



INSPIRED – MARCH 2018 V&A LICENSING NEWSLETTER

Welcome to the March issue of Inspired, the V&A Brand Licensing newsletter. We have had a busy start to 2018 with a number of exciting product launches that we can't wait to share with you.

Trimcraft (UK)

We are continuing to expand our product ranges in the crafting world, and now Trimcraft have lovingly adapted our collection of Arts and Crafts designs into a wonderful paper craft collection. Showcasing rich, vibrant colours and natural patterns, this collaborative range includes a selection of coordinating embellishments to decorate handmade projects such as adhesive pearls, photo frames, creative ribbons, wooden buttons, stamps and more. Available now from Hobbycraft and other independent retailers.



Coco de Mer (UK)

We have teamed up with luxury nightwear and lingerie specialist, Coco de Mer, to create a line of high quality and exquisitely designed luxury lingerie. Merging nature with richly dramatic embellishment, the ranges will celebrate the delicate motifs and ornate patterns from our rich archives. The first range of 32-pieces will be available in stores in September 2018.



People Tree (UK and Japan)

Spring/Summer 2018 sees the launch of our second fashion collection with ethical clothing brand People Tree. The collaboration offers a contemporary eight piece capsule collection celebrating the Arts and Crafts Movement. Key to the designs are feminine ruffles paired with sharp tailoring. The beautiful prints are placed onto the softest organic cotton, grown by avoiding harmful pesticides and fertilizers guaranteeing the organic cotton farmers can protect themselves and the environment. Available now from John Lewis, House of Fraser and online at www.peopletree.co.uk.



Royal Selangor (Malaysia)

Pewter specialist Royal Selangor has been inspired by our current exhibition *Ocean Liners: Speed & Style*, with their new Streamline collection. The fluid concentric curves are typical of the bold luxury of the Art Deco Movement and have been translated beautifully onto this range of pewter decorative accessories including a serving tray, trinket box, hip flask and bottle chiller. A fully integrated marketing campaign will celebrate our longstanding relationship of over 20 years with Royal Selangor, with collateral including VR footage of the Museum that will be shown to Malaysian press later in March. Available now from royalselangor.com



Ocean Liners 3 February – 17 June 2018

Discover the romantic and remarkable age of ocean travel with our latest exhibition. Experience a unique journey through the design stories of the world's greatest ocean liners, including the Titanic, Normandie, the Queen Mary and the Canberra, and find out how these impressive vessels helped shape the modern world. Highlights include a precious Cartier tiara recovered from the sinking Lusitania in 1915, as well as a panel fragment from the Titanic's first class lounge, returning to the UK for the first time since its doomed maiden voyage in 1912. vam.ac.uk



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