

LACMA Announces Fall 2017 Wear LACMA Collection, Featuring New Designs by Los Angeles Designers RTH and Gabriela Artigas & Company

(Los Angeles, CA—November 9, 2017) The Los Angeles County Museum of Art (LACMA) is pleased to announce the designers for the Fall 2017 Wear LACMA Collection. This season's collection features new fashion items by Los Angeles designers RTH and Gabriela Artigas & Company. 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. This fall, RTH and Gabriela Artigas & Company have created a suite of fashion items inspired by the museum's American, Art of the Ancient Americas, and Latin American collections.

The Fall 2017 Wear LACMA items will be sold in the LACMA Store and online at thelacmastore.org beginning November 15, 2017, with all proceeds benefiting the museum. Wear LACMA is an initiative of the museum's Director's Circle.

"The opportunity to highlight the permanent collection through fashion is a special way for new audiences to connect with the museum," said Katherine Ross, founder of Wear LACMA. "The Fall Wear LACMA 2017 collection is particularly special because the designers have selected artworks that resonate with their cultural backgrounds. RTH and Gabriela Artigas & Company have created beautiful and contemporary interpretations of historic artworks and we're thrilled with their designs."

Wear LACMA Fall 2017 Collection

Rene Holguin, founder of **RTH**, has taken his signature leather pieces and modified them to reflect several portraits in the Latin American and American Art collections. The selected artworks include Henry Inman's portrait of *No-Tin, a Chippewa Chief*; an early 19th portrait of an African American sailor by an unknown painter; *Pepita* by Robert Henri; and a portrait of a woman by one of Mexico's foremost academic painters, Felipe Santiago Gutiérrez. His Wear LACMA designs include leather accessories and clothing.

"Style is intuitive and these four portraits certainly suggest this truth. I was so drawn to each of these portraits at LACMA because it reinforces my feelings that a portrait is understood in any language by any culture," said Rene Holguin, "There was something

about these portraits that seemed unified to me and I felt inspired by all of them.”

For Wear LACMA, **Gabriela Artigas & Company** have created a suite of gold jewelry, including necklaces and earrings, based on some of the objects made of gold and marine shells in LACMA’s Art of the Ancient Americas collection. The suite of jewelry for this season’s collection were inspired by the hammered gold of 15th century tweezers and the shape of the Spondylus Shell with lidded jade bowl. The sisters were drawn to the Art of the Ancient Americas because of their love for the Zapoteca culture and especially the state of Oaxaca. The Zapotecas were one the most important cultures of Mesoamerica and they believed that they were descended from the Clouds or Gods “Gente de las nubes.” They were known as the big goldsmiths and would be hired to work in Tenochtitlan (The Aztec capital) to do all the jewelry for the emperor.

Teresita Artigas shares “Our hearts gravitated towards the art in LACMA’s Art of the Ancient Americas collection because of our Mexican heritage and our interest in Zapoteca culture. As children, we traveled to Oaxaca to visit the city Monte Alban, Mitla, Hierve el Agua, and other sites nearby. We are very humbled to capture our roots and transform them into a small jewelry collection for this project.”

About Wear LACMA

Since October 2012, Wear LACMA has collaborated with 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 Co, dosa, Nick Fouquet, FREECITY, Lisa Eisner, George Esquivel, Johnson Hartig of Libertine, Anita Ko, Greg Lauren, Monique Lhuiller, Jennifer Meyer, Irene Neuwirth, Juan Carlos Obando, Kendall Conrad, Lena Wald, Oliver Peoples, Outerknown, Gregory Parkinson, Pam & Gela, Rodarte, Haley Van Oosten of L’Oeil du Vert, Marjan and Maryam Malakpour of NewbarK, Juan Carlos Obando, Claire Vivier, Jennifer Meyer, 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 the Designers

RTH is a clothing and accessories brand inspired by global references with a shop in West Hollywood. Founder Rene Holguin grew up in El Paso, Texas, and learned about leather from his father, who owned Laramie Boot Co. He was drawn to fashion at an early age and has worked with major brands from Ralph Lauren to Levi’s. Knowing that people are attached to something that is individual he created RTH which has outposts in Tokyo and Los Angeles.

The Artigas sisters, Teresita and Gabriela, find joy and inspiration in the small details of everyday life. Growing up in Mexico City, the Artigas siblings found themselves surrounded by many socially diverse and vibrant cultures. As a result of their immersion in that cosmopolitan population the Artigas's developed a strong sense of compassion, humor, and humanity. Those traits, combined with their core values of collaboration and integrity clearly inflect every aspect of the jewelry line and business practice, which is based in Los Angeles.

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 showcasing 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

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.

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