

COOPER  
HEWITT



Smithsonian Design Museum



# CONTEMPORARY MUSLIM FASHIONS

February 28, 2020 – August 23, 2020



Barjis Chohan, Spring/Summer 2015

## THE GLOBAL IMPACT OF MUSLIM WOMEN

*Contemporary Muslim Fashions* is the first major museum exhibition to explore the rise of the global modest fashion industry, examining how Muslim women have become arbiters of style within and beyond their communities.

As designers and entrepreneurs, they have shown that clothing can be on-trend and still meet the needs of diverse wearers. As journalists, bloggers, and influencers, they have drawn international attention to the vitality of contemporary modest style. And as consumers, they have helped build one of the fastest-growing sectors of the global fashion industry.

Following the widely acclaimed presentation at the de Young Museum in San Francisco and travel to Museum Angewandte Kunst in Frankfurt, Cooper Hewitt is proud to present the exhibition for its only east coast venue.



Céline Semaan Vernon for Slow Factory, 2017

## CELEBRATING THEIR CREATIVITY AND ENTREPRENEURSHIP

*Contemporary Muslim Fashions* reflects the diversity of Muslim women and their creative reimagining of fashion, celebrating the unique styles that arise from a dynamic interplay of global fashion trends, regional dress traditions, and personal and collective attitudes toward modesty.

The exhibition features the works of established and emerging designers from sixteen countries worldwide, spanning the Middle East, North Africa, Southeast Asia, Europe, and North America. In addition to approximately 80 ensembles in high-end fashion, streetwear, sportswear, and couture, the show brings diverse voices into the galleries through contemporary art, street photography, social media, and music videos.



## CURATORIAL TEAM

COOPER HEWITT, SMITHSONIAN DESIGN MUSEUM  
**Susan Brown**, Associate Curator of Textiles

DE YOUNG MUSEUM  
**Jill D'Alessandro**, Curator in Charge of Costume and Textile Arts  
**Laura L. Camerlengo**, Associate Curator of Costume and Textiles

CONSULTING CURATOR  
**Reina Lewis**, Professor of Cultural Studies,  
London College of Fashion



