

IN-STORE

Jean Paul Gaultier charms and provokes in Brooklyn Museum multimedia exhibition

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By JOE MCCARTHY

Soon after a stint in Stockholm, The Brooklyn Museum in New York is now host to the first international exhibition of French haute couture and ready-to-wear fashion designer Jean Paul Gaultier Oct. 25 through Feb. 23 that demonstrates the many inspirations that gird a luxury brand.

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"The Fashion World of Jean Paul Gaultier: From the Sidewalk to the Catwalk" multimedia exhibition traces the designer's rise and showcases approximately 140 haute couture and prêt-à-porter ensembles. The vast collection of avant-garde works explore the impact that Mr. Gaultier has had on the world of fashion and beyond.

"Jean Paul Gaultier has always pushed the boundaries of what's acceptable in the world of fashion, and he has had quite an impact on the luxury field," said Jordan Phillips, New York-based author of ["The Lure of Luxe."](#)

"The most obvious example is innerwear-as-outerwear, but he also championed embracing diversity and different body types long before other luxury brands did," she said.

Welcome to Brooklyn

The Fashion World of Jean Paul Gaultier: From the Sidewalk to the Catwalk was organized by and first appeared in the Montreal Museum of Fine Arts, in collaboration with Maison Jean Paul Gaultier, Paris. Thierry-Maxime Loriot of the MMFA is the exhibition's curator and Lisa Small, curator of exhibitions at the Brooklyn Museum, will coordinate the event locally.



“La Mariée” wedding gown from Jean Paul Gaultier’s “Mermaids”

spring-summer haute couture collection of 2008.

The haute couture and prêt-à-porter ensembles on display span the gamut of the designer's career. Many of ensembles are displayed on custom mannequins with interactive faces made possible by high-definition audiovisual projections.



“Musette” ensemble from Jean Paul Gaultier’s “Ze Parisienne”

haute couture spring-summer collection of 2002

Museum guests can view accessories, sketches, stage costumes, excerpts form films and documentation of runway shows, concerts and dance performances. Photographs by fashion photographers and contemporary artists are also on display.



Jean Paul Gaultier's teddy bear, Nana, circa 1957

Collectively and individually the exhibition's pieces exude Gaultier's ability to disrupt societal, gender and aesthetic codes in a provocative yet disarming manner.



A video directed by Stéphane Sednaoui establishes the disorienting and playful tone of the exhibition.

Embedded Video: [//www.youtube.com/embed/ZCgbBFibAVQ](https://www.youtube.com/embed/ZCgbBFibAVQ)

The Fashion World of Jean Paul Gaultier: From the Sidewalk to the Catwalk

A catalog that delves into many of the themes explored throughout the exhibition can be purchased for \$126.

The museum is open Wednesday 11 a.m. - 6 p.m., Thursday 11 a.m. - 10 p.m. and Friday through Sunday 11 a.m. - 6 p.m. More information can be found

at http://www.brooklynmuseum.org/exhibitions/jean_paul_gaultier/#.

More to a name

Museum exhibitions are an effective way to build sturdy connections with consumers. Several luxury brands have recently assembled museum exhibits to explore brand history.

For instance, French label Christian Dior partnered with the Museum of Contemporary Art in Shanghai, China, in an exhibit titled “Esprit Dior” to display brand history in relation to art, fashion, society and culture.

The Esprit Dior exhibit, running Sept. 13 - Nov. 10, explores the haute couture fashions created by Dior throughout its history alongside contemporary works of art by Chinese artists. Showing the connection between cultures allows a brand to engage consumers that may be unfamiliar with the brand.

Also, the North Carolina Museum of Art in Raleigh, NC, is celebrating German automaker Porsche's innovations throughout the years with an exhibition showcasing 22 quintessential models.

The "Porsche by Design: Seducing Speed" exhibition Oct. 12 - Jan. 20, 2014 gives visitors a well-researched look at Porsche's origins and its development. Teaming rare Porsche models with comprehensive multimedia displays will likely bring together car enthusiasts and history buffs ([see story](#)).

Instead of merely amplifying awareness of a brand's name, exhibitions ferry fans into a brand's core.

"I believe that museum exhibitions that highlight a particular brand can have a very positive impact on brand equity and sales," Ms. Phillips said.

"The phenomenal success of the Alexander McQueen exhibit at The Met really drew attention to the possibilities of what museums can do for luxury brands," she said.

Final take

Joe McCarthy, editorial assistant on Luxury Daily, New York

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