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The Textile Museum of Sweden
Textile Fashion Center
Skaraborgsvägen 3A
Borås Sweden

Body Beautiful: A new fashion exhibition at the Textile Museum of Sweden

Exhibition date: February 8 - May 10, 2020

Parallel to the *Gianni Versace Retrospective* exhibition, the Textile Museum of Sweden will show another international fashion exhibition. *Body Beautiful – Diversity on the Catwalk*, created by the National Museums Scotland, tells the story of a fashion industry undergoing change, where old norms and narrow body ideals have evolved to increasingly reflect an embracing of diversity. Meet some of the fashion designers, stylists, photographers, and influencers who are paving the way for a more inclusive fashion.

Body Beautiful celebrates the positive examples of designers, fashion reviews, and the catwalk, where traditional ideals are challenged. The exhibition focuses on five themes: size, gender, age, disability, and ethnicity. In addition to garments by famous designers such as **Max Mara, Dries Van Noten, Vivienne Westwood, and Ashish**, fashion magazines, photographs by the legendary **fashion photographer Chris Moore**, and filmed interviews will be shown. Designers, influencers, models, stylists, photographers, and editors all share their experiences of the fashion industry's move towards a more inclusive approach.

“Showing fashion exhibitions is not entirely unproblematic, and it is important for us as a textile museum to present perspectives on fashion and facilitate reflection. *Body Beautiful* will be a breath of fresh air, and an out-of-the-ordinary fashion exhibition. It will both question the fashion industry, and inspire those within it to create a more inclusive atmosphere. It is especially enjoyable to be able to show this exhibition in Borås, which is an influential city in relation to fashion in Sweden”, Director of the museum Ulrika Kullenberg says.

The exhibition was created by the National Museums Scotland in Edinburgh, and contains over twenty outfits from the 1980s to today. These come from both the museum's own collections and private owners. *Body Beautiful* is the National Museums Scotland's first exhibition to undertake an international tour, on which the Textile Museum of Sweden is the first stop.

“This exhibition celebrates all the inspiring people who question and change the fashion industry. At the same time, it is a reminder that there is still much work to do. We hope that this exhibition will stimulate discussion and reflection regarding the ideals of fashion, and its influence on all of us”, exhibition producer Eva Blomqvist says.

Welcome to the press preview February 6 at 1 pm at the Textile Museum of Sweden.