

## Media information

For immediate release



# In your Easter bonnet...

## Piers Atkinson holiday hat competition

2 April – 19 April 2015



- Be the grandest fellow this Easter holiday with the Fashion and Textile Museum's Easter holiday bonnet competition and display
- Renowned milliner Piers Atkinson is lending a selection of imaginative and fun hats to inspire visitors to design their own Easter bonnet.
- Explore the Museum from 2 April 2015, find the hats, and enter the contest to win a selection of prizes
- The competition is open to all ages and prizes include a Piers Atkinson bubblegum pink 'Blow Me Up' hairband, 10 copies of the best-selling book 'How to Draw Like a Fashion Designer' plus a year's free entry to the Museum – and Easter chocolate for each entrant too!

The Fashion and Textile Museum is hosting its first-ever Easter bonnet competition during the school Easter holidays, from 2<sup>nd</sup> to 19<sup>th</sup> April 2015.

With drawing tips from the Museum's book 'How to Draw Like a Fashion Designer', you can take inspiration from the exciting array of Piers Atkinson hats on display to draw the ideal Easter bonnet for 2015. Designs will be entered into the Museum's competition to win a range of fashion prizes.

Milliner Piers Atkinson said: "The Fashion and Textile Museum is one of my favourite places in London. After working with the Museum founder Zandra Rhodes, my approach to design and colour was revolutionised. I am really pleased to support this competition and hope that it will inspire visitors to explore the creative possibilities of hats and caps in the 21<sup>st</sup> century."

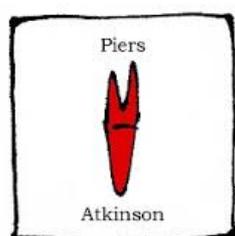
Head of the Fashion and Textile Museum, Celia Joicey said: "This year, we are really pleased to be running an Easter bonnet competition for visitors of all ages. The display brings together a playful selection of hats by Piers Atkinson, selected to showcase the art of millinery and to make you smile. From

exquisite floral arrangements to bird beaks, magic mushrooms and pompom headbands, we hope these creations will inspire lots of visitors to try out their own design ideas."

### Notes to editors

1. The Easter bonnet display and competition is organised by the Fashion and Textile Museum and Newham College.
2. Display dates 2<sup>nd</sup> April – 19<sup>th</sup> April 2015.
3. The Fashion and Textile Museum is at 83 Bermondsey Street, London SE1 3XF. [www.ftmlondon.org](http://www.ftmlondon.org) @FashionTextile
4. Museum opening times: Tuesday–Sunday, 11am–6pm; Thursday until 8pm; Sunday until 5pm last admission 45 minutes prior to closing. Closed Mondays including Easter Monday.
5. Ticket prices: £8.80 adults, £6.60 concessions, £5.50 students, inclusive of 10% donation. Under 12s are free Booking information: [www.ftmlondon.org](http://www.ftmlondon.org)
6. The Fashion and Textile Museum is the only museum in the UK solely dedicated to showcasing developments in contemporary fashion, as well as providing inspiration, support and training for those working in the industry. Founded by iconic British designer Zandra Rhodes, the museum is owned by Newham College London – one of Europe's largest further education colleges. The Museum is located in the only building in Europe designed by award-winning Mexican architect Ricardo Legorreta (1931–2011).
7. Piers Atkinson has worn nearly as many hats as he's made. Artist, illustrator, milliner, costume designer, party organiser, fashion editor and DJ. He grew up in Norfolk with three generations of women – including his mother, the theatrical milliner Hilary Elliott, at whose knee he learned hat-making. After studying at the University of Bristol, Piers Atkinson moved to London where he worked with artist Andrew Logan and fashion designer Zandra Rhodes. He launched his first collection of hats in February 2008 and has since collaborated with other designers and has dressed such celebrities as Anna Dello Russo, Kate Moss, Lady Gaga, Rihanna, Kelis, Cate Blanchett and Paloma Faith. His hats are available across the globe and online [www.piersatkinson.com](http://www.piersatkinson.com)

Display and competition with thanks to:



# Thames & Hudson

**For further press information about the Museum please see the website or contact:**  
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# In your Easter bonnet...

## Piers Atkinson hats at the Fashion and Textile Museum

2 April – 19 April 2015

### Images



l to r: Magic Mushroom headband: Tiara of rainbow magic mushrooms sprouting from a black leather headband; Ding Dong: Extravagant orange tulle veiling with electric blue sprouting feathers; Pre-blocked yellow trilby with acid yellow, vinyl splat. All High Summer '15 collection. Photos © Piers Atkinson



l to r: 'Acid Cherries' extravagant acid hyper-cherries on black leather headband, securely fitted with a comb; Bird Peak Feather Baseball Cap: showcasing a peaked brim and feather topper, the cap is finished with acrylic eyes at the front to exaggerate its playful vibe. Pom-pom Bird Beak Cap: a whimsical, chirpy aesthetic with traditional components reupholstered to emulate a bird, including pointed peak trimmed in grosgrain offset by an oversize pom-pom. Photos © Piers Atkinson



l to r: Multi marabou feather pom-poms on metallic lilac leather band, Spring / Summer '14 'IT'S MY PARTY!' collection. 'How to Marry A Billionaire', floral explosion in pink with Swarovski stars on wire band, Spring Summer '13 collection; 'Blow Me Up' Giant inflatable bubblegum pink plastic bow on black satin headband, on offer as a prize in the 'In your Easter bonnet...' drawing competition / Photos © Piers Atkinson