

VOGUE 100 at Burlington Arcade

New Exhibition of Illustrated
Vogue Covers Curated by
Burlington Arcade

May 5th – August 31st 2016



A spectacular new installation featuring twenty 10 foot-high prints of the most stunning illustrated Vogue covers from 1918-1950 was launched today at Burlington Arcade in partnership with Vogue to celebrate the publication of the magazine's centenary edition.

Featuring some of the most beautiful illustrated and photographic covers from the Condé Nast archives, *Vogue 100 at Burlington Arcade* has been hung along the length of the 200 year-old arcade to create one of the most glamorous art installations of the season.

Curated by Burlington Arcade in partnership with Vogue Magazine, the artworks featured exclusively in the exhibition were selected both to create a narrative of the history of 20th Century sartorial fashions whilst also reflecting the diversity of the contemporary styles offered by the Arcade's current tenants.


Works of early 1920s illustrators such as Georges Wolfe Plank and Eduardo Benito hang gracefully alongside Manolo Blahnik, Maison Michel and Frédéric Malle, whilst later works by Porter Woodruff and Miguel Covarrubias are placed alongside long standing institutions including Hancocks, N Peal and Crocket & Jones.

Alongside the exhibition, there will be a programme of events across the three months of the exhibition, the highlight of which will be an **exclusive summer evening of shopping, style and cocktails on the 8th June** where many famous brands will be offering exclusive craftsmanship demonstrations and gifts with purchases – complementary to readers of the centenary edition of Vogue Magazine, featuring the Duchess of Cambridge on the front cover.

"Vogue 100 at Burlington Arcade brings together two British institutions", comments Ellen Lewis, Marketing Director. *"As the Arcade approaches our own 200th anniversary, the idea of creating this installation with Vogue to celebrate their own centenary seemed a fitting partnership."*

"Burlington Arcade have curated a beautiful illustrated history of early Vogue covers", comments Jo Holley, Acting Retail Editor, Vogue. *"The result is a truly inspiring installation; the imagery transforms the Arcade into a walkway through Vogue's history."*

Listings information

Exhibition	<i>Vogue 100 at Burlington Arcade</i> <i>A Celebration of Original Illustrated Vogue Covers Curated by Burlington Arcade</i>
Dates	May 5 th – June 30 th 2016
Price	FREE
Event	<i>Birthday Party for Vogue at Burlington Arcade</i>
Date	June 8 th 6.30pm – 9.30pm
Price	Complementary to Vogue readers (RSVP via centenary magazine)
Venue	Burlington Arcade, 51 Piccadilly, London. W1J 0QJ
Telephone	+44 (0)20 7493 1764
Website	www.burlington-arcade.co.uk
Stations	 Green Park, Piccadilly Circus (3 mins); Oxford Circus, Bond Street (12 mins)

Contacts (Further Info & Story Opportunities)

Cult.Brand

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Media Guestlist	rsvpvogue@burlingtonevents.co.uk

Story / Photo / Filming Opportunities

Pictures / Video

- Press Shots
- Exclusive use of selected pictures / images
- Exclusive set-up shots of installation

Discussion Points / Story Angles

- Exploring the Vogue archives
- Story behind Vogue 100 at Burlington Arcade
- Installing 20 x 12ft prints in three hours at 5am

Interviewees

- Jo Holley, Acting Retail Editor, Vogue
- Ellen Lewis, Marketing Director, Burlington Arcade

Birthday Party for Vogue at Burlington Arcade

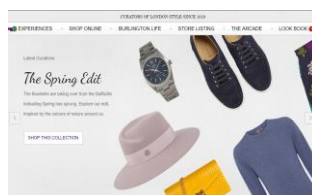
- 20% off any vintage Rolex (Vintage Watch Company)
- Manolo Blahnik shoes purchased on the evening will be personally signed Manolo Blahnik
- Downton Abbey tiara display at Richard Ogden

Websites & Additional Resources



cultbrand.co.uk/tag/press-release/

- Online Press Office
- Client list
- Company contact detail



burlington-arcade.co.uk/

- Background Information
- Store Listing
- Burlington Life Magazine



npg.org.uk/whatson/vogue

- NPG Exhibition Information

Editor's Notes

Burlington Arcade

Situated between Bond Street and Piccadilly, Burlington Arcade is one of the world's oldest and most celebrated shopping arcades.

Almost two hundred years old, the Arcade has a rich and varied history. Launched in 1819, it soon became one of Victorian London's favourite retail destinations, favoured by royalty and the cream of British society - even setting its own "rules of conduct", stringently upheld by the infamous uniformed Beadles.

Today, almost four million people are greeted by the still-uniformed Beadles at the gate and walk through the Arcade to discover the unique treasures on offer from the likes of Chanel, Barrie, La Perla, Maison Michel, KWANPEN, Bell & Ross, ERES, Fredric Malle, ROJA PARFUMS, True Grace Bespoke, Killan and Manolo Blahnik.

Burlington Arcade is where people with stories do business. It is a place where tradition takes a priority - alongside craftsmanship, individuality and bespoke service.

British Vogue

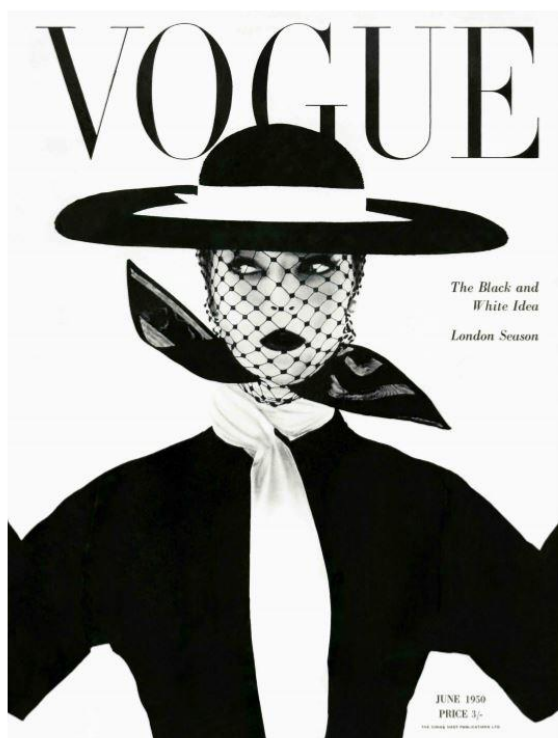
In 2016, Vogue celebrates 100 years as the undisputed fashion bible in Britain. Vogue is the cultural barometer placing fashion in the context of the larger world we live in – how we dress, entertain, what we eat, listen to, watch; who leads us, excites us and inspires us.

From its beginnings to today, three central principles have set Vogue apart: a commitment to visual genius, an investment in storytelling, and a selective, optimistic editorial eye.

Vogue has a combined print and digital circulation of 195,010 (ABC July to Dec 2015); readership is 1,327,000 (NRS Jul-Dec 2015); and unique users to the website total 2,354,570 (Google analytics Jan-March 2016).

In addition to the print and digital edition and the website including Vogue Video, the media brand holds an annual Vogue Festival in central London.

The Headline Covers



VOGUE 100 A celebration of original illustrated Vogue covers curated by Burlington Arcade

- Vogue 100 at Burlington Arcade



- Centenary Edition Cover (feat HRH The Duchess of Cambridge)
- June 2016 (Note: this cover is not featured within exhibition)

The Installation (Full Gallery [Here](#))



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Ends

