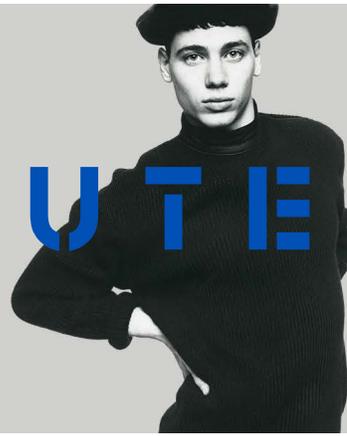


PARACHUTE

SUBVERSIVE FASHION OF THE '80s



MCCORD
MUSEUM

100 Years Young

Press release

Last chance to see *Parachute: subversive fashion of the '80s* Revisit the world of Parachute at the McCord Museum to the sounds of New Wave music

Montreal, April 5, 2022. – Approximately 90,000 visitors have enjoyed the creations of designer Nicola Pelly and architect Harry Parnass since the opening of *Parachute: Subversive Fashion of the '80s*. With the exhibition winding up in a few short weeks, fashion lovers have until April 24 to revisit the history of this iconic Montreal clothing brand. To commemorate the closing, the McCord Museum is presenting an evening of New Wave music. On Wednesday, April 13, the public is invited to dress up and dance to the pulsating sounds of 1980s nightclubs.

With tunes from LOST HEROES and visuals by BOYCOTT, guests will be immersed in the counter-culture and avant-garde music scene of the era that gave birth to Montreal's legendary Parachute brand. Post Disco, No Wave and alternative music will create a unique experience for a truly exceptional night at the Museum.

The evening will also offer fashionistas an opportunity to meet Parachute co-founder and designer Nicola Pelly and exhibition curator Alexis Walker, who will be offering a special guided tour of *Parachute: Subversive Fashion of the '80s* at 6 p.m.



Nocturne new wave

Wednesday, April 13, 5 to 9 p.m., McCord Museum Atrium

Admission fee: \$9.50 (includes access to all exhibitions), bar service on site

[Reservations](#)

PARACHUTE: SUBVERSIVE FASHION OF THE '80s – UNTIL APRIL 24

From its beginnings inspired by New Wave subculture to its position as a veritable international fashion sensation, the Parachute brand from Montreal was recognized from New York to Tokyo for its visionary, bold apparel and innovative concept stores. The exhibition explores the history of the brand, a go-to label for stars like Madonna, Peter Gabriel and David Bowie, while immersing visitors in the exuberance of the 1980s.

Founded in Montreal in 1977 by British clothing designer Nicola Pelly and American architect and urban planner Harry Parnass, Parachute was active in the world of fashion until 1993. Several factors contributed to the brand's rise to global phenomenon.

Since the exhibition's opening on November 19, visitors to *Parachute: Subversive Fashion of the '80s* have admired the androgynous, avant-garde creations of Parachute through some sixty outfits, including two stage costumes from the personal collection of Peter Gabriel. They have also examined over 140 archival documents such as sketches and advertisements, as well as promotional photographs and images taken in Montreal's nightclubs. Finally, they have viewed exclusive interviews along with video excerpts of fashion shows and concerts, all against a soundtrack of music from Men Without Hats, Peter Gabriel and Montreal group FHANG.



Marilyn Aitken © McCord Museum



Roger Aziz © McCord Museum

PARACHUTE PRODUCTS

The McCord Museum Boutique offers sweatshirts and T-shirts for adults and children, along with various branded items such as bags, stationery products, glasses and button pins. The products were created in collaboration with Nicola Pelly, co-founder of Parachute, designer Racine and Montreal-based companies C'est beau and TOMA Objects. The items are available at the Museum Boutique as well as on its [website](#).



MUSEUM HOURS AND FEES

Tuesdays, Thursdays and Fridays, 10 a.m. to 6 p.m. | Wednesdays, 10 a.m. to 9 p.m.
Saturdays and Sundays, 10 a.m. to 5 p.m.

Adults: \$19 | Seniors: \$17 | Students (ages 18-30): \$14 | 17 and under: free
Indigenous people: free

Wednesday evenings: free (*Piqutiapiit* and permanent exhibition) or
\$9.50 (*JJ Levine: Queer Photographs* and *Parachute: Subversive Fashion of the '80s*)

To ensure an optimal visitor experience for all, you must reserve online tickets for Museum visits and activities, both free and paid. Visit the Admission Desk page on the Museum's [Website](#).

The McCord Museum sincerely thanks BMO Financial Group for free admission on Wednesday evenings, the Fondation J. A. DeSève for free admission for children 12 and under and the Rossy Foundation for free admission for teens ages 13 to 17 for 2022.

COVID-19: MEASURES FOR A SAFE VISIT

The Museum observes the health measures recommended by the Quebec government. To find out what measures are in effect at the time of your visit, visit the Museum [Website](#).

ABOUT THE McCORD MUSEUM

The McCord Museum celebrates life in Montreal, its people and communities, past and present. Reaching beyond the city to the wider world, the Museum creates and presents engaging exhibitions, educational programming and cultural activities with a critical and inclusive take on social history. Its collections of Archives, Documentary Art, Dress, Fashion and Textiles, Indigenous Cultures, Material Culture and Photography comprise 200,000 objects and works of art, 2.15 million photographs, 3,500 rare books and 340 linear metres of textual archives. Founded on October 13, 1921, the Museum is celebrating its 100th anniversary with special programming until fall 2022. McCord Museum: Our People, Our Stories.

– 30 –

[Download](#) high-resolution images
See [information sheet](#) and [merch list](#).

Source: McCord Museum

Information and interview requests:
Roy & Turner Communications
Chloé Rossi
crossi@roy-turner.com
438-777-1881

Presented by **E L L E**
Q U É B E C