

## **LACMA and Farfetch Announce Exclusive Wear LACMA: 50th Anniversary Edition**

(Los Angeles, CA—July 27, 2015)—The Los Angeles County Museum of Art (LACMA) is pleased to announce the Wear LACMA: 50th Anniversary Edition, launched in partnership with Farfetch. Available this fall the collection features exclusive fashion items—ready-to-wear, accessories, clothing, and perfumes—created by 19 notable Los Angeles–based designers. A diverse selection of objects housed in LACMA’s permanent collection, including ancient pieces from Mexico and Iran; 16th- and 17th-century European paintings; textiles; prints; archival photographs; and contemporary works, among others served as a source of inspiration for the designers.

The 19 designers participating in the Wear LACMA: 50<sup>th</sup> Anniversary Edition include: Anita Ko, Cathy Waterman, Clare Vivier, CO, dosa, Esquivel, FREECITY, Greg Lauren, Gregory Parkinson, Irene Neuwirth, Jennifer Meyer, Juan Carlos Obando, L’oeil du Vert, Libertine, Monique Lhuillier, NewbarK, Nick Fouquet, Rodarte, and The Elder Statesman.

“The Wear LACMA: 50th Anniversary Edition is an exciting celebration of the museum and the talented designers that live and work in Los Angeles,” said Katherine Ross, founder of the Wear LACMA project. “It is an honor to collaborate with these 19 designers to highlight the museum’s collection through this convergence of art and fashion. Farfetch’s partnership in this project is exceptional, and we could not have realized this anniversary edition of Wear LACMA without their support.”

"As a company that encourages customers to unfollow the crowds and thrive on diversity, Farfetch is pleased to partner with LACMA on its Wear LACMA: 50th Anniversary Edition of bespoke products," said Stephanie Horton, Farfetch Chief Marketing Officer. "Our customers look for individuality in all aspects of their lives and these specially designed items are a perfect match for that audience."

To celebrate the partnership Farfetch has launched an exclusive online boutique, which will house the Wear LACMA: 50<sup>th</sup> Anniversary Edition products, thereby enabling its global customer base to shop these unique pieces. By lending its technological expertise, Farfetch has provided the Wear LACMA: 50<sup>th</sup> Anniversary Edition with a platform on which to reach a worldwide audience of engaged customers and achieve greater global visibility.

The collection will be available for purchase at the LACMA Store and online ([thelacmastore.org](http://thelacmastore.org)) as well as on [Farfetch.com](http://Farfetch.com) beginning November 4, 2015 with all proceeds benefiting the museum.

## About Wear LACMA

The Wear LACMA project, initiated by the museum's Director's Circle, is a collaboration between the museum and Los Angeles-based designers to create limited-edition pieces inspired by LACMA's permanent collection. 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 Clare V, Anita Ko, Johnson Hartig of Libertine, George Esquivel, Gregory Parkinson, Haley Van Oosten of L'Oeil du Vert, Marjan and Maryam Malakpour of NewbarK, Juan Carlos Obando, Jennifer Meyer, and Greg Chait of The Elder Statesman.

## 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, in addition to representing Los Angeles's uniquely diverse population. Today LACMA is the largest art museum in the western United States, with a collection that includes over 120,000 objects dating from antiquity to the present, encompassing the geographic world and nearly the entire history of art. Among the museum's strengths are its holdings of Asian art, Latin American art, ranging from pre-Columbian masterpieces to works by leading modern and contemporary artists; and Islamic art, of which LACMA hosts one of the most significant collections in the world. A museum of international stature as well as a vital part of Southern California, LACMA shares its vast collections through exhibitions, public programs, and research facilities that attract over a million visitors annually, in addition to serving millions through digital initiatives, such as online collections, scholarly catalogues, and interactive engagement at [lacma.org](http://lacma.org). Situated in Hancock Park on over 20 acres in the heart of Los Angeles, LACMA is located between the ocean and downtown.

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

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Connect with LACMA



@lacma #WearLACMA

## About Farfetch

Farfetch is a revolutionary way to buy fashion. The pioneering website brings together more than 300 of the world's best independent designer boutiques, from Paris, New York and Milan to Bucharest, Kuwait and Tokyo. The Farfetch partner boutiques occupy a total of 1,000,000 square feet of retail space across 30 countries, allowing Farfetch customers, across 180 countries to shop an unparalleled range of brands and unique pieces.

The partner stores have been carefully selected for their unique approach, forward-thinking attitude and diversity, and include such renowned boutiques as Browns in London, L'Eclaireur in Paris, H. Lorenzo in LA, Fivestory in New York and Smets in Luxembourg.

Founded in 2008 by the Portuguese entrepreneur José Neves, Farfetch offers these bricks-and-mortar boutiques the opportunity to compete with the major players in online retail. And, for lovers of beautiful fashion, it offers the chance to indulge a passion and shop the world.

[Farfetch Brand Video](#)

[www.farfetch.com](http://www.farfetch.com)

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