PRE-TRIP STUDY:
MARKET RESEARCH & ANALYSIS ON GLOBAL FASHION EXHIBITIONS AND MUSEUMS

LIU FM
FASHION MERCHANDISING

LONG ISLAND UNIVERSITY
MARCH, 2019
Since its founding in 1852 by Sir Henry Cole, the Victoria and Albert Museum has become the world’s leading museum in art and design. It houses a collection of over 2.3 million objects that showcase over 5,000 years of human creativity. The museum also has temporary exhibitions of famous designers, such as Christian Dior.

Victoria and Albert Museum is a leading museum in the arts and science that educates designers, manufacturers, and consumers. It also sells a wide range of products.
The Victoria and Albert Museum shop sells many fashion related products, relating to the current exhibitions.

There are a wide range of items sold at the Victoria and Albert Museum, ranging from books to accessories (jewelry, wallets, scarfs, tote bags, journals, framed prints, etc.)

The inspiration behind these items range from the 16th century Jane Austen era to the top designers in their generation. The example to the left is an exclusive print of a Christian Dior’s 1947 sketch.

**Description of Merchandises**

**Name:** Sketch by Christian Dior Corolle line 1947

**Price:** 20.00 GBP

**Medium:** Information and purchase available online.

**Details**

**Featured Best Selling Products**

- David Bowie is a Face in the Crowd Exhibition Bag
- Dior Postcard Wallet
- X-Ray Dress Silk Scarf
- Dior Notebook

Source: Victoria and Albert Museum Website
The MoMA museum Store is a store the sells a variety of art inspired take-aways and books.
Best selling fashion-related merchandise at the Museum of Modern Art

- Pink Pearl Drop Necklace: $225
- Pink Pearl Drop Earrings: $125
- Woven Triangle Bag: $165
- Aer Fit Pack 2 Backpack: $135
- Multi-Colored Japanese Fans: $28
MUSEUM OF MODERN ART DESIGN STORE

Overview

Name: MoMA Design Store
Type: Museum store
Size: Medium, Moderate
Brand: MoMA and artist inspired merchandise
Location: Soho, New York City
Timeline: Oct 2017 – Present day

Museum Store in detail

Diverse selection of design objects and gifts from classic twentieth century designers to today’s brightest design talent. On the lower level of the museum store there’s a mini market including an edited collection of architecture and design books. Shop includes a wide range of furniture, speakers, toys, games, lighting, tech innovations, tabletop, home décor, jewelry, accessories and more.

Store & Merchandise

Physical Online

The MoMA Design Store is a store located in Soho that distributes a variety of merchandise inspired by the art within the MoMA itself.

Source: Museum Design Store
MERCHANDISE

Contributing Inspiration

- Andy Warhol
- Jean-Michel Basquiat
- Keith Haring
- Jackson Pollock
- Ryan McGinness.

Yayoi Kusama
Explore new products designed or inspired by the work of this legendary Japanese artist.
Shop All Yayoi Kusama

Artist Skateboards
Made in collaboration with The Skateroom, a platform for promoting, selling and producing art on skateboards that supports youth-empowerment and development.

The MoMA Design Store offers activities and hosts artists that attract members of various art communities in and around the city.

Activities & Events

- The Print Shop: Meet the Expert Breakfast
  - Meet Dara Segal of Simply Framed and expert developer & interior designer Erin Lichy of HomeGirl

- Live with Kayrock Screenprinting
  - Meet Karl LaRocca, an artist in MoMA’s collection and cofounder of Kayrock Screenprinting

• Andy Warhol
• Jean-Michel Basquiat
• Keith Haring
• Jackson Pollock
• Ryan McGinness

• The Print Shop: Meet the Expert Breakfast
  • Meet Dara Segal of Simply Framed and expert developer & interior designer Erin Lichy of HomeGirl

• Live with Kayrock Screenprinting
  • Meet Karl LaRocca, an artist in MoMA’s collection and cofounder of Kayrock Screenprinting
The Foundation Louis Vuitton is a museum that is committed to the arts, culture and heritage.

