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## Loli-Pop

### A downtown Auckland view on Japanese street fashion

September 15 ♦ November 18 2007

Tamaki Gallery

Free with entry donation

Asian popular culture and fashion has forever changed the look of downtown Auckland. Auckland Museum♦s latest exhibition, Loli-Pop, explores one of the extreme edges of this culture: the Japanese Gothic Lolita phenomenon.

Curator Kathryn Hardy Bernal, lecturer in Contextual and Theoretical Studies at AUT says that the exhibition aims to explore the relationships between the Loli-Goth and popular culture.

Hardy Bernal explains that ♦The Gothic Lolita, or Loli-Goth, style is designated by fashions inspired by the Rococo, Romantic and Victorian periods. It is based on a particular notion of the Gothic, represented by historical mourning garb, maidservants♦ wear, children♦s dresses, and dolls♦ clothes. The Loli-Goth thus demonstrates a predilection for bloomers, petticoats, pinafores, ribbons, ruffles, bonnets, lace headdresses, parasols, and Mary Jane shoes. The appearance, therefore, often evokes that of a Victorian doll.♦

Loli-Pop brings together the relationships between the Loli-Goth and popular culture, and the strong association of the Loli-Goth with the doll, including a selection from Hardy Bernal♦s personal collection of Japanese Lolita dolls. This display is supported by the highlight of the show, five full-sized garments created and constructed by AUT University Fashion staff members, Angie Finn, Yvonne Stewart, Lize Niemczyk, Gabriella Trussardi, Carmel Donnelly and Kathryn Hardy Bernal, which demonstrate the designers♦ own interpretations of Gothic & Lolita, inspired by Japanese street style. The exhibit is complimented by a backdrop of photographs that illustrate the impact of the outfits when worn, modelled by AUT University Bachelor of Fashion Design students, Emily Huang, Shangshang Cookie Wang, Emily Wang, Shiahug-Wen Sean Kuo and Yanling Wang.

A visual framework is incorporated by two further photographic series, taken on the streets of Tokyo, documenting current incarnations of Gothic & Lolita in Japan. This is supported by images of local Loli-Goths, contributing to the New Zealand context of the Exhibition.



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