

Press Release

**“THE GOLDEN TWENTIES” EXHIBITION WILL OPEN AT THE FASHION MUSEUM**

**26 April at 14.00 Press event (with previous registration)**

**27 April at 18.30 Opening (Invitations only)**

**28 April exhibition is open for visitors**

**The new exhibition entitled “The Golden 1920’s” will open on 28 April 2018 in the Fashion Museum, 24 Grecinieku Street Riga. The exhibition will be devoted to the dazzling 1920’s. This is the time described in “The Great Gatsby” novel. The centre of attention of the exhibition will be shoes in Art Deco style complimented by trademark bright clothes of the 20’s – slim dresses embroidered with beads and rhinestones.**

THE EXHIBITION:

The 20’s – the childhood of the 20th century; a glittering, miraculous time when it became clear what the new century would look like. Jazzmen, dancers, flapper girls, movie stars, writers, artists – all of them were captivated and seduced by this newly-acquired freedom. The icon and celebrity of this time was the American writer Francis Scott Fitzgerald; he masterfully and ironically portrayed the turbulent lifestyle of this decade in his novel “The Great Gatsby”: “I like big parties. Everything happens there in an intimate manner. You can never feel solitary at small parties.”

The insatiable desire to enjoy life, have fun and dress in a dazzling style was largely due to the enormous changes and shocks caused by the World War I. While Europe was still licking its wounds, America came to the forefront as a world power – a country of skyscrapers, an enormous amount of money and a vast variety of consumer and hedonistic lifestyles; a country which believed in inexhaustible possibilities for enterprising people. Rich Americans provided work for Parisian jewellers and designers of clothes of high fashion. Despite the era of prohibition, they still drank cocktails, whisky and champagne in indecent quantities and danced throughout the night. The belief in a bright future and the advance of technology, the ever-increasing pace of life, large-scale construction, avant-garde art – all of this broke into the daily life of large cities along with sounds of jazz music and car horns. It also embraced women with freedom they had never had before. Significantly, the women of the USA received the right to vote in exactly 1920.

This sparkling period reflected itself in art and fashion in the elegant, though relatively short-lived, Art Deco style – one of the most beautiful pages in the history of 20th century design. The most characteristic silhouette of the 1920’s was straight with a lowered waist; however, the costumes of the first half of the decade were still quite conservative, but in the second half of the 1920t’s skirts rapidly became shorter and occasionally exposing the knees. So now legs stepped into the spotlight. Consequently, shoe design developed rapidly. The design of the shoes of the 1920’s offered a dazzling variety of colours, shapes, materials and decorations, including heels with rhinestones reminiscent of sophisticated art. The Charleston and other popular jazz dances raised serious demands on the durability and functionality of shoes: shoes had not only to be wonderful to look at they had to be comfortable to wear. Consequently, the design of shoe was often complicated – a typical feature of the shoes of the 1920’s was the variety of straps.

THE COLLECTION:

The unique exhibits at the exhibition include items from the collection of Nazim Mustafayev, a passionate shoe collector and experienced organiser of exhibitions. This exhibition will be the premiere of his collection in Europe. Visitors to the exhibition will be able to see the wonderful costumes and shoes that have been exhibited at the Hermitage in Saint Petersburg. The collection has thousands of pairs of shoes with accompanying accessories as well as a variety of wonderful costumes – real masterpieces of sewing and embroidery. Alexandre Vassiliev, who is a passionate collector himself, has repeatedly encouraged Nazim Mustafaev to take part in his exhibitions.

Nazim Mustafaev has revealed that he likes the fashion of the 1920’s more than any other period. “A collector is a human, someone who has his own favourite colours, periods and designs. My weakness is the 1920’s – a period of ostentatious, dazzling richness which is reflected in both shoes and clothing. I am very interested in the style of the 1920s – beaded dresses and elegant shoes.”

Nazim Mustafayev also emphasises that: “Collecting brings joy not only because you can find things related to your own area of interest. You can also get unsurpassed satisfaction from learning something new”.

The exhibition will be open at the Fashion Museum for six months, from the end of April to the end of October 2018. Exhibits from the unique collection of Nazim Mustafayev will be supplemented by unique video and audio materials as well as photographs and posters. The exhibition will also feature lectures and masterclasses to help visitors learn more about the 1920’s, the fashion of this decade, its design, lifestyles and personalities. The tradition of the previous exhibition – the opportunity for visitors to try on clothes related to the period of the exhibition – will be maintained.

The Fashion Museum in Riga (24 Grecinieku Street) was opened in 2016 in collaboration with the Alexandre Vassiliev Foundation. It is a private museum created and managed by the architect Natalja Muzychkina. Its thematic exhibitions and the small permanent exhibition enable visitors not only to see clothes and accessories, but also to experience the atmosphere of the past as well as being able to participate interactively in the world of fashion. Both adults and children can live and learn from the experience. This is the fourth exhibition created by the Fashion Museum. The other exhibitions organised by the Fashion Museum were “The Elegance of the 1930’s”, “The Secrets of the East. Western Fashion and China” and “DIOR”. It is still possible to visit the “DIOR” exhibition until 15 April; the exhibition is devoted to the history of the famous and influential fashion house of the great designer.

**The Fashion Museum**

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