

# Phoenix Art Museum

NEWS RELEASE

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## Largest exhibition of Gianfranco Ferré exclusively on view in U.S. at Phoenix Art Museum

*Exhibition includes visually-stunning display of fashion and art created by Italian style icon and master designer*

**PHOENIX (October 20, 2015)** –The internationally acclaimed fashion design exhibition *The White Shirt According to Me. Gianfranco Ferré* makes its U.S. debut at Phoenix Art Museum on November 4, 2015. This unique fashion exhibition is an innovative showcase of Ferré’s most significant white shirts, technical designs, photographs and videos from the archives of the Gianfranco Ferré Foundation.

Known as the “architect of fashion” and the purveyor of “power dressing,” Italian designer Gianfranco Ferré (1944-2007) saw the white shirt as more than just a classic. During his career spanning more than 30 years, he deconstructed and reconstructed its basic elements, infusing them with high fashion details. “In the lexicon of contemporary elegance, I like to think that the white shirt is a universal term that each woman may ‘pronounce’ as she prefers ...”, the designer once said.

Trained as an architect at Milan Polytechnic, Ferré’s style emphasized strong silhouettes with clean, modern lines. His sophisticated designs carry the cachet of “made in Italy” and, in 1978, Ferré launched a namesake woman’s prêt-à-porter collection, followed by menswear and several accessory categories. He also served as Artistic Director of Christian Dior from 1989-1997.

“Ferré was part of a pivotal generation of Italian designers that included Gianni Versace and Giorgio Armani,” said Dennita Sewell, curator of fashion design at Phoenix Art Museum. “Their designs solidified the importance of Italian fashion internationally during the late 1970s. We are excited to bring Ferré’s vision and history to the Valley directly from the archives in Milan.”

A companion exhibition, *Gianfranco Ferré Designs*, will also be on view in the Museum’s Ellman Fashion Design Gallery. This complementary exhibit features more than 100 of Ferré’s illustrations and photographs paired with 8 striking ensembles that exemplify Gianfranco Ferré’s iconic design style. Visitors will have the rare opportunity to explore the world-renowned designer’s creative process from concept to sketch to finished product.

*The White Shirt According to Me. Gianfranco Ferré* will be on view November 4, 2015 through March 6, 2016. The exhibition was designed, produced and curated by the Gianfranco Ferré Foundation in Milan and by the Prato Textile Museum. Major exhibition support was provided by Arizona Costume Institute, Mrs. Lee T. Hanley and Branded Cities. Additional support was provided by APS and Lewis Roca Rothgerber, and Richard and Susan Goldsmith. Promotional support was provided by Scottsdale Fashion Square, Kierland Commons, and Biltmore Fashion Park with additional support provided by Desert Ridge Marketplace.

For more information about the exhibition please visit [arizonacostumeinstitute.org](http://arizonacostumeinstitute.org).

### **About the Fashion Design Collection**

Founded in 1966, Phoenix Art Museum’s Fashion Design collection is notable for its quality and comprehensiveness and is comprised of more than 7,000 objects of American and European men’s, women’s and children’s dress and accessories dating from the 18th century to the present. Beginning this fall, Phoenix Art Museum will commence a yearlong celebration honoring the collection’s 50 year history. A wide array of events including a Lunch and Lecture series, History of Fashion Summer Salons and an exhibition drawn from the collection will highlight the Museum’s exceptional fashion design offerings. In addition, a significant new acquisition for the collection will be purchased by the Arizona Costume Institute.

**About Phoenix Art Museum**

Phoenix Art Museum has provided access to visual arts and educational programs in Arizona for more than 50 years and is the largest art museum in the Southwestern United States. Critically acclaimed national and international exhibitions are shown alongside the Museum's permanent collection of more than 18,000 works of American, Asian, European, Latin American, Western American, modern and contemporary art, and fashion design. The Museum also presents festivals, a comprehensive film program, live performances and educational programs designed to enlighten, entertain and stimulate visitors of all ages. Visitors also enjoy vibrant photography exhibitions through the Museum's landmark partnership with the Center for Creative Photography, University of Arizona. To learn more about Phoenix Art Museum, visit [PhxArt.org](http://PhxArt.org), or call the 24-hour recorded information line at (602) 257-1222.

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