Overview

Name: Foundation Louis Vuitton
Type: Permanent
Size: Large
Brand: Louis Vuitton
Location: Paris
Timeline: Oct 24th 2014 – Present

Museum in detail

In 2006, the LVMH Group and its companies opened a new chapter in their history of patronage with the creation of the Foundation Louis Vuitton. The building itself was inaugurated on 24 October 2014, the result of nearly 25 years of commitment to the arts, culture and heritage.

Store & Merchandise

Physical

Online

Foundation Louis Vuitton is a museum that is committed to the arts, culture and heritage.

Source: LVF website
Description of Merchandises

There is a physical store in Paris and an e-book store online. They sell books related to the current exhibitions as well as fashion books. They have a wide range of FLV souvenirs, as pictured below.

Featured Products

These items are sold exclusively from this museum.

Source: FLV Website
The world’s first official museum dedicated to handbags curated by Judith Clark, project of Kenny Park, holds a vintage collection of bags from around the world, focusing on European handbags from the 15th century to the present. It has a permanent collection and rotating exhibitions. An interesting concept about their museum is that they exhibit the bags in the era that they were created. Their underground floors include two shops, a cafe, and a DIY shop.

Simone Handbag Museum is architecturally designed in the shape of a hand back, and is dedicated to the history of handbags.

**Overview**

- **Name:** Simone Handbag Museum
- **Type:** Museum
- **Size:** Small
- **Brand:** Multiple (European)
- **Location:** Seoul, South Korea
- **Timeline:** July 2012 – Current Day

**Museum in detail**

Simone Handbag Museum is architecturally designed in the shape of a hand back, and is dedicated to the history of handbags.
Both visitors and new designers alike can purchase materials in the leather market and then try their hand or continue their designs in the workshop.

Description of Experiences

They feature a DIY class where visitors can construct and design their own bags with a master craftsman (for a fee) using materials from their shop and supplied with machinery and the gadgets needed to create their masterpieces. On the same level there’s a space for up-and-coming handbag designers to work on their new ideas for free. They also have a café where people could take a break from their work or after visitors are done experiencing the museum.

Details

Name: DIY Handbag Class
Price: 156 Euros, 12 Euros, 24-63 Euros
Medium: Must be present at the museum
Description of Merchandise

The museum gift shop features Simone company handbags and other European brands that are not available on the museum’s site. It also holds other small gift shop products such as tote bags and books. The second shop is dedicated to selling over 500 different types of leather, curated from areas such as Italy, France, Spain, Turkey, India, and Brazil.

Details

- **Name:** Gift Shop Items
- **Price:** N/A
- **Medium:** Museum Gift Shop

Handbags, small trinkets and original material available for purchase in the museum.
The Metropolitan Museum of Art

Museum in detail

Founded in 1870, the Metropolitan Museum of Art, or more informally known as The Met, is the largest art museum in the United States. Its purpose is to bring a “national institution and gallery of art” to the American people. It displays over 5,000 years of art from around the world, from our first ancient civilizations to today’s works. Many people also can engage in The Met experience online.

Overview

Name: The Metropolitan Museum of Art
Type: Museum
Size: Large
Brand: Various
Location: New York City
Timeline: April 13th, 1870 - present

Store & Merchandise

Physical

Online
Museum store captures the experience of the Met by having a majority of the items for sale that are inspired by the designs from famous pieces of art and of famous artists.
The Museum of Christian Dior is open year round, however features different exhibitions throughout the year. Small items are available for purchase in store only.

**Overview**

- **Name:** Grace Of Monaco, Princess In Dior
- **Type:** Temporary Exhibition (Permanent Museum)
- **Size:** Medium
- **Brand:** Christian Dior
- **Location:** Granville, France
- **Timeline:** April 27 - November 17, 2019

**Museum in detail**

The museum was originally the childhood home of Christian Dior. Built in 1905, it stands on a cliff facing the Channel islands in Normandy. Inside, you can find new models and accessories, which serve to complete its collections. The museum benefits from donations and auction rooms.