## PUBLICATION

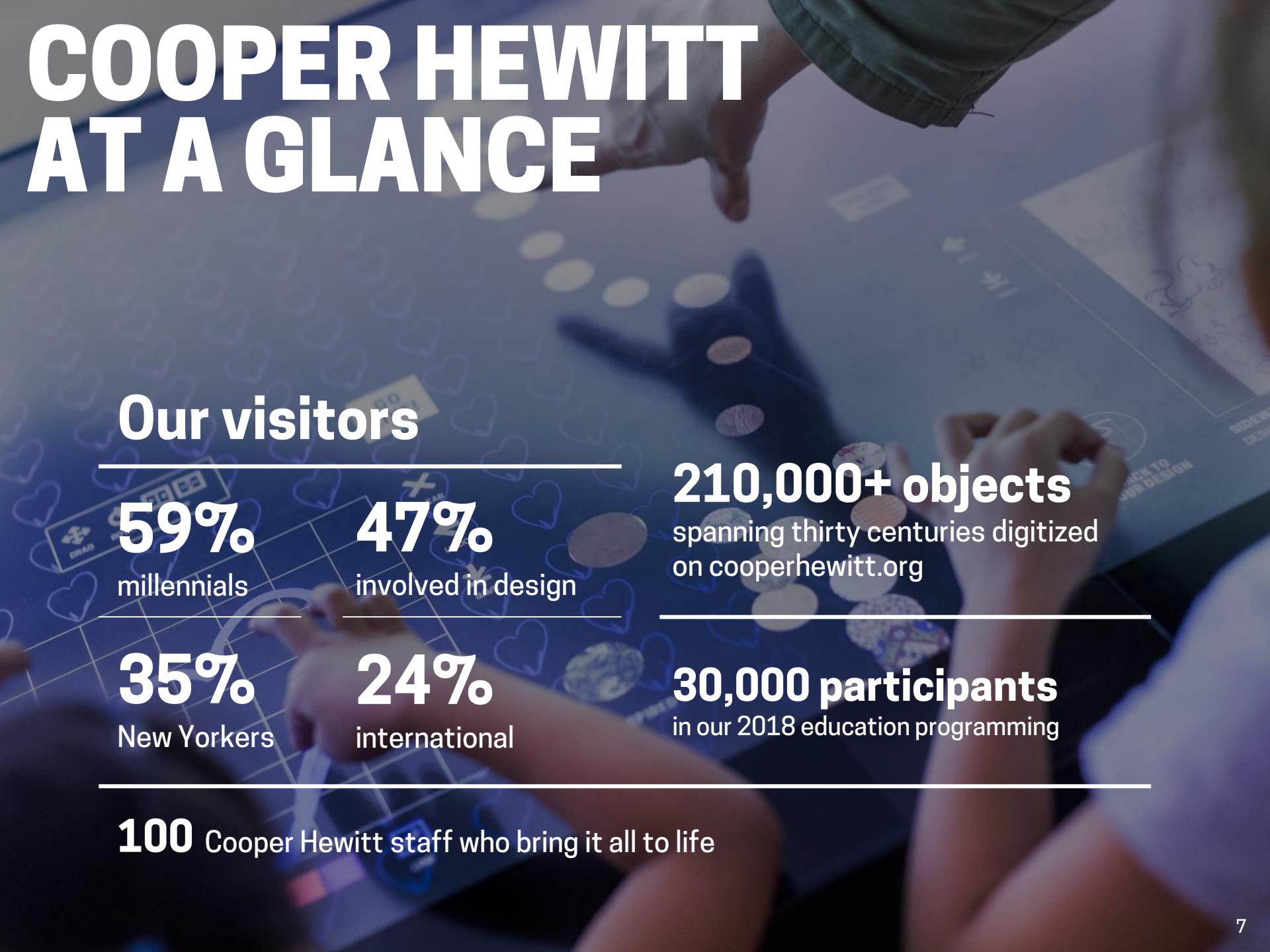
*Contemporary Muslim Fashions* is accompanied by a 320-page, fully illustrated, hardcover book published by the de Young Museum with Delmonico/Prestel. Filled with dazzling art and fashion photography as well as stills from runway shows and films, the book explores the ways vibrant Muslim styles are shaped by global trends and multivalent religious beliefs. Accompanying these images are essays and personal narratives by leading voices that touch on compelling and timely topics from the history of head covering to the influence of today's social media.

# WHO WE ARE

At Cooper Hewitt, we educate, inspire, and empower people through design. Through innovative exhibitions, education programs, thought leadership, and more, we create opportunities for everyone to discover the importance of design and its power to change the world. Housed in the historic Carnegie Mansion on Museum Mile in New York City, Cooper Hewitt is part of the Smithsonian Institution—the world's largest museum, education, and research complex.



# COOPER HEWITT AT A GLANCE



## Our visitors

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**59%**

millennials

**47%**

involved in design

**35%**

New Yorkers

**24%**

international

**210,000+ objects**

spanning thirty centuries digitized  
on [cooperhewitt.org](https://cooperhewitt.org)

**30,000 participants**

in our 2018 education programming

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**100** Cooper Hewitt staff who bring it all to life

# EDUCATION PROGRAMS

Education programs at Cooper Hewitt provide opportunities for learners of all design skills to understand the value of design and engage in design thinking. Exhibitions are accompanied by robust programming, including curator and docent-led tours; lectures, panels, and conversations; hands-on workshops led by working designers; curriculum-based activities for students and educators; professional development programs; online tools; and more.



# PRESS BUZZ

Press and marketing for Cooper Hewitt exhibitions and events make millions of impressions each year. Current and upcoming exhibitions have been featured in Vogue, WWD, Dezeen, and the cover of the Arts section of the New York Times, among other notable publications.

Website: **1.6 million unique visitors/year**

Instagram: **204,000 followers**

Twitter: **92,000 followers**

Facebook: **53,000 followers**

YouTube: **11,000,000 views**



# PARTNERSHIPS

Modest fashion is a fast-growing global industry that has been built largely by and for Muslim women. **We invite you to join us in celebrating their creativity and entrepreneurship.**

Cooper Hewitt offers customized benefits that provide opportunities to achieve specific corporate and marketing objectives. We work closely with our partners to ensure mission alignment, access to resources, brand visibility, and more.





**THANK YOU**

**To discuss partnership opportunities, contact:**  
Cooper Hewitt Director's Office | CHDevelopment@si.edu