

MEDIA RELEASE

MAAS CENTRE FOR FASHION TO HOST INAUGURAL BALL

The Museum of Applied Arts and Sciences (MAAS) today announced the inaugural **MAAS Centre for Fashion Ball**, to take place on 1 February 2018. The MAAS Ball will be a celebration of the Australian fashion industry and will prelude the two MAAS fashion exhibitions for 2018: **Reigning Men: Fashion in Menswear 1715 – 2017** and **Akira Unsaid**.

The MAAS Ball will be presented in partnership with **NET-A-PORTER** and **MR PORTER** and will be co-hosted by MAAS Director and CEO Dolla Merrillees, together with **Edwina McCann** and **Kellie Hush**, Co-Chairs of the **Australian Fashion Chamber**. The MAAS Ball will fundraise for the **Australian Fashion Fund**, a Centre for Fashion initiative that will secure acquisitions of Australian fashion to strengthen the Museum's collection for future generations and support the sector via knowledge exchange between the best international talent and the Australian sector.

MAAS Director and CEO Dolla Merrillees said "The MAAS Ball brings together the Australian industry to celebrate the ingenuity, vibrancy and legacy of the sector. Fashion in Australia has never been so visible and applauded, from exhibitions celebrating its significance to politicians embracing it as a form of diplomacy. While many events and institutions focus on international designers our focus is on championing and supporting the Australian fashion industry in an international context and through our collection of fashion, arguably the best in the country. We are taking this opportunity to consider the role of the Centre for Fashion in producing and preserving Australian fashion for generations to come," said Ms Merrillees.

NET-A-PORTER and MR PORTER President Alison Loehnis said "Australia has long been a very important market to us which is testament to the deep and abiding passion that Australians have for fashion. We admire the genuine creativity, energy and dedication of Australia in the global fashion community and we are proud to be partnering with MAAS on the Centre for Fashion Ball, supporting the education, preservation and promotion of contemporary fashion while looking towards the future of our industry."

The Centre for Fashion also plays a vital role in bringing to Australia outstanding examples of fashion and craftsmanship from around the world.

Reigning Men: Fashion in Menswear 1715 – 2015, an exhibition from the Los Angeles County Museum of Art (LACMA), features some of the world's most iconic menswear designers and will open exclusively in Australia at the Powerhouse Museum, Sydney from 12 May – 14 October 2018.

Akira Unsaid celebrates Akira Isogawa's unique design process over 25 years in fashion, from his formative years in Kyoto through his journey to Sydney and will open exclusively in Australia at the Powerhouse Museum from 8 December 2018 – 4 May 2019.

In addition to NET A PORTER and MR PORTER, The MAAS Ball is generously supported by time partner IWC Schaffhausen, Bentley Sydney, Bird in Hand and Moët & Chandon.

Event: MAAS Centre for Fashion Ball
Dates: 1 February 2018
Tickets: on sale Monday 16 October, \$1,000 per person
Address: Powerhouse Museum, 500 Harris Street, Ultimo
Website: <https://maas.museum/event/maas-ball/>
Images: https://www.dropbox.com/sh/71rk8dk4vuti2w7/AACSA8MuIWQ_WdNT_nKbloCa?dl=0

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About the Museum of Arts and Applied Sciences. Powerhouse Museum, alongside Sydney Observatory and Museums Discovery Centre, is part of the Museum of Applied Arts and Sciences (MAAS), Australia's contemporary museum for excellence and innovation in applied arts and sciences. MAAS has a vast and diverse collection of over 500,000 objects.

About The Centre for Fashion. The MAAS Centre for Fashion is Australia's first public centre for fashion excellence, giving unrivalled access to arguably the largest public fashion collection in Australia. Working closely with local, national and international designers, and industry and tertiary partners the initiative will foster creative excellence, scholarly inquiry and public curiosity through exhibitions, interactive events, fellowships, designer residences, publications, acquisitions, programs and research.

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