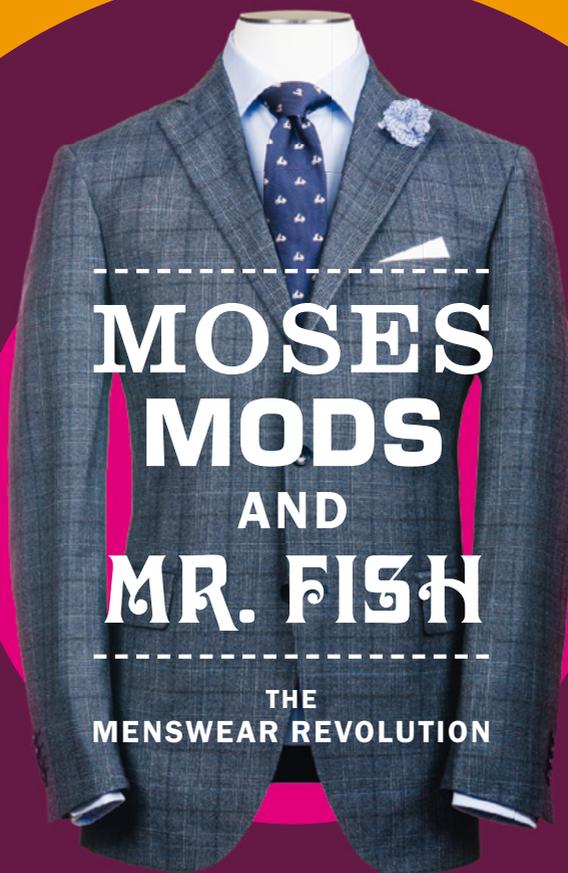


JEWISH
MUSEUM
LONDON



MOSES
MODS
AND
MR. FISH

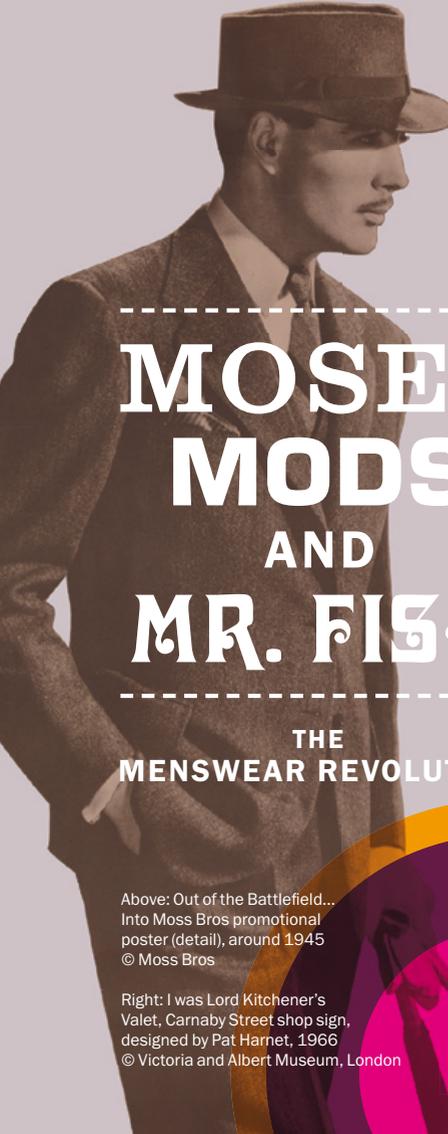
THE
MENSWEAR REVOLUTION

31 MARCH – 19 JUNE 2016

Moses, Mods and Mr Fish takes you on a journey from the tailoring workshops of the mid-19th century to the boutique revolution and mod culture of the swinging '60s.

For over 100 years British menswear set trends which led the world – and many of the most influential figures of this period were Jewish, from Montague Burton and Moses Moss to Cecil Gee and Michael Fish.

Explore the changing male image and menswear revolution over a 150-year period; from the 19th century formal silhouette through to the post-war period when young men stopped dressing like their fathers, becoming detail-obsessed mods or flamboyant peacocks.



MOSES MODS AND MR. FISH

THE
MENSWEAR REVOLUTION

Above: Out of the Battlefield...
Into Moss Bros promotional
poster (detail), around 1945
© Moss Bros

Right: I was Lord
Kitchener's
Valet, Carnaby Street shop sign,
designed by Pat Harnet, 1966
© Victoria and Albert Museum, London



Clothing label for Granny Takes a Trip suit, around 1970s
© Jewish Museum London



Discover more about menswear in the '60s; a time when swinging London was the most exciting fashion capital in the world. You can explore the emergence of the mod movement and the fashion revolution that made Carnaby Street famous.

