



## BodyMap for the V&A The Throwback T-Shirt



We have the pleasure of announcing the reissue of BodyMap's iconic Throwback t-shirt to coincide with *Club to Catwalk London Fashion in the 1980s* (10 July–16 February 2014). BodyMap ceased production in the early 1990s and we are thrilled to be offering their first designs in over two decades.

Stevie Stewart and David Holah founded BodyMap in 1982. The brand received instant acclaim for their unconventional, innovative, layered and often sculptural collections in boldly coloured and patterned fabrics. They took inspiration from the streets and the club scene and produced an exhilarating blend of form-fitting knits, layered stretch lycra jersey and rhythmic print that forecasted the new look to come.

Their collections balanced irreverence and fashionable appeal with offbeat offerings: boxy cropped jumpers, patterned stockings, and tight-fitting, knitted shorts.

BodyMap gained further momentum through collaborations with groundbreaking choreographer Michael Clark, whose commissions of BodyMap's costume designs produced visually arresting results. The duo's designs, with knitted garments as a constant component, were assured and potent symbols of innovative London fashion.

"We are excited to collaborate with the V&A for the *Club to Catwalk* exhibition and we have

been inspired to remodel and modernise one of our original designs as a commemorative souvenir special. We are very pleased with the result having sourced 100% organic cotton jersey from the UK and all the t-shirts have been printed locally in keeping with our ethical production values. The new look BodyMap t-shirt is now available in four sizes'

The Throwback t-shirt from their 1984 collection, which features in the exhibition, has been reworked for a contemporary, flattering effect. The displaced shoulders and positioning of the neck hole causes a cowl drape at the back. The t-shirts have been panel printed and are available in black on white and white on black.

For further information please contact **Samantha Safer** on **020 7942 2878** or email **s.safer@vam.ac.uk** (not for publication)

### V&A Shop

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[www.vandashop.com](http://www.vandashop.com)

**Throwback T-Shirt in White**  
Sizes small and medium

**Throwback T-Shirt in Black**  
Size large and oversize

100% organic cotton  
Made in the UK  
£95 each

Available exclusively at V&A Shop



V&A Club to Catwalk  
Stevie Stewart