

PRESS KIT

Catherine B Paris

Les 3 marches

X

Victoria and Albert Museum



Catherine B exhibits the first Birkin from Maison Hermès at the Victoria and Albert Museum

On April 25, 2020, the Victoria and Albert Museum in London opens Bags : Inside Out, the UK's most comprehensive exhibition dedicated to this ultimate accessory. From designer handbags to shipping boxes, from vanity cases to military backpacks, the exhibition highlights our timeless fascination with the bag. Presenting innovative models from Mulberry to Karl Lagerfeld, iconic handbags worn by Margaret Thatcher or Sarah Jessica Parker, from the legacy of Hermès to the streetwear of Off-White, and an exclusive discovery in the world of workshops, Bags : Inside Out offers an unprecedented look at this global obsession.

Symbol of social status while hiding our most precious goods, the exhibition declines the function, status and craftsmanship of the bags. Through more than 200 objects of various sizes, from tiny purses worn with fingertips to luxurious travel trunks, this thematic exhibition illustrates the world heritage of these very coveted objects from the 16th century to the present day.





The exhibition also examines the central role of the bag in celebrity culture and its notoriety among the political and societal elite. Presenting a “Kelly” from Maison Hermès in honor of Grace Kelly and a “Lady Dior” handbag dedicated to Princess Diana, the exhibition explores the powerful and influential world of celebrity approval.

Catherine B, famous French collector of Hermès and Chanel bags and owner of the “Les 3 marches” boutique on rue Guisarde in the 6th district in Paris, is invited for the occasion with the centerpiece of her collection, the first Birkin bag produced by Hermès workshops for Jane in 1984 and which also bears its initials.

This legendary bag, donated by Jane Birkin for an auction for AIDS in 1994, was acquired by Catherine B in 2000 during a sale to Drouot.



Fueling the “It Bag” phenomenon in the late 1990s and early 2000s, the celebrity association helped boost sales of luxury bags and saw certain models reach iconic status in popular culture.

The Fendi “Baguette” bag worn and stolen from Sarah Jessica Parker in one of the most famous scenes in *Sex and the City* or the very unlikely Speedy gold from the house of Louis Vuitton and adopted by Kim Kardashian.

After a visit to New York at Moma's in 2017 for the exhibition dedicated to 200 fashion reference objects, Jane's Birkin is back on the scene thanks to the V&A museum and its very sophisticated selection.

Contacts

V&A

Bags : Inside out exhibition : from April 25, 2020 to January 31, 2021

Victoria & Albert Museum, London

Entrance: from £ 12

Curator : Lucia Salvi

Instagram : @vamuseum

Facebook : @Victoriaandalbertmuseum

Les 3 marches de Catherine B

1 rue Guisarde, 75006 Paris

Tel. 00(33) 06 80 58 73 25

Tuesday to Saturday 11 am-7.30pm

Instagram : @les3marchesdecatherineb

Facebook : Les 3 marches de Catherine B

www.catherine-b.com

Press contact : Agence Spirale

Valérie Benaroch : valerie@spirale-rp.fr

Tel. 00(33) 06 27 88 02 24