



We are the

fashion NEW ZEALAND Museum

The world's first online fashion museum established in 2010

Kia ora.

The New Zealand Fashion Museum is for anyone with a love of fashion, heritage, innovation, and creativity.

With no physical space, the world's first fashion museum has over the years fostered a digital collection that documents and celebrates our vibrant fashion history.

Celebrating 12 years in 2022, the digital museum is also supported by pop-up exhibitions, touring exhibitions, panel discussions, podcasts and a book collection that offers tangible and physical support for our communities to engage with.

Established in 2010 as a Charitable Trust by Doris de Pont ONZM, the museum brings what we wear in Aotearoa into the broader cultural conversation by recording, preserving, and sharing the stories of the people, garments, and images that have contributed to the development of our unique fashion identity. We have ensured these unique stories are preserved for posterity as they unfold.

With no bricks and mortar to maintain, and without the constraint of ownership and maintenance of a physical collection, it is both cost-effective (financially and environmentally), and a world-leader in the

museum field by following international standards of scholarship.

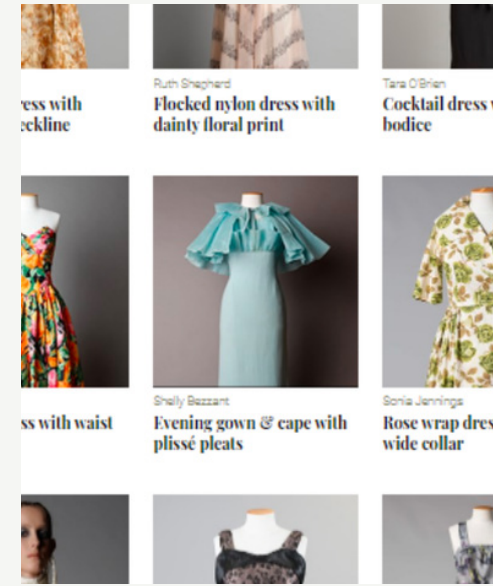
Through the quality of our research and communications, the NZFM has positioned itself as a leader in the dialogue about the important role that clothing, adornment and markings have in giving physical expression to our identity.

The NZFM is funded by patronage, donations and grants, so that use of the NZFM website and entry to our exhibitions is free and accessible to everyone in Aotearoa and around the world.



What we offer

From the digital to the physical, we are the original fashion influencer



EXHIBITIONS

The online museum provides a home for the recorded pop-up exhibitions and a vehicle for exclusive online exhibitions. People can visit anytime, from anywhere, and browse through a record of all the exhibitions the NZFM has curated.

STORIES

From household names to previously undocumented discoveries, the stories we gather and publish from a range of acclaimed writers and researchers help to make connections between the past, present, and the future.

COLLECTION

The online collection brings together a record of the national wealth of fashion objects held in public collections, libraries and in private homes. It is a resource of tremendous value for research as well as recreation.

EVENTS

Events allow the NZFM to not only share our workshops, walks, talks and exhibitions, but also to cross-promote with other entities to maximise attendance at community focused fashion events in New Zealand.

SHOP

Supporters can purchase NZFM publications, and also are given the chance to become patrons through initiatives such as Sponsor a Frock, or by simply donating. There is potential here for growth with the right support.

Publications

Documenting and educating

The NZFM digital space is supported by print publications that are widely used by polytechnics, universities, designers and people interested in the valuable contributions fashion plays in society.

The NZFM has produced a number of publications to accompany our exhibitions, all available to purchase via our online store. We have also published an e-book, *Being There*, the memoirs of respected New Zealand fashion journalist Cecilie Geary.

The publication of specifically New Zealand fashion/history content ensures the permanence of this work not only in Aotearoa's own libraries and bookshelves, but also to contribute our unique stories and perspectives to the costume library collections of some of the most acclaimed institutions in the world.



Community

Bringing people together

Over the years the NZFM has initiated positive engagement within the wider community, gaining a reputation as a trusted cultural barometer of our times.

The NZFM cultivates and operates in a symbiotic relationship with the general public. Exhibition and digital content is drawn primarily from garments that have been preserved in people's wardrobes, which come with stories and personal provenance.

We act as a conduit and connect people with these histories, delivering it to our audiences through dynamic in-person exhibitions, online exhibits, walking tours, creative workshops, and the power of social media.



In-person exhibitions, guided tours, and workshops are just a few of the ways we reach out and connect with people in person, on top of our online presence.

