

Art flash: Lea Gottlieb, Lady of the Daisies

By Catherine van Baal, WGSN, 10 April 2013

An exhibition paying homage to the late designer and entrepreneur, who created swimwear brand Gottex that has successfully sold to more than 80 countries over six decades.



Gottex

* SHORTCUTS

- Israeli designer, Lea Gottlieb designed the Seven Suit that sold over one million pieces in 1985 alone
- Catalogue illustrations from the late 1970s are shown, together with key advertisement campaigns
- The iconic brand was established in 1956 and has gained generations of followers
- The exhibition holds a second gallery that focuses on contemporary design and creative director Molly Grad's transformation of the Gottex brand in recent years, together with her illustrations
- Annually showcasing at the Bryant park venue in New York as part of fashion week, Gottex is seen as a leader in the swimwear business
- The exhibition opened as part of Design Week Holon, and is part of the wider vision of Design Museum Holon and the Municipality of Holon to promote Israeli industry and designers

The exhibition offers key swimwear inspiration and showcases the history of Gottex swimwear through costumes, inspirational photographs, films and catalogues. The main gallery includes 100 swim and beachwear designs in addition to works of art that acted as original inspiration, with the second gallery, showcasing more recent years. Curated by fashion researcher Ayala Raz, the gallery pays direct homage to the life and work of Lea Gottlieb, supplemented by research from designer and researcher Yael Taragan.



Lady of the Daisies: Gottex Exhibition, Israel



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Gottex's creative director Molly Grad at the Lady of the Daisies exhibition



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GOTTLIEB COMPLETELY REVOLUTIONISED THE WORLD OF SWIMWEAR AND BUILT AN INTERNATIONALLY SUCCESSFUL BRAND; HER DESIGNS WERE A CULTURAL BAROMETER OF THE TIMES, SPEARHEADING TRENDS AND WORN BY THE ORIGINAL SUPERMODELS, ROYALTY, FILM STARS - AND CLOSELY FOLLOWED BY FASHION MAVENS - SO WE WANTED TO PAY HOMAGE TO HER."

Galit Gaon, the chief curator at Design Museum Holon



Detail from Gottex catalogue, 1978



Detail from Gottex catalogue, 1978



Detail from Gottex catalogue, 1978



Detail from Gottex catalogue, 1978



Detail from Gottex catalogue, 1978



Detail from Gottex catalogue, 1978

Gottex signature looks

With a focus on vibrancy of colour and pattern, Gottex is a brand that has always looked to lands

further afield for inspiration. The collection regularly features strong tribal and tropical references and works these in vibrant solid colour.



Gottex



Gottex



Gottex

Molly Grad, creative director, Gottex group

After working with the likes of Phoebe Philo, Stefano Pilati and Gianfranco Ferré, Molly Grad took over Gottex in 2009. The spring/summer 2013 collection in particular has a sense of drama that continues the brand's distinctive signature looks, while referencing global destinations with ranges named Shangri-La, Indochine, Daphne in paisley, Okinawa and Pyramids, all boasting strong geometric patterns.



Biarritz sketch by Molly Grad, 2011



Angelique sketch by Molly Grad, 2012



3 Women sketch by Molly Grad, 2012



Gottex at Mode City spring/summer 2013



Gottex spring/summer 2013 lookbook



Gottex at Mode City spring/summer 2013



"THE ILLUSTRATIONS IN THE EXHIBIT ARE LIKE MY FINGERPRINTS, A REPRESENTATION OF MY PERSONAL PROCESS AND PRIMARY EXPERIENCE AS AN ARTIST AND CREATOR."

Molly Grad, creative director, Gottex

* LADY OF THE DAISIES

March 19 – May 4

The Design Museum Holon
Tel Aviv
Israel

www.dmh.org.il
www.gottex-swimwear.com