



MEDIA RELEASE

For Immediate Release

LBD Comes to Sidney by the Sea

Sidney, British Columbia, June 26, 2022 - The Sidney Museum is excited to announce their upcoming feature exhibition: *The Little Black Dress: Fashionable Evolution and Societal Change*

This exhibit offers not only a fascinating glimpse at how the little black dress as a garment has evolved throughout the 20th century, but also provides an interesting look at how this evolution has been reflected in the changing roles of women in society from 1910-1980.

How were silhouettes and fabric choices impacted by the women's suffrage movement? What did the Second World War mean for hemlines? How was the women's liberation movement and the social change of the 1970s reflected in the clothing women of the day were wearing? This exhibit discusses these questions and more through a series of historical garments.

This show will feature a variety of dresses owned and worn by actual women throughout the 20th century, the oldest of which is over 100 years old. While the visual beauty and stunning craftsmanship of these garments is sure to impress viewers, the absorbing social history that is told through these fashion pieces is what promises to be the highlight of this exhibition.

Whether you are interested in the garments themselves or the history behind them, this exhibit promises something for everyone.

There will be a small reception celebrating the opening of the exhibit on July 15 from 6:00 -8:00pm. There will be some short remarks from Museum staff as well as an opportunity to explore the exhibit. Snacks and non-alcoholic beverages will also be provided. Tickets for the event can be purchased on our website.

The Little Black Dress is a traveling exhibition from the Costume Museum of Canada, and the Sidney Museum gratefully acknowledges their support.

The Sidney Museum is currently open, by donation, 7 days a week from 10am-4pm. Please see the Museum's website for more details on the current and upcoming exhibitions.

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For more information or interviews, contact:

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