



Daks Advertisement, Harpers Bazaar 1960



Norman Parkinson was one of the foremost fashion photographers of the 20th century. This exhibition offers a rare opportunity to view over 60 of Parkinson's original vintage prints from the decade 1954–1964. Taken from the Angela Williams Archive *Designers of British Fashion* portfolio, the photographs are on show in Bristol for the very first time.

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1. *Life Magazine* Oct 1963, Jill Kennington and Melanie Hampshire wearing Mary Quant

2. Melanie Hampshire 1963, wearing Kenneth Sweet

3. Carmen and Parks, Bahamas 1959, David Searle © AWA



Bristol fashion

Between 1954–1964, post-war austerity gave way to a flourishing youth culture. Then, as now, couture designs quickly translated into more affordable high street fashion, and young women expressed their new-found freedom with bold colours, graphic prints, modern fabrics and shorter hemlines.

An Eye for Fashion captures the vibrant work of the designers who laid the foundations of the modern fashion industry, as seen through the lens of Norman Parkinson.

Known for his flamboyant character, Parkinson's innovative yet meticulous approach ensured there was always a touch of magic in his work. Where he led, others soon followed.

Parkinson photographed top models, including >

Celia Hammond, Jean Shrimpton, Grace Coddington and Carmen Dell'Orefice wearing the latest fashions from leading designers such as **Mary Quant, Susan Small, Jaeger, Daks, Koupy** and **Holyrood**.

Norman Parkinson was the first photographer to take his models out of the confines of the studio and into the real world, where he captured their natural beauty with his trademark mix of realism and wit. Career highlights included features for **Vogue, Queen Magazine** and **Harper's Bazaar**.

Complimentary displays of 50s and 60s costumes from the Museum's permanent collection are on show alongside Norman Parkinson's work.

Images from the Angela Williams Archive act as an aspirational backdrop, evoking the beauty and elegance presented by leading magazines of the day, while the Museum's collection provides a vivid context, reflecting upon an important era of social change, as British high street fashion began to bloom. ■

An Eye for Fashion is a collaboration between M Shed and the Angela Williams Archive (AWA). The AWA engages in projects and exhibitions to promote Parkinson's substantial contribution to British photography and to preserve his legacy.

Original Parkinson prints are for sale. Ask in the M Shed shop or visit www.angelawilliamsarchive.com

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Supported by
BRISTOL FASHION WEEK
The Mall at Cribbs Causeway

events & information

An Eye for Fashion: Events

Vintage Valentines

Tues 14 Feb 8pm, £8
Special screening of An Affair to Remember – featuring Bristol born Cary Grant.
Booking essential
tel. 0117 352 6600

Gallery talks

No need to book.
Free with exhibition entry

Curator-led talk

Sat 25 Feb 11am
Discuss Bristol high street fashion during the 50s and 60s with Catherine Littlejohns, Senior Collections Officer for Public History.

Talk with Angela Williams

Sat 17 Mar 2pm
Angela worked as Parkinson's assistant during the 1960s, and offers a personal insight into the *Designers of British Fashion* portfolio of prints.

M Shed Vintage Weekend

Sat 24 & Sun 25 Mar
10am–5pm. **Free**
Featuring Blind Lemon vintage fair. Retro make-overs, 60s music, vintage vehicles, dance, 50s and 60s memorabilia and 50s turban making. Dressing up encouraged! Wear vintage style and have your photo taken by fashion photographer Matilda Temperley (Sat only).

Aston Martin Day

Sun 15 Apr
To mark the final day of the exhibition, a special display of Aston Martin vintage cars will be on show in M Shed Square.

More exciting events to be added, to see what's coming up next visit www.mshed.org

Events supported by
ProjectGraphics
www.pro-gx.com

An Eye for Fashion: PLANNING YOUR VISIT

Where:

Exhibition Gallery
2nd floor – M Shed

Admission:

£5/£4 under 16s free
Tickets can be purchased from the information desk

Opening times:

From 10am daily (closed Mondays)
Last entry: 45 minutes before the museum closes

Groups visits:

1 in 10 full-paying group visitors go free. Groups of 10+ are advised to pre-book their visit to avoid disappointment. Call 0117 352 6600

Free entry days

Last Wednesday of the month:
25 Jan, 29 Feb, 28 March*

*Free entry does not apply to group visits of 10 or more.



mshed.org

free entry

M Shed

Bristol's newest museum tells the amazing history of the city through the people who helped shape it.

Find us

M Shed, Princes Wharf
Wapping Rd, Bristol BS1 4RN
tel: 0117 352 6600
info@mshed.org

Opening times

Tues–Fri: 10am–5pm
(Closed Mondays)
Weekends and Bank holidays:
10am–6pm

M Shop

Exhibition catalogue, gifts and souvenirs.

Next up Bristol Urban Sport 23 May–9 Sept

A look at past and present sporting activities that have taken place across Bristol, using both natural landscapes and urban environments. The opening of this exhibition coincides with the arrival of the Olympic torch into the city.



Image © Liz Milner

M Café

Fresh, fair-trade, organic food served with a view!

Other formats

If you would like this information in another language, Braille, audio tape, large print, easy English, BSL video or CD, please contact:
0117 352 6600

Keep in touch

Hear about the latest exhibitions and events. Visit mshed.org to sign up. Share your stories on facebook and Twitter.



Queen Magazine 1960, Nima de Voe wearing Holyrood



AN EYE FOR FASHION

NORMAN PARKINSON PHOTOGRAPHS
BRITISH DESIGNERS 1954–1964

M shed www.mshed.org

21 Jan–
15 April
2012

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