**Store & Merchandise**

- **Physical:** ✔
- **Online:** ✗
Although costs and supplemental information about the merchandise are not available, there are typical Dior Products for sale in the Museum, in addition to texts and novels about Christian Dior.
**Overview**

- **Name:** Frida Kahlo Museum
- **Type:** Permanent Museum
- **Size:** Small
- **Brand:** Frida Kahlo
- **Location:** Mexico City, Mexico
- **Timeline:** 1958 - current

---

**Museum in detail**

The museum was originally Frida Kahlo’s home. It is located in Colonia del Carmen of the Coyoacan borough of Mexico City. The Frida Kahlo Museum is also known as the Blue House because of the cobalt-blue walls. The museum is dedicated to the life and work of Frida Kahlo.

---

The Museum of Frida Kahlo is the most popular museum in Coyoacan and one of the most visited in Mexico City.
MERCHANDISE

Description of Merchandise

Visitors will find a shop located inside of the museum which provides a special shopping experience for the visitors offering many products by talented Mexican craftsmen and artists.

Store & Merchandise

<table>
<thead>
<tr>
<th>Physical</th>
<th>Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>✔️</td>
<td>✗</td>
</tr>
</tbody>
</table>

In the store you will find art books, children’s books, stationery, postcards, products featuring reproductions of art works, jewelry, handcrafts and clothing.

Source: Frida Kahlo Museum
The design museum was founded by Sir Terence Orby Conran, an English designer. It was located in Shad Thames, London until it relocated to a vacant Kensington landmark in 2016. The museum is home to several exhibitions focused around contemporary design. They also offer lectures, courses and workshops taught by industry experts.

The museum is a registered charity founded in 1989. It relocated to a spectacular modern landmark in Kensington in 2016 and has welcomed nearly one and a half million visitors since re-opening.

Source: The Design Museum Website
The museum has a free standing display called “Designer Maker User” that encourages people to visit the store. The design museum has both an online store and a physical store where merchandise can be purchased. They sell items related to the exhibitions along with many other products selected for their unique designs. The store offers homewares, jewelry, books, art, stationery, and games.

**Featured Best Selling Products**

- **“Museum in a Box”**
- Branded notebook
- Knot cushion
- Prints from Exhibitions
- Snowglobe

**The World’s leading design museum and European Museum of the Year 2018**
Opened in July 2017, La Maison Chloé has temporary exhibits that display the brand’s history. The first one was “Femininities,” which showcased photographer Guy Bourdin’s work with Chloé that led to its exposure in top fashion magazines. There is a small section based on its timeline from the designer, Gabrielle Aghion’s move to Paris to its collaboration with other designers, including Karl Lagerfield.

Although it is relatively new, La Maison Chloé is an acclaimed temporary exhibition of the brand’s history. There is a small shop and boutique that sells its merchandise.
MUSEUM SHOP

Source: Google Images
La Maison Chloé has a small shop with branded merchandise.

### Name: Marcie handbag in small grain calfskin

- **Price:** 1,990 USD
- **Medium:** Information and purchase available online.

### Featured Best Selling Products

- **Alphabet Rings**
- **Faye Small Shoulder Bag**
- **Small Tess Bag**
- **Susanna Boots**

While La Maison Chloé’s shop is small, it has a larger boutique that sells items online and offline.
Museum of Bags and Purses

Museum in detail

Over the years, Hendrikje and Heinz Ivo gathered a private collection of exceptional quality handbags that they wanted to share with the world. This started the Museum of Bags and Purses, which now receives over 80,000 visitors a year.

The Museum has a permanent exhibition of bags and different pop-up exhibitions that showcase the history of gorgeous handbags. Visitors can also experience the amazing shop, High Tea, & restaurant.

Overview

- Name: Museum of Bags and Purses
- Type: Museum
- Size: Large
- Brand: N/A
- Location: Amsterdam, Netherlands
- Timeline: 1996 - Present

Store & Merchandise

- Physical: ✓
- Online: ❌
These handbags are exclusively available at the museum store, which makes each item special, unique, and encourages customers to visit.

Description of Merchandises

The museum has collected some of the most unique, elegant and trendy bags, purses and accessories. They’ve filled their shop with a hand-picked selection of their finest Dutch and international designs. The shop sells purses, wallets, books and postcards. Visitors can find bags from designers such as Gianni Chiarinni and Rocco Barocco.

