

Glasgow museums  
SCOTLAND STREET SCHOOL MUSEUM

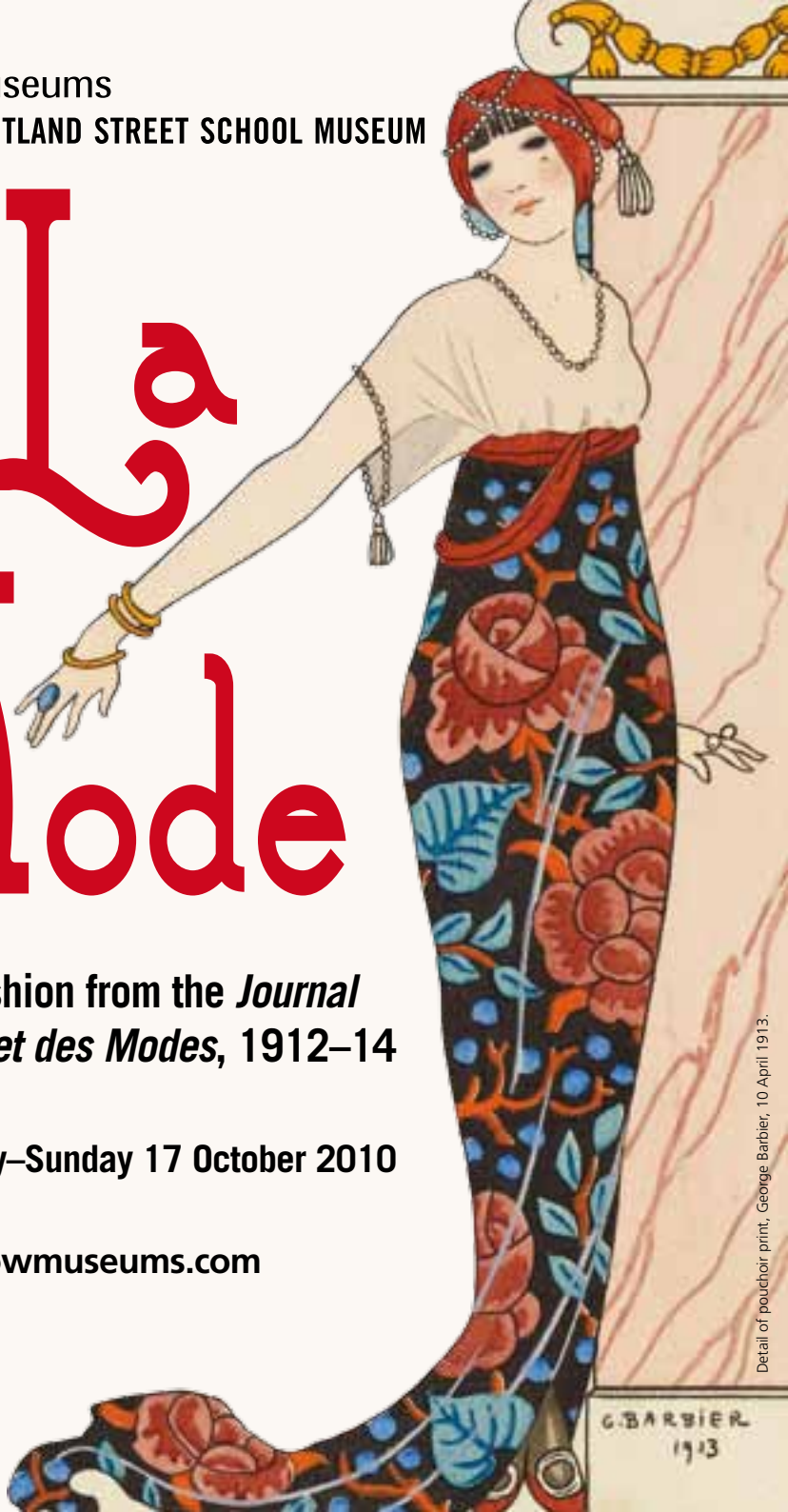
# À La Mode

Parisian Fashion from the *Journal  
des Dames et des Modes*, 1912–14

Friday 28 May–Sunday 17 October 2010

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

**FREE**  
Entry



Paris has long been known as the capital of fashion, and this was especially true in the early 20th century, when the famous Ballet Russes (Russian Ballet) came to the city, bringing with them a brilliant use of colourful design that had a huge impact on Parisian fashion.

In 1912 a new luxury fashion magazine reflecting this vibrant age was launched – the *Journal des Dames et des Modes*. Although short-lived it was a sensation. The magazine's fashion prints were designed by leading artists and illustrators of the day and the way they were produced – using the 'pouchoir' stencilling method – gave them a richness and depth of colour that can still be seen in surviving prints.