Clockwise from left: Flora Star making workshop with Sione Monu at Māngere Art Centre - Ngā Tohu o Uenuku, in conjunction with the *Moana Currents* exhibition pop-up, 2021. *Walk the Walk* fashion tour, 2017. At *the Beach* exhibition opening, 2015.

Global reach

Putting New Zealand fashion on the map

Our unique geographical place in the world, combined with our creative ingenuity mark New Zealanders as world-class leaders in design innovation.

The New Zealand Fashion Museum was recognised by The New York Times in 2013 as “a very modern undertaking: an online enterprise that organizes exhibitions around the country but has no physical location of its own.”

London-based New Zealand designer Emilia Wickstead has dressed royalty and celebrities alike, including The Duchess of Cambridge and Lady Gaga. For our *Moana Currents: Dressing Aotearoa Now* exhibition, one of Emilia’s garments is featured, further enhancing the museum’s profile.

A paper on the *Moana Currents* exhibition was also presented at the Costume Society of America Annual Meeting and Symposium in 2019; *The Pacific Rim and Beyond: Diffusion and Diversity in Dress*.



Left: Emilia Wickstead at iD Dunedin Fashion Week, 2016. Photo © Chris Sullivan.

Below: Detail of Emilia Wickstead’s navy blue wrap and jumpsuit, part of the *Moana Currents* exhibition. Photo by Sam Hartnett, courtesy of Te Uru Gallery.



In 2021, a copy of *Black: The History of Black in Fashion, Society and Culture in New Zealand* curated by Doris de Pont in conjunction with one of NZFM’s early exhibitions, was contributed to the Costume Institute Library at the Met Museum, New York after a specific request for acquisition.

For leading Te Papa curator Claire Regnault, the NZFM was an indispensable resource when writing her 2021 book *Dressed: Fashionable dress in Aotearoa New Zealand 1840 - 1910*.

The NZFM also worked alongside the Auckland Art Gallery for the V+A’s exhibition, *Mary Quant: Fashion Revolutionary*. To contextualise the era for NZ, Doris de Pont wrote an article, *New Zealand Swings* to provide NZ gallery visitors a geographically personal connection to the exhibit.



Timeline



2010

The New Zealand Fashion Museum is founded as a Charitable Trust, 2010.



2011

Looking Terrific: The Story of El Jay attracted record visitor numbers and a wealth of media attention when it showed at the Gus Fisher Gallery in Auckland and at Kirkcaldie and Stains in Wellington.



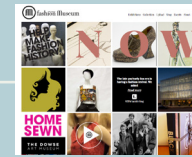
2012

Black in Fashion: wearing the colour black in New Zealand, was part of the 2011 Rugby World Cup official programme.



2013

Home Sewn: Original NZ Fashion earned the 2013 Museums Aotearoa Award for Exhibition Excellence: "An outstanding new exhibition project that contributes to best practice in the museum sector in Aotearoa".



NZFM website goes live
31 July 2013



2014

Age of Aquarius: A 70s Revolution
Sep - Oct 2013



Elle and the Youthquake: The Changing Face of Fashion
Sep - Oct 2014

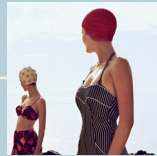


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A Darker Eden: Fashion from Dunedin
Feb 2015

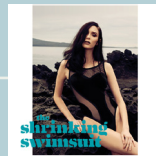


High Flyers: 75 years of Air NZ Uniforms (online) - May 2015
Uniforms added to the collection as part of this exhibition are still some of the most popular pages visited.

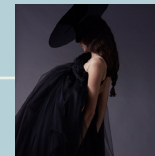


2016

At the Beach: 100 years of Summer Fashion in NZ - Oct 2015
Increased the Maritime Museum's visitation by 72%, and went on to show at the Dowse in 2016 and at Puke Ariki New Plymouth in 2017, reaching a total of 100,131 people.



The Shrinking Swimsuit: 100 years of Swimwear in NZ
Feb 2016

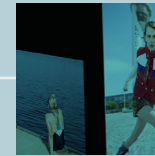


Intellectual fashion Show 2016
The IFS publication includes photos of the garments and art objects in the exhibition styled by Karen Indebitzen-Waller, photographer and stylist who has featured in Vogue Italia.

2017



Walk the Walk: A History of Fashion in the City
March 2017



Flash Back: Fashion Photography in New Zealand 1930-2015
June 2017

2018



A Certain Style: Bruce Papas
March 2018
In collaboration with the Auckland Museum collection and curator Jane Groufsky.