Details

Name: N/A
Price: N/A
Medium: Purchase in store ONLY
Bata Shoe Museum has the biggest collection of shoes and footwear-related artifacts in the world with a gift shop. It is also the only museum in North America dedicated solely to the history of footwear. It includes ballroom slippers worn by Queen Victoria, white and blue patent loafers of Elvis Presley and John Lennon's Beatle boot.

Source: Bata Shoe Museum website
WORKSHOPS AND MERCHANDISE

FOOTWEAR DESIGN WORKSHOP

A 3 hour session where audience will be introduced to creative exercises and sketching techniques.
Audience will learn tips and tricks for sketching different styles, silhouettes and learn the fundamental proportions of a shoe.

The museum shop is small and contains some books, ornaments, gifts, paper goods.
The Warhol has the largest collection of Warhol’s artwork (paintings, drawings, sculptures, prints, photographs, sketchbooks, etc). The items cover his career from his early work as a student to his pop art paintings. The film and video collections document his entire life and includes the 610 Time Capsules that the artist sent into storage after filling and sealing them.

The Museum is dedicated to inspiring visitors through Warhol’s life, legacy, and art and giving visitors access to experiences that are models for inclusivity & platforms for creative expression.
Merchandise

Description of Merchandises

Visitors can access the store without museum admission.
There is a wide range of Warhol-inspired products including reproduction prints, T-shirts, stationery, giftware, and the best selection of books on Warhol. (The museum also has a cafe.)

Details

Name: N/A
Price: N/A
Medium: Purchase in store ONLY

Items are only available for purchase in-store - most popular items are t-shirts (right now they have an Elvis tee and a Marilyn Monroe tee that have been selling quickly), magnets, candles and socks.
The Foundation of Pierre Berge – Yves Saint Laurent opened its doors in 2007 to conserve and promote the work of YSL. Exhibits of his work and haute couture collections are on display. Guided tours and groups occur through appointments. A gift shop is also included.

At the Foundation, a permanent, large exhibit can be found, featuring books, magazines, and exhibits of body work can be seen on display.
At the Foundation, a plethora of books, articles, and magazines are available for purchase.

Description of Merchandise

In the Foundation Pierre Bergé-Yves Saint Laurent’s gift shop, books and magazines are available for purchase. Some say that for anyone serious about fashion, this museum is a must see as the creation on show and the exhibit is unbelievable!
**Overview**

Name: Armani/Silos  
Type: Permanent Exhibition  
Size: Large  
Brand: Armani  
Location: Milan, Italy  
Timeline: April 30th, 2015 - Present

**Museum in detail**

The Armani/Silos museum, dedicated to celebrating 40 years of Armani, was originally a granary but later repurposed as a museum. The museum contains an online archive that can be used by guests to view past Armani products and collections.

**Store & Merchandise**

- Physical: ✔️
- Online: ❌

“**I decided to call it silos because this building used to store food, which is, of course, essential for life. For me, just as much as food, clothes are also a part of life.**” -Giorgio Armani

Source: Armani/Silos Official Website
Inside the Armani/Silos bookstore, there are various books, t-shirts, various small leather goods such as wallets and card holders, and accessories such as jewelry available for sale. A cafe is also open to the public.

A t-shirt with this print of Giorgio Armani can be purchased from the gift shop for the price of 70 euros.
Palazzo Fortuny is a Gothic palace in Venice that Mariano Fortuny transformed into a studio of his various works such as photography, stage-design, textile-design, and painting. The museum was donated to the city in 1956 by Mariano’s widow, Henriette. Its collections contain many pieces and materials that are organized under specific headings and reflect the different fields of work Mariano Fortuny explored.

**Store & Merchandise**

- **Physical**: ✔
- **Online**: ✗

Palazzo Fortuny showcases the different creations of designer Mariano Fortuny, as well as providing items for sale, inspired by pieces on display, that enhance a visitor’s experience.

Source: Museum Design Store
The store sells items that reflect Mariano Fortuny’s work and the unique nature of museum. It appreciates Venetian craftsmanship by welcoming locally-sourced materials & works of local artisans.