

APPAREL AND ACCESSORIES

## Loewe costumes conceptual character for Tate commission

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*Loewe designed costumes for the Tate Britain Commission: Anthea Hamilton "The Squash" at Tate Britain March 22 to Oct. 7, 2018. Image courtesy of Tate, photo by Seraphina Neville*

By STAFF REPORTS

LVMH-owned house Loewe is becoming part of performance art by fashioning pumpkin-inspired costumes for a new installation.

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For artist Anthea Hamilton's "The Squash" at the Tate Britain gallery, Loewe's creative director Jonathan Anderson created seven costumes inspired by gourds. The fields of art and fashion often collide, leading to collaborations that blend their respective creativity and craft.

### Performance piece

The Squash was created for the Tate British Commission. The annual project invites contemporary artists to create works for its Duveen Galleries.

Combining performance art and sculpture, the piece centers on a single character.

For the installation, more than 7,000 white tiles were laid throughout the galleries to transform the space, creating pedestals.

Ms. Hamilton chose pieces from the Tate's collection to showcase. Chosen for their organic qualities, these artworks are presented amid the stark tiled backdrop.

The Squash was inspired by writer Antonin Artaud's idea of a "physical knowledge of images." Through the installation, Ms. Hamilton intends to invite the performers to explore their own bodily response to images.



*Loewe for Tate Britain Commission: Anthea Hamilton "The Squash" at Tate Britain March 22 to Oct. 7, 2018. Image courtesy of Tate, photo by Seraphina Neville*

Throughout the piece's run, performers will pick one of seven costumes to wear. Collaboratively designed by Ms. Hamilton and Mr. Anderson, these outfits were inspired by the colors and shapes of squash, with materials such as hand-painted leather and printed silk helping to bring the character to life.

Loewe often incorporates art into its activities, taking inspiration from forms such as photography or paintings.

The Spanish leather goods house put a twist on the use of fruits in still life photography in a recent advertising effort.

The original works photographed by Steven Meisel were intended to promote Loewe's runway presentation during Paris Fashion Week on Sept. 29. From Sept. 28 through Oct. 4, Loewe took space on more than 500 newsstand kiosks around Paris to generate interest in its spring/summer 2018 women's collection ([see story](#)).

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