

## **LACMA Announces Fall 2018 Wear LACMA Collection, Featuring New Designs by Wolk Morais and ALSO**

### **The collection will be available online and in the LACMA Store beginning November 13**

(Los Angeles, CA—October 16, 2018) The Los Angeles County Museum of Art (LACMA) announces its Fall 2018 Wear LACMA Collection featuring new designs by Wolk Morais and ALSO. An initiative of the museum's Director's Circle, Wear LACMA is an art and fashion project featuring unique edition pieces created by Los Angeles's designers and inspired by the museum's permanent collection and exhibitions. For this season, the designers have created a stunning and diverse collection of fashion items inspired by the museum's permanent holdings.

The Fall 2018 Wear LACMA items will be sold at the LACMA Store and [thelacmastore.org](http://thelacmastore.org) beginning November 13, 2018, with all proceeds benefiting the museum.

"Wolk Morais and ALSO are the designers of the next Wear LACMA collection launching this Fall. Brian Wolk and Claude Morais began WOLK MORAIS in Los Angeles after transplanting to the city from New York. Their designs often take inspiration from the city of Los Angeles' architecture, history, and visual arts. The designer's modern mix of colors in their collections made them a perfect match for finding inspiration in Helen Frankenthaler's *Winter Hunt*. Moise Emquies' new line ALSO represents a fresh look at unique blouses with easy light fabrics. The brand's blouses and dresses often have a romantic feel to them and they found a connection with the Old Master painting by Georges de La Tour *The Magdalen with the Smoking Flame*." said Katherine Ross, founder of Wear LACMA.

## Fall 2018 Wear LACMA Collection



(Image captions on page 3)

Brian Wolk and Claude Morais of Wolk Morais have selected Helen Frankenthaler's work *Winter Hunt* (1958). For the Fall 2018 Collection, Wolk Morais has created a blazer, a jacket, and a coat. Each piece incorporates a custom fabric that evokes the colors and spirited design of Frankenthaler's painting. Frankenthaler's *Winter Hunt*, with its bold gestures and colors, is a unique and lively example of her early work as an Abstract Expressionist painter.

"At once we were exhilarated and lulled by Helen Frankenthaler's *Winter Hunt*. The energy of the dynamic brush strokes set against the vast calm of exposed canvas provoked a trance-like meditation upon our first encounter. This use of claimed and unclaimed space in the painting became the perfect muse for the construction of our Wear LACMA capsule collection," said Brian Wolk and Claude Morais of WOLK MORAIS.



George de la Tour's *The Magdalen with the Smoking Flame* (c. 1635–37) is the inspiration for several Wear LACMA pieces created by the new label ALSO from Moise Emquies. Drawing from the way the Magdalen is depicted in the painting Emquies has designed shirts and a dress to evoke the folds and form of the fabric that she is wearing. As a painter, Georges de La Tour developed a style known for its simplicity, realism, and essential detail. Mary's heavy skirt, thin, wrinkled blouse, smooth flesh, and hair are

meticulously distinct. Each spare detail is carefully regulated to achieve an overall balance of form and light.

"We draw inspiration from Georges de La Tour's *Magdalen with the Smoking Flame*. Over the course of history, Magdalen was incorrectly referred to as a prostitute and continues to be widely known as such to this day. In fact, she was standing up for what she believed in. Centuries later, our team of designers have created a garment that reveals a woman's inner and outer beauty as an ode to Magdalen," said Moise Emquies, Founder of ALSO.

### **About the Designers**

Together, Brian Wolk and Claude Morais are the creative force behind the critically acclaimed WOLK MORAIS fashion and lifestyle brand. WOLK MORAIS' most recent collection made its way from the runway to the red carpet within days, appearing on talents ranging from Cate Blanchett, Kendall Jenner, and Julia Roberts to Zendaya. The designers' work has been photographed by Karl Lagerfeld, Inez and Vinoodh, and Craig McDean and is featured regularly in publications such as *Vogue*, *The Los Angeles Times*, *The New York Times*, *W*, *Elle*, and *WWD*. Wolk and Morais are prominent members of the Council of Fashion Designers of America (CFDA) and winners of the FGI Rising Star Award.

