



FASHION IN MOTION: MINJUKIM

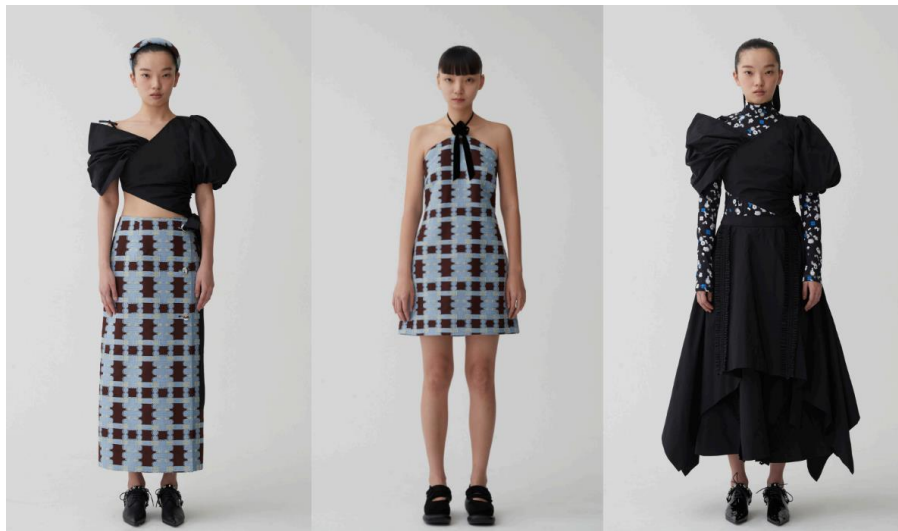
Supported by the Ministry of Culture, Sports and Tourism - Republic of Korea

Friday 21 April, 13:00, 15:00, 17:00 & 20:00

Free tickets available 5th April 10am at vam.ac.uk/articles/fashion-in-motion-minju-kim

@V_and_A / #FashionInMotion

vam.ac.uk



Seoul based designer Minju Kim will be the next featured designer in the V&A's Fashion in Motion series. Held in the V&A's Raphael Court on the 21 April, the four free fashion shows will showcase looks from her SS22 and FW22 collections. Free tickets will be available on 5th April at 10am on the V&A website.

Born in Seoul and a student at the Royal Academy of Fine Arts in Antwerp, Minju Kim launched her namesake brand in 2015 after winning the H&M Design Award. Kim was also a semi-finalist in the LVMH Prize for Young Fashion Designers, and became the first inaugural winner of Netflix's Next in Fashion programme.

Minju Kim has become known for her signature style, which combines a youthful playfulness and avant-garde haute couture. Her imaginative collections combine bold silhouettes with feminine characteristics and an overarching element of joyfulness.

Minju Kim's presentation for Fashion in Motion draws inspiration from the Korean folk tale of Bari, a goddess known for her beauty and grace. The SS22 and FW22 collections feature intricate patterns and silhouettes that capture the essence of Korean tradition while incorporating modern design elements. The presentation highlights the fine lines and organic shapes found in nature, expressed through Minju Kim's unconventional and innovative design approach.

Minju Kim said: *“As a designer, I'm absolutely thrilled for the upcoming V&A Fashion Show as it presents a rare and precious opportunity to showcase the one-of-a-kind charm that MINJUKIM embodies. While one Fashion in Motion presentation may not be able to fully capture the essence of our brand, I'm excited at the prospect of spreading its unique allure right in the heart of the fashion world. This show promises to be a truly invaluable experience for MINJUKIM and I can hardly wait to see our brand come alive on the runway.”*

Oriole Cullen, V&A Senior Curator Exhibitions said: *“It is an exciting moment for the V&A to have the opportunity to showcase the work of Minju Kim, one of Seoul’s leading fashion designers. Her imaginative collections and beautiful prints exemplify a modern femininity which we are delighted to share with our audiences.”*

Admission to Fashion in Motion: MINJUKIM is FREE. Tickets are limited so advance booking is essential. Free tickets will be available on 5th April at 10am at vam.ac.uk/articles/fashion-in-motion-minju-kim

- ENDS -

For further PRESS information about Fashion in Motion: MINJUKIM, please contact Callum Walker on c.walker@vam.ac.uk / +44 (0)20 7942 2502 (not for publication). A selection of press images is available to download free of charge from pressimages.vam.ac.uk

Social Media

Twitter: @V_and_A

Instagram: @vamuseum

Facebook: @VictoriaandAlbertMuseum

TikTok: @vamuseum

About Fashion in Motion

For over 20 years the V&A’s Fashion in Motion series has brought free-to-attend catwalk shows to the public, enabling anyone to take a seat on the front row. The only fashion series of its kind, it allows people to experience a professional fashion event in the truly unique setting of the museum. Previous designers featured in the series include Alexander McQueen, Ashish, Christian Lacroix, Christopher Raeburn, Erdem, Gareth Pugh, Giles Deacon, Grace Wales Bonner, Harris Reed, Holly Fulton, Jean Paul Gaultier, Jenny Packham, Kansai Yamamoto, Yohji Yamamoto, Kenzo, Ma Ke, Missoni, Molly Goddard, Roksanda Ilincic, Thebe Magugu and Vivienne Westwood, among other global names in fashion.

Fashion at the V&A

The V&A’s fashion collection is designated as the UK’s National Collection and is one of the largest and most comprehensive collections of dress in the world. Many of the pieces in the V&A’s fashion collection are unique to the V&A and most of the iconic looks of the last four centuries are represented. The collections have been a source of inspiration for numerous fashion designers from Zandra Rhodes to the late Alexander McQueen, as well as students and researchers.

About Ministry of Culture, Sports and Tourism - Republic of Korea

The Ministry of Culture, Sports and Tourism (MCST) develops and implements a wide range of

policies to promote culture, arts, sports, tourism and religion so as to provide cultural opportunities both to Korea and the world. Situated under MCST, the Korean Culture and Information Service (KOCIS) operates 33 cultural centres around the globe in 28 countries. Their goal is to further enhance Korea's national brand through the promotion of Korean heritage, the arts and creative industries. Based just off London's Trafalgar Square, the Korean Cultural Centre UK has operated in the capital since 2008.

Ministry of Culture, Sports and Tourism: www.mcst.go.kr/english

Korean Culture and Information Service: www.kocis.go.kr/eng

Korean Cultural Centre UK: www.kccuk.org.uk

Fashion in Motion: Minju Kim is supported by:



With additional support from LG H&H