing made and worn here, enduring themes emerge: influences of the weather, ambition, a casual nature, and a spirit of people forging a new path.

This exciting exhibit highlights how elegance and practicality co-existed and converged in Seattle wardrobes, providing new insights into local clothing, ranging from couture to grunge aesthetics. Alone, few of these ingredients are unique to Seattle. But, woven together, a distinct local story emerges.

Rarely-seen garments and accessories from MOHAI's collection uncover the complex history of clothing in Seattle, including its innovations, its influence and its connections to the broader fashion world, as well as the continuing impact of local stores, companies, and designers.

Curated by MOHAI's Collections Specialist for Costumes and Textiles Clara Berg, the exhibit explores the sensibility of Seattle fashion, bringing together men's and women's fashions from the mid-1800s to today.



Beyond Bollywood: Indian Americans Shape the Nation November 2, 2019 – January 26, 2020

<u>Beyond Bollywood: Indian Americans Shape the Nation</u> explores the Indian American experience and the community's vital political, professional, and cultural contributions to American life and history. From the builders of some of America's earliest railroads and farms, to Civil Rights pioneers to digital technology entrepreneurs, Indian Americans have long been an inextricable part of American life.

The exhibit explores the heritage, daily experience, and diverse contributions of Indian immigrants and their descendants in the United States. In particular, visitors explore the diversity of the Indian American community in the Pacific Northwest, key moments in this region's and the community's shared history, and stories of Pacific Northwest Indian American pioneers and their struggles and successes in building community. MOHAI is working closely with Amy Bhatt, co-author of *Roots and Reflections: South Asians in the Pacific Northwest* to curate a local story that explores this region's diverse Indian American community past and present, its contributions to a spectrum of working industries from tech to agriculture; arts and cultural contributions; and figures who have made notable impacts in politics and civic issues.

Weaving together stories of individual achievement and collective struggle, *Beyond Bollywood* uses photography, artifacts, and audio stories to tell a uniquely American story, while conveying the texture, vibrancy, and vitality of Indian American communities. *Beyond Bollywood: Indian Americans Shape the Nation* was created by the Smithsonian Asian Pacific American Center and the Smithsonian Institution Traveling Exhibition Service. The exhibit is presented in Seattle by MOHAI.

ONGOING EXHIBITS:



Bezos Center for Innovation

Generously supported by Jeff and MacKenzie Bezos, this is the place to discover the past and future of creativity and invention in our region. What does innovation look like? Who innovates, where does it happen, and how do great ideas evolve? To find out more, tackle a challenge in the Idea Lab, discover a Seattle-made invention in the Patent Tree, and check out cutting-edge concepts in What's Next. Through lectures, special programs and changing displays, Seattle innovators share their latest projects and invite visitors to take a look at the future as it unfolds.



Maritime Seattle

Continuing MOHAI's 50+ year partnership with the Puget Sound Maritime Historical Society (PSMHS), *Maritime Seattle* celebrates Seattle's long relationship with water, and illustrates how maritime and industrial activities have ultimately shaped what the city has become.



True Northwest: The Seattle Journey

By sharing stories from our past, MOHAI helps make sense of the present, and ultimately inspires decisions that help lead to a better future. *True Northwest: The Seattle Journey* explores some of the trials and tribulations of Seattle on its long and bumpy journey from wilderness to world city. Visitors stroll through 25 different "snapshots" of the city through the years, each with a unique display of artifacts, images, and multimedia.