Remember the 80s (online)
Launched April 2018

2019



NZFM website gets a makeover
Feb 2019



A Decorative Bias: Parisian Ties 1919-2019
Mar - Dec 2019

2020



NZFM founder Doris de Pont receives a museum medal from Auckland Museum.
Medals are awarded to individuals who have shown exceptional service to the museum or added value to its interests.



Running the show: Entrepreneurial Women in Fashion (online)
Launched Oct 2020

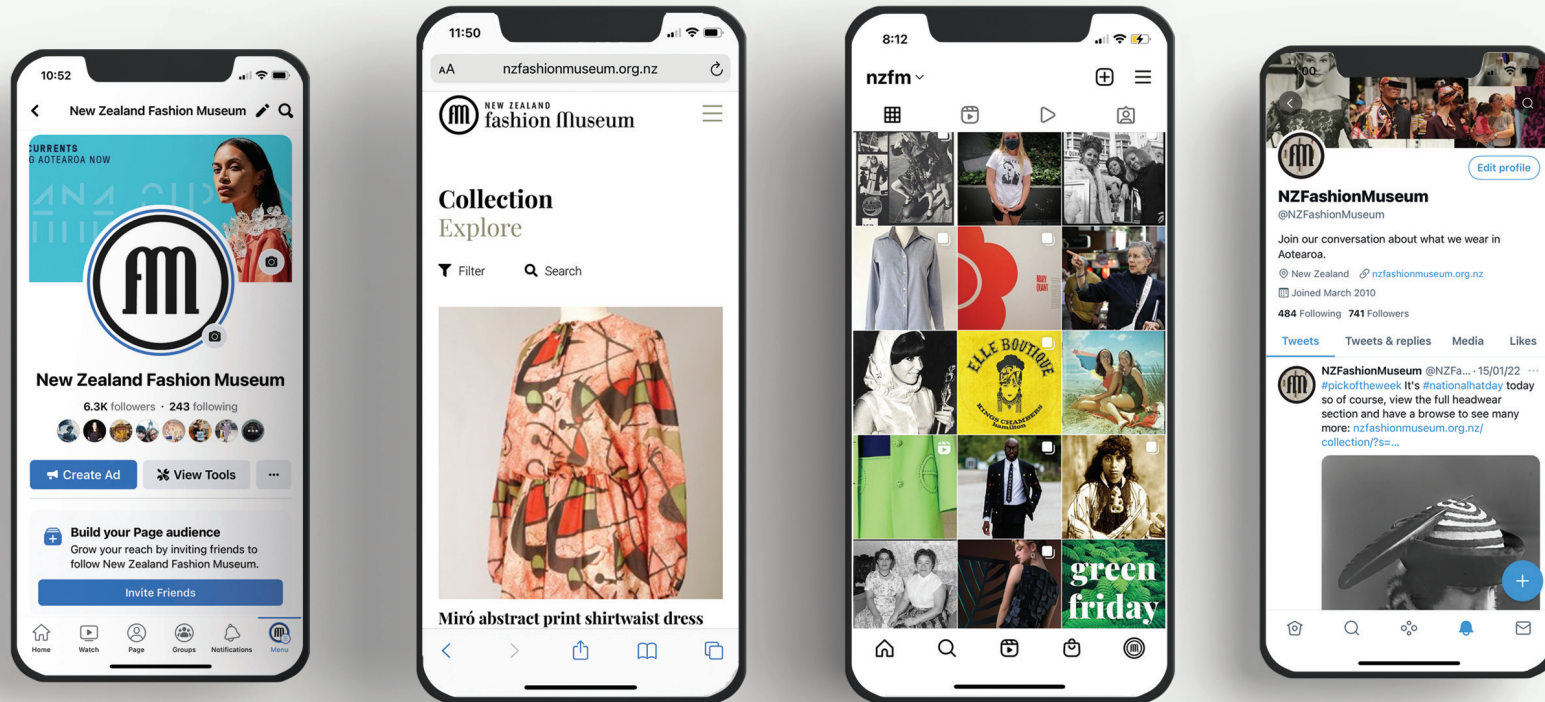
2021



Moana Currents: Dressing Aotearoa Now
First seen at Te Uru Gallery in 2019, it has since toured to Canterbury Museum, the Māngere Art Centre - Ngā Tohu o Uenuku and the MTG in Napier, 2021-2022.

NZFM exhibitions have been open to the public in Auckland, Wellington, Whangarei, Rotorua, Lower Hutt, Dunedin, New Plymouth, Hamilton, Napier, Hastings, Ashburton and Christchurch and have been seen by a total of 540,557 visitors.

Digital reach



The NZFM's highly engaged audience on social media has helped amplify our efforts to a wider audience, as well as introducing the museum to a new generation.

