

February 2013: Press Release

## Lady of the Daisies

Homage to the late designer and entrepreneur Lea Gottlieb

Exhibition Opening: 19 March – 4 May 2013

Holon Design Week: 27 March – 30 March 2013

*Lady of the Daisies* focuses on the work of Israeli fashion designer and entrepreneur Lea Gottlieb.

Founder of internationally successful swimwear brand Gottex – famed for the Seven Suit that sold over one million pieces in 1985 alone – Gottlieb was a prominent and exceptional swim and beachwear designer and innovator of fashion in Israel's textile industry.

Galit Gaon, Chief Curator at Design Museum Holon, says, "*This homage to the work of a trailblazing woman who led a vision of design and industry in Israel is an important evolutionary step in the life of the museum. Lea Gottlieb put Israeli fashion on the map with her elegant and flattering designs that have sold to over 80 countries.*"

Work on the exhibition began more than six months ago with the process of sorting and selecting pieces from Lea Gottlieb's archives. Gottlieb also visited the museum to assist in determining the content before she passed away at the end of 2012.

The exhibition will showcase the history of Gottex swimwear through costumes, inspirational photographs, films and catalogues. The main gallery will include 100 swim and beachwear designs in addition to works of art that acted as original inspiration. Curated by fashion researcher Ayala Raz, this aspect of the exhibition pays direct homage to the life and work of Lea Gottlieb.

The second Gallery focuses on contemporary design and Creative Director Molly Grad's transformation of the Gottex brand in recent years. A specially commissioned model designed by Molly Grad will be presented. This unique piece will be accompanied by Grad's sketches, illustrations and quotes to represent her world of inspiration. Grad explains, "*The illustrations in the exhibit are like my fingerprints, a representation of my personal process and primary experience as an artist and creator. They are not indicative of a specific moment or time, but rather an ongoing approach. I have always drawn, ever since I was about three years old. Wherever I go, I always bring a pencil.*"

The exhibition will also be supplemented by research from designer and researcher Yael Targan. Dozens of women, from Israel and abroad, have provided different perspectives on the swimsuit as a fashionable, materialistic, technological, innovative, historical, cultural and gender oriented item.

The exhibition will open as part of Holon Design Week and is part of the wider vision of Design Museum Holon and the Municipality of Holon to promote Israeli designers and industry. The museum courtyard will be devoted to an active design experience for the general public, with exhibitions also showing in many of the city's other galleries.

-ENDS-



## Notes to Editors:

### 1. **Lea Gottlieb**

Lea Gottlieb emigrated from Hungary to Israel in 1949 with her husband Armin who owned a raincoat factory. Lea immediately understood that raincoats were not as appropriate for the climate of the Middle East and started sewing swimsuits which launched to instant success in 1956. Gotttex was innovative and sophisticated, with products sold in over 75 countries. In 1972, Gottlieb won first prize in the International Fashion Show in Cannes, becoming a key figure in the international beachwear fashion scene.

Over the years, Lea Gottlieb's designs have featured on the covers of the world's most prestigious fashion magazines. Prominent figures who have worn her designs over the years include Queen Elizabeth, Princess Diana, Queen Noor, Mrs. Nancy Kissinger, and movie stars like Elizabeth Taylor and Brooke Shields. Lea Gottlieb continued to design a new collection every year up to 2002. In 2012, at the age of 94, Lea Gottlieb passed away in Tel Aviv.

A memorial book for Lea Gottlieb will be available in 2014.

### 2. **Gotttex Swimwear Brands Inc.**

Established in 1956, iconic swimwear brand Gotttex has always been synonymous with high quality and effortless glamour. Combining swim and beachwear, Gotttex has earned a reputation as a fashion leader. The company is currently under the creative direction of Molly Grad, who prior to Gotttex designed for international fashion houses including Stella McCartney, YSL and Gianfranco Ferre. Grad is also known for her illustrations, for which she won the Nina De York and Colin Barnes awards. [www.gotttex-swimwear.com](http://www.gotttex-swimwear.com)

### 3. **Design Museum Holon**

Designed by world-renowned architect Ron Arad, Design Museum Holon was inaugurated in March 2010 and has quickly established itself as the most exciting recent development to emerge in the Middle East. The Museum is part of an urban regeneration initiative which aims to transform the City of Holon into a centre for design. Central to Design Museum Holon's mission is to supply an enriching and thought-provoking environment for visitors to explore exciting and engaging design ideas, principles, processes and objects in a tactile and practical fashion. [www.dmh.org.il](http://www.dmh.org.il)

For press information or visuals of the exhibition and Design Museum Holon, please contact Sameera Hanif and Amy Ullman at LUCHFORD APM: +44 (0)20 7631 1000; [sameera.hanif@luchfordapm.com](mailto:sameera.hanif@luchfordapm.com), [amy.ullman@luchfordapm.com](mailto:amy.ullman@luchfordapm.com)