Glasgow Museums holds 17 volumes of this important, rare magazine. *A La Mode* exhibits 40 of their stunning prints and captures the essence of Parisian chic.



Detail of pouchoir print, 10 July 1913.

### Ladies' Day at Scotland Street

Thursday 17 June, drop in,  
11.00am–4.00pm

To coincide with Ladies' Day at Ascot, we invite you – ladies and gentlemen – to come and have your photo taken, wearing your favourite hat, for our archive. Participants will be entered into a draw to win afternoon tea for two on a day of your choice at The Willow Café at Scotland Street School Museum.

### Special offer from The Willow Café and Gift Shop

The Willow Café and Gift Shop in the Museum is celebrating *A La Mode* by giving all visitors to the exhibition a fabulous 10% discount\* on all purchases from both the café and gift shop range on the day of their visit.

**Claim your discount by presenting this flyer at point of purchase.**

\*This offer is exclusive to The Willow Café and Gift Shop in Scotland Street School Museum and is available from 18 May–17 October 2010 (inclusive).

### Short Courses

Please phone 0141 332 0521 to book course spaces or email [scotlandstreetbookings@csglasgow.org](mailto:scotlandstreetbookings@csglasgow.org)

#### William Chambers Millinery Course

**(1 day): Basic headpieces**

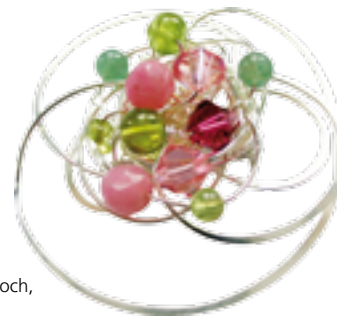
Saturdays 5 June, 10 July,  
10.30am–4.30pm,  
£50, booking required, age 16+

#### Silk Painting

Saturdays 12 June, 26 June,  
1.00–4.00pm  
Free, booking required (0141 287 0500),  
age 16+

#### Jewellery Design: Working with wire

Saturdays 17 July, 21 August,  
10.30am–4.30pm, £45, booking required,  
age 16+



Peridot and Agate Swirl Brooch,  
Laura Murray

#### William Chambers Millinery Course

**(2 days): Hat Making**

Saturday and Sunday  
24 and 25 July,  
10.30am–4.30pm,  
£135,  
booking required,  
age 16+



Cloche Hat, William Chambers Millinery

### Summer Zest

Tuesdays, Wednesdays and Thursdays  
from 29 June–5 August

A fun-packed programme of free activities for children and families inspired by the *A La Mode* exhibition, from screen printing to making your own accessories. See [www.zestweb.org](http://www.zestweb.org) for more information.



### Talks

All talks are led by Rebecca Quinton, Curator of European Costume and Textiles. Please phone 0141 287 0500 to book spaces.

#### The illustrated history of the fashion print

Thursday 1 July, Tuesday 5 October,  
2.30–3.30pm  
Free, limited places (35)

#### Fashion during the Belle Epoque 1900–14

Tuesday 27 July, Thursday 23 September,  
2.30–3.30pm  
Free, limited places (35)

#### Followers of Fashion: Glasgow Museums' fashion print and pattern exhibition\*

Friday 13 August, 2.30–3.30pm  
Free, limited places (35)

\*Part of the *Stitches in Time: Tales from Glasgow Museums European Costume and Textiles Collection* series of talks.

### Tours

All tours are led by Rebecca Quinton, Curator of European Costume and Textiles. Free, no booking required.

- Tuesday 21 June, 11.00am–12noon
- Thursday 15 July, 2.30–3.30pm
- Tuesday 10 August, 2.30–3.30pm
- Thursday 30 September, 11.00am–12noon



*Le Choix Difficile* (The Hard Choice), Charles Martin, 1913.

## Buy *A La Mode* prints from Glasgow Museums

Can't find what you're looking for? Glasgow Museums' Photo Library has thousands of images, including those from *A La Mode*, which can be printed to order on high quality paper or on canvas. Please phone 0141 287 2595 for more information.



**Open Tuesday to Thursday and Saturday 10.00am–5.00pm, Friday and Sunday 11.00am–5.00pm**

### How to get to Scotland Street

#### By Underground

Museum is directly opposite Shields Road Underground Station.

#### By Bus

First Bus services 89 and 90 stop near the museum.

### Facilities

**Disabled access**

**Hearing System**

**Gift Shop**

**Café**

Detail of pouchoir print, George Barbier, 1 December 1912.

Scotland Street School Museum | 225 Scotland Street | Glasgow G5 8QB |  
 Phone 0141 287 0500 | Fax 0141 287 0515 | Text phone 0141 287 0513 |  
[www.glasgowmuseums.com](http://www.glasgowmuseums.com) |

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