FACEBOOK

In 2021, our Facebook presence had a reach of 109,924 profiles, and 439,103 content impressions in 12 months.

We have 6.3K followers, with our strongest demographics in the 25-34 and 35-44 age ranges of women.

WEBSITE

The NZFM site garnered 62,056 users in 2021, with 53.45% of those users accessing the site via mobile devices.

The collection currently houses 2004 garments and 284 total stories published as of December 2021.

INSTAGRAM

The NZFM Instagram reached 33,942 profiles in 2021, with 457,121 content impressions.

The NZFM has 11,190 followers on Instagram, with our strongest demographics in the 25-34 and 35-44 age ranges of women.

TWITTER

The NZFM garnered 88,869 impressions on Twitter in 2021, with 741 followers, and mentions and re-tweets from international leaders in the costume history field.



Testimonials

Influential endorsements from key figureheads



Chloe Swarbrick
MP, Auckland Central

"The nzfm is an incredible archive of history as it was made and the clothing that was worn at those points in time. It documents our identity, our culture, our different social groupings and how they have shifted and changed. It actually even holds some of the old clothes that myself and my former business partner Alex Bartley- Katt made back in the day in one of the first businesses that I got involved in. Please help us preserve this phenomenal archive of Aotearoa NZ's history, because there is so much more to come."



Kiri Nathan
Designer

"I wholeheartedly support The New Zealand Fashion Museum for many reasons. Firstly for the foresight and continued vision they have for NZ fashion in all its bravery and beauty from all manner of diverse beginnings and endings. Secondly for their intentional exposure and relevance of indigenous fashion within the mainstream industry and thirdly, because they comprise of a community of new Zealand historians, fashion, textile, art and visual masters. Brilliant storytellers and creators of a space that champions our New Zealand story as no one else can, or has ever achieved in our country's history."



Karen Walker CNZM
Designer

"Fashion is and always shall be a reflection and representation of our culture, our community, our time and our place. and so when we preserve our fashion stories, we're preserving our wider stories of our culture and our community and that's important. Please help NZFM protect, preserve and archive these stories."



Vincent Lipanovich
Director
Auckland Maritime Museum

"By telling stories through the medium of something we all share - the clothes we wear - fashion can open our eyes to our history. The New Zealand Fashion Museum stands out for their willingness to collaborate, for the professional standards to which they deliver content that has a strong appeal to the general public and for the meaningful contribution they are making to NZ culture and history."



Rhana Devenport
Director 2013 - 2018
Auckland Art Gallery Toi o Tāmaki

"The NZ Fashion Museum has proven itself to be a strong and impactful advocate for clothing design history and interpretation... In addition their strong commitment to publishing and writing in the area of New Zealand design history has seen a deeper understanding and recognition of this influential aspect of cultural practice both within New Zealand and abroad."

Looking Ahead

Key initiatives in progress to secure the legacy of the NZFM for future generations

The Knowledge Bank

The NZFM has built up a significant digital resource of fashion objects and stories collected from the community at large, through our own research and collaborative relationships with other museums, art galleries, educators and makers. Rebranding and expanding the capability of the current online collection will secure the work of the last decade. *The Knowledge Bank* is a continuation of our ongoing work which academic Dr Linda Tyler describes as “indispensable” and which fashion journalist Zoe Walker Ahwa describes as “a trusted digital resource for researching features and profiles, as well as a place of inspiration.”

Aotearoa Style: What We’re Wearing Now

The relevance of the NZFM’s current touring exhibition *Moana Currents: Dressing Aotearoa Now* has prompted further questions around identity and the way we present ourselves to the world. We live in a unique time, and identity politics is a strong talking point for this project. Looking at the ‘NOW’ is a way of documenting how we see ourselves.

To expand on this highly engaging kaupapa, the NZFM would invite an inclusive platform for people to contribute to the discussion about the role of clothing in our unique cultural landscape primarily via social media and online.

At the conclusion of the project, an analogue publication with reflective cultural commentary is planned, summarising this project as part of Aotearoa’s social history and providing a timeless educational resource that people can reference.

A Place for Fashion

Re-enforcing its place as a true digital destination - particularly now in the era of a pandemic - the NZFM is excited to develop brand new digital tour app, *NZFM - A Place for Fashion*. This free to download app will feature a series of adventures that take participants on a journey through Aotearoa’s fashionable past and present. Through the lens of fashion, the images, stories and interviews that are included as part of these walking tours will highlight the development, growth and transformation of Aotearoa’s culture and society, and help people discover our fashionable place in the world in a safe, interactive and inclusive space.

