THE CULTURAL VALUE OF FASHION

The British Council is delighted to be involved in this first collaboration between the British Council and the Fashion Programme Managers Kendall Robbins and Niamh Tuft. The project is a response to the globalisation of fashion and the dominance of luxury brands and fast fashion, which can have negative effects on the cultural value of fashion. The project seeks to encourage a relationship between contemporary fashion and ethnographic museums, and by placing contemporary fashion in the museum, and by doing so, respect for the cultural value of fashion. Furthermore, the stories, messages and histories carried by fashion can be looked to encourage a relationship between contemporary fashion and ethnographic museums.

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