ALSO, which launched in Spring 2018, has come out of its parent company Stateside with unique blouses, classic shirts and shirt dresses all made in Los Angeles. Moise Emquies founded Splendid in 1992 (acquired by VF Corporation in 2009) and went on to create Stateside, a line of elevated American basics influenced by the evolution of the classic T-shirt.

### **About Wear LACMA**

Since October 2012, Wear LACMA has collaborated with an array of established designers who have produced unique art-inspired products from T-shirts, tote bags, and girls' dresses to fragrances, jewelry, and leather pouches. Previous Wear LACMA designers include Gabriela Artigas & Co, Co, dosa, Nick Fouquet, FREECITY, Lisa Eisner, George Esquivel, Johnson Hartig of Libertine, Anita Ko, Greg Lauren, Monique Lhuillier, Jennifer Meyer, Irene Neuwirth, Juan Carlos Obando, Oliver Peoples, Gregory Parkinson, Pam & Gela, Rodarte, Haley Van Oosten of L'Oeil du Vert, LFrank, Marjan and Maryam Malakpour of NewbarK, Juan Carlos Obando, Claire Vivier, Jennifer Meyer, Rene Holguin of RTH, THEGREAT., and Greg Chait of The Elder Statesman. In tandem with the museum's 50th anniversary, Wear LACMA released a special anniversary collection featuring the work of 19 Los Angeles-based designers in November 2015.

### **About Director's Circle**

Founded in 2009, Director's Circle is LACMA's highest-level philanthropic patron group.

These patrons help realize the vision of CEO and Wallis Annenberg Director Michael Govan, with a particular focus on the areas of architecture, education, fashion, and women in the arts. The Director's Circle has raised \$3.7 million to support the museum and its mission, including selected projects such as Simon Rodia's *Watts Towers*, Chris Burden's *Urban Light*, and educational outreach including the Charles White Elementary School Gallery. Quinn Ezralow and Cece Feiler serve as the Director's Circle co-chairs.

**Credit:**

Wear LACMA is sponsored by LACMA's Director's Circle and the project's committee members: Willow Bay (LACMA trustee and Director's Circle founder) and Katherine Ross

**Image Captions:**

**Wolk Morais**

Helen Frankenthaler, *Winter Hunt*, 1958, Los Angeles County Museum of Art, Gift of Mr. David Geffen, © 2018 Helen Frankenthaler Foundation, Inc., photo © Museum Associates/LACMA

**ALSO**

Georges de la Tour, *The Magdalen with the Smoking Flame*, c. 1635–37, oil on canvas, canvas: 46 1/16 × 36 1/8 in.; framed: 57 1/4 × 47 1/2 × 4 1/2 in., Los Angeles County Museum of Art, gift of The Ahmanson Foundation (M.77.73), photo © Museum Associates/LACMA

**About LACMA**

Since its inception in 1965, the Los Angeles County Museum of Art (LACMA) has been devoted to collecting works of art that span both history and geography, mirroring Los Angeles's rich cultural heritage and uniquely diverse population. Today LACMA is the largest art museum in the western United States, with a collection of over 135,000 objects that illuminate 6,000 years of art history from new and unexpected points of view. A museum of international stature as well as a vital cultural center for Southern California, LACMA shares its vast collection with the Greater Los Angeles County and beyond through exhibitions, public programs, and research facilities that attract over 1.5 million visitors annually, in addition to serving millions more through community partnerships, school outreach programs, and creative digital initiatives. LACMA's main campus is located halfway between the ocean and downtown, adjacent to the La Brea Tar Pits and Museum and the future home of the Academy Museum of Motion Pictures. Dedicated to serving all of Los Angeles, LACMA collaborates with a range of curators, educators, and artists on exhibitions and programs at various sites throughout the County.

Location: 5905 Wilshire Boulevard, Los Angeles, CA, 90036. [lacma.org](http://lacma.org)

Press Contact: [press@lacma.org](mailto:press@lacma.org), (323) 857-6522

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