



FASHION IN MOTION: Orange Culture

Friday 16 August 2024 - 13:00, 15:00, 17:00 & 20:00

@V_and_A / #FashionInMotion

<https://www.vam.ac.uk/articles/fashion-in-motion-orange-culture>

Free tickets available Wednesday 7 August 2024 at 10am at

<https://www.vam.ac.uk/event/wkg62naRa5/fashion-in-motion-orange-culture>



Orange Culture, brainchild of Nigerian born fashion designer Adebayo Oke-Lawal, is set to take over the V&A's Raphael Court, as the focal point of the next iteration of the museum's *Fashion in Motion* series. The event will take place on 16 August 2024, staging four shows spread across the day, with free tickets available to book in advance via the V&A website on Wednesday 7 August 2024 from 10am. Shows will provide an insight into the clothing brand's latest creations, featuring pieces that weave an emotional string of socially aware stories and expressions into its vibrant and expressive garments.

Using his creations as a tool for confronting hyper masculinity, injustice and suppressed expressions of Africanism, Adebayo Oke-Lawal distinguishes himself as a designer whose vision for *Orange Culture* surpasses that of a brand, but instead inhabits the

space of a movement that seeks to create contemporary androgynous clothing for universal silhouettes by ethical means. With materials sourced ethically from Nigerian fabric makers and a team comprising of rigorously trained local staff, all pieces are crafted with great care and integrity in mind, demonstrating a commitment to community development. The environmentally conscious nature of Oke-Lawal's practices is also made evident through fabric sourcing methods, in addition to the zero to little waste manufacturing procedures championed by *Orange Culture*, and revamp programs that allow customers bring a garment back for updates.

Making its debut at the V&A, this collection of *Orange Culture* explores the battle for acceptance faced by migrants settling in a new country, alongside the journey that one must take to create a version of home in a new destination and find community. Oke-Lawal's designs explore nostalgia as a place of safety, inspired by the gardens of his childhood memories that gave him and his siblings a safe space in which to climb trees and play in nature.

Acclaimed by celebrities and critics alike, *Orange Culture* has been worn by names such as Ncuti Gatwa, Kelly Rowland, Lupita Nyong'o, Dua Lipa, and Chimamanda Ngozi Adichie, and lauded by publications such as Vogue, Huffington Post, New York Times, CNN, BET, Vanity Fair, ELLE and Marie Claire.

Oriole Cullen, V&A Senior Curator for Performance, Furniture, Textiles and Fashion said: *"We are delighted to celebrate the dynamic work of Orange Culture for the V&A Fashion in Motion, Summer 2024 show. The outstanding designs of Orange Culture spring from a holistic approach to design which addresses themes of identity, belonging and sustainability and we are thrilled to have the opportunity share this work with V&A audiences."*

Adebayo Oke-Lawal said: *"I am super excited and thankful to God to be debuting this collection at the V&A, as the museum has been a huge part of our story over the last couple of years! This collection is inspired by the story of migration, and the good and the bad that comes with the journey of trying to create nostalgia or a piece of home in a new place. When I'm travelling, memories of the sun shining, the sound of the birds, the smell of grass, and the warmth of family remind me of home, no matter where I am!"*

[@orangecultureng](#)

[@theorangenerd](#)

Admission to *Fashion in Motion: Orange Culture* is FREE. Tickets are limited so advance booking is essential. Free tickets will be available on 7 August at 10am at <https://www.vam.ac.uk/event/wkg62naRa5/fashion-in-motion-orange-culture>

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For further PRESS information about *Fashion in Motion: Orange Culture*, please contact press.office@vam.ac.uk/ +44 (0)20 7942 2502 (not for publication). A selection of press images is available to download free of charge from pressimages.vam.ac.uk

Social Media

X: @V_and_A

Instagram: @vamuseum

Facebook: @VictoriaandalbertMuseum

TikTok: @vamuseum

About Fashion in Motion

For over 20 years the V&A's Fashion in Motion series has brought free-to-attend catwalk shows to the public, enabling anyone to take a seat in the front row. The only fashion series of its kind, it allows people to experience a professional fashion event in the truly unique setting of the museum. Previous designers featured in the series include Alexander McQueen, Ashish, Christian Lacroix, Harris Reed, Christopher Raeburn, Erdem, Gareth Pugh, Giles Deacon, Grace Wales Bonner, Holly Fulton, Jean Paul Gaultier, Jenny Packham, Kansai Yamamoto, Yohji Yamamoto, Kenzo, Ma Ke, Missoni, Molly Goddard, Roksanda Ilincic and Vivienne Westwood, among other global names in fashion.

Fashion at the V&A

The V&A's fashion collection is designated as the UK's National Collection and is one of the largest and most comprehensive collections of dress in the world. Many of the pieces in the V&A's fashion collection are unique to the V&A and most of the iconic looks of the last four centuries are represented. The collections have been a source of inspiration for numerous fashion designers from Zandra Rhodes to the late Alexander McQueen, as well as students and researchers.