See luxury clothes designed by Mr Fish, popular amongst young aristocrats and celebrities, including David Bowie and Mick Jagger.

Featuring fashion, photography and memorabilia including John Lennon's Cecil Gee suede jacket, *Moses, Mods and Mr Fish* offers an unmissable opportunity to explore the menswear revolution and discover how it helped to create the high street we know today.



The exhibition is generously supported by

The Cecil Gee Charitable Trust
Kirsh Family Foundation
K.C. Shasha Charitable Foundation



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

Burton shop façade, around 1930s © Burton Family Archive

Exhibition Events

Discover more about the exhibition with our programme of talks, workshops and panel events

Curator's Talks

Mondays 11 April, 9 May and 13 June, 2 – 2.30pm

Discover more about the themes, stories and objects on display with exhibition curator **Elizabeth Selby**.

Museum admission applies (free for Friends)

In the Loop Workshop

Sunday 10 April, 2 – 4pm

Get hands on with fashion designer, pattern cutter and historian **Laura Jones** (Vivienne Westwood, Nicole Farhi, London College of Fashion) as she gives an insight into the traditions of neckwear and helps you to make your own tie. Pick your favourite style and take it home – whether it's ultra skinny, a '70s inspired kipper or a classic style.

£10

**DOWNLOAD
OUR APP**

**Discover more stories
and take a London
street tour**

**Search 'Jewish
Museum London' on
your app store**

Mr Fish (seated) with celebrity friends including Twiggy, Tom Courtenay and Joe Orton, 1960s
Photographer: Lichfield

Evening Lecture

Suit: The History of an Idea

Thursday 14 April, 6.30 – 7.30pm

Leading menswear historian **Professor Christopher Breward**, author of new book *The Suit*, explores the history of this enduring garment. Why is it such an icon? What does its form tell us about society? And what is its future?

Museum admission applies (free for Friends)



Right and Below: Burton leaflet (details), 1930s, © Burton Family Archive



Menswear Study Day

Tuesday 3 May, 10am – 3.30pm

Explore the history of menswear through a series of talks from experts in the field. Speakers include **Laura Ugolini**, author of *Men and Menswear: Sartorial Consumption in Britain, 1880-1939*, and **Timothy Long**, Curator of Fashion at the Museum of London. £20 (includes tea/coffee)

Counter-Culture Late Opening

Thursday 19 May, 6 – 9pm

Explore the exhibition after hours and enjoy music, talks, fashion-inspired activities and much more. £10

Fashion Insiders Panel Discussion

Tuesday 7 June, 7 – 8.30pm

Want to get ahead in the fashion industry? Hear from insiders including DJ turned Sartorial Designer **David Newell** and Moss Bros CEO **Brian Brick** in a discussion chaired by Fashion Executive and Entrepreneur **Maurice Helfgott** (Oliver Sweeney, ex M&S). They will discuss how to get into the industry and dish the dirt on the latest trends, styles and news. £10



Visitor information

Become
a Friend from
just £25 and
get in for
FREE!

31 March – 19 June 2016

Open daily 10am – 5pm

(Fridays 10am – 2pm)

Check website for full details of opening hours

jewishmuseum.org.uk/menswear

Admission

Adults £7.50*

Concession £6.50*

Children (5-16) £3.50

Family ticket £18

(two adults and four children)

**Museum Friends and Art Fund Members
go free**

* Prices include voluntary donation for Gift Aid purposes

Getting here

Jewish Museum London

Raymond Burton House

129 – 131 Albert Street

London NW1 7NB

3 minutes walk from

Camden Town Underground



Contact us

admin@jewishmuseum.org.uk

020 7284 7384

   **#JMLMenswear**

Shop

Browse our range of exhibition merchandise including gifts, books and fashion-inspired souvenirs.

Eat

Take a break during your visit and enjoy fresh sandwiches, delicious drinks and sweet treats.

Also on Display

Dorothy Bohm: '60s London

28 April – 29 August 2016

This display of images by Dorothy Bohm, co-founder of the Photographers' Gallery, presents a selection of her pioneering street photography from the '60s.

Coming Soon

Jukebox: A Century on Shellac and Vinyl

14 July – 16 October 2016

A musical journey of discovery through popular culture; featuring records that changed lives and the technology that made it happen.



Printed with vegetable based inks on 100% ECF pulp which contains material sourced from responsibly managed forests, certified in accordance with the Forest Stewardship Council