FOR IMMEDIATE RELEASE

New Exhibition
DARING DECO:

1920s Women's Fashion

June 24th – October 11th

Calgary, AB. – June 17, 2015 – Discover the golden era of women's fashion at Lougheed House with the new exhibit, ***Daring Deco: 1920s Women's Fashion***. This unique exhibition of rare fashion artifacts and images explores how fashion reflected women's evolving roles in society during this pivotal decade.

The exhibit features **over 50 objects**, including dresses, shoes, jewellery, scarves, hair accessories, hats and more, from the collections of the Royal Alberta Museum, the Red Deer Museum + Art Gallery, Glenbow Library and Archives, and the Lougheed House.

Alberta Women Reflected Social Change

By the 1920s, Alberta women enjoyed the right to vote and had begun to work outside the home. Some had new leisure time to play sports, while others were pursuing higher education. Many of the exhibit's **twelve dresses** belonged to prominent and accomplished Albertan women, such as **Irene Parlby.**

An MLA from 1921 -1935, **Parlby** is best known as one of the **"Famous Five"** who worked for women's rights. Two of her dresses are featured, including the black

lace velvet dress that she wore during her trip to the **League of Nations** as one of Canada's ambassadors in 1930.

A number of evening and party gowns are also featured, such as those of young **Alberta College students Dewie Lewis and Fairy McDougall** who purchased their dresses as young working women.

"Changing attitudes regarding women's fashion and their roles in society influenced fashion designers of the 1920s to come up with daring innovations in clothing and accessories," says **Lougheed House Curator, Trisha Carleton.**

Vamp and Flapper styles reflected these changes, evident in the short, masculine hairstyles of the period, the 'deco' styling of jewellery and the bright colours of stockings.

The Lougheed Family in the 1920s

The Lougheed family was active during this time, but faced the passing of Sir James Lougheed in 1925. Dorothy Lougheed, Senator James Lougheed and Lady Isabella Lougheed's only surviving daughter, was known for her love of fashion and dance.

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Trisha Carleton, Lougheed House Curator and **Lucie Heins**, Assistant Curator, Western Canadian History, Royal Alberta Museum are available for interviews.

Link to Exhibit Photography: http://bit.ly/1GPyDPz

Free Opening Reception in the Lougheed House Gallery

The public is invited to the free opening reception on Thursday, June 25th from 6:30 – 8:30 p.m. with Curator Trisha Carleton, as well as refreshments and cash bar.

Lougheed House

Built in 1891 for James and Isabella Lougheed and their growing family, historic Lougheed House is a 14,000 square-foot sandstone prairie mansion with extensive gardens on 2.8 acres in Calgary's beltline community. One of the finest residences in Canada's northwest and the political and social hub of fast-growing Calgary until 1938, Lougheed House is now a National and Provincial Historic Site and Museum run by the Lougheed House Conservation Society.

Subject to availability, historic interpreters are available to give guided tours. Self-guided and audio tours are always available.

Regular admission prices:

$8.50 Adult
$6.50 Seniors & Students
$5.00 Children 6-12
$25.00 Families
Children under 6 are admitted free of charge.

Lougheed House is at 707 - 13 Avenue SW Calgary, AB T2R 0K8 and is open

Wednesday - Friday, 11:00 a.m. to 4:00 p.m.
Saturday and Sunday, 10:00 a.m. to 4:00 p.m.
Phone (403) 244-6333
info@lougheedhouse.com
www.lougheedhouse.com

The Restaurant at Lougheed House serves lunch Wednesday - Sunday, 11:00 - 2:00 p.m., and brunch, Saturday and Sundays only, 10:00 - 2:00 p.m.

Gardens

Our 2.5-acre Gardens are open daily from 7:00 a.m. until sundown.