The World of Viktor&Rolf

30 Years of Haute Couture

Press release



Vincent Lappartient, Elpida Voryas Georgiadi. *Diamond Kite*. Haute couture collection, P/E 2026 © Vincent Lappartient

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VIKTOR&ROLF L'ORÉAL LUXE LAUREN AMOS FOUNDATION

MUSÉE DES ARTS DÉCORATIFS

The World of Viktor&Rolf
30 Years of Haute Couture



1.

From 28 January to 4 July 2027, the Musée des Arts Décoratifs presents *The World of Viktor&Rolf: 30 Years of Haute Couture*, a major retrospective exploring the work of Dutch designers Viktor Horsting and Rolf Snoeren. A pioneer in recognizing their work, the museum dedicated an exhibition to the duo in 2003: *Viktor&Rolf by Viktor and Rolf. The First Decade*, presented in its fashion galleries a decade after their breakthrough at the Hyères Festival. Today, the museum renews its collaboration with the designers, tracing more than three decades of a singular body of work at the intersection of fashion, art and performance. Under the creative direction and curation of Thierry-Maxime Loriot, this touring exhibition created by Kunsthalle Munich, brings together more than 100 haute couture creations, miniature dolls, archival materials and immersive installations, tapestries, photographic prints by leading photographers, sketches, and archival footage. It spans the duo's earliest experiments through their most recent designs, some of which are being displayed for the first time. Under the artistic direction and curatorship of Thierry-Maxime Loriot, the exhibition design has been adapted to the museum's spaces by Atelier Jodar.

PRESS RELEASE

1. Sølve Sundsbø, Abény Nhial — *Couture de force, V Magazine* 2023 *Late Stage Capitalism Waltz* Haute couture collection P/E 2023 © Sølve Sundsbø/ Art & Commerce

2. Inez & Vinoodh — *Viktor Horsting & Rolf Snoeren* Amsterdam 2026 © Inez&Vinood



2.

Since emerging on the fashion scene in the 1990s, Viktor and Rolf have forged a distinctive position within contemporary fashion. Their collections often begin with a concept or an idea that unfolds into a fully realized artistic proposition. Garments become sculptures, manifestos, theatrical objects or autonomous works of art, while the runway is transformed into a stage for performance. This approach, grounded in a dialogue between craftsmanship, imagination and conceptual innovation, is a defining thread throughout their work. It manifests in a strong preference for contrasts – romance and power, exuberance and restraint, classicism and rebellion – and in their enduring desire to challenge and reinterpret the codes of haute couture.



3.

3. Philip Riches —
Wearable Art
Haute couture collection
A/H 2015–2016
© Philip Riches

4. Philip Riches —
Performance of Sculptures
Haute couture collection
P/E 2016
© Philip Riches

Designed as an expansive artistic installation, the exhibition unfolds across a series of thematic chapters exploring the many facets of the Viktor&Rolf universe: *Fashion Artists, Russian Dolls, Fashion Statements, The Dolls, Zen Garden, Performing Fashion, Conceptual Scents and Upcycling Couture* and *The Ballroom*. The presentation brings together works from more than thirty years of various collections. The garments are accompanied by animated projections created especially for the exhibition by Rodeo FX, the internationally renowned visual effects studio whose credits include *Stranger Things, Game of Thrones*, and *Blade Runner 2049*. These installations extend the duo' visual and theatrical universe, and create a dialogue between clothing, images and exhibition design.

The exhibition revisits the collections and projects that have shaped more than three decades of artistic exploration. Among the highlights is *Fashion Statements* (Haute Couture, Spring/ Summer 2019), in which Viktor and Rolf transformed slogans and social media expressions into couture embellishments. True haute couture statements inscribed on dresses composed of several kilometers of laser-cut tulle, these messages transform the garment into a visual manifesto, that is at the same time playful, ironic and contemporary.

Inspired by antique porcelain dolls, these miniature figures are dressed in scaled-down versions of the designers'creations, becoming characters in the imaginative world of Viktor&Rolf. Through the latter, the duo explores questions of identity, duplication, and representation, recreating on a smaller scale every detail of their creations.

For Viktor&Rolf, clothing is never merely functional. It can become sculpture, painting, or a theatrical object. In collections such as *Wearable Art* and *Performance of Sculptures*, the designers forge a dialogue between fashion and painting, and subsequently between fashion and sculpture, questionig the relationship between the body and the garments that adorn it.

This desire to break down the barriers between disciplines also extends to fragrance, particularly with their global hits *Flowerbomb* and *Spicebomb*. Viewing fragrances as genuine olfactory concepts, Viktor and Rolf approach them as powerful tools of mass seduction. Tied to their collections, their fragrances are always an extension of a creative process in which they take on the challenge of associating a scent with an abstract concept.



4.

5. Inez & Vinoodh,
Shalom Harlow —
Visionaire
1999
Blacklight
Haute couture collection
P/E 1999
© Inez&Vinoodh

6. Mario Sorrenti,
Naomi Campbell —
V Magazine
2008
NO
Ready-to-wear collection
A/H 2008–2009
© Mario Sorrenti /
Art Partner

7. Peter Stigter,
Eva Bus —
Late Stage
Capitalism Waltz
Haute couture collection
P/E 2023
© Peter Stigter

Their work is characterized by a particularly free approach to fashion history. They draw on the savoir-faire of haute couture, artistic references, pop culture, and their own distinctive visual vocabulary of bows, ruffles, embroidery, and dramatic volumes, to create designs that are instantly recognizable. Through upcycling, the Dutch designers further their exploration of conscious creative practice, driven by a commitment to sustainability in an industry marked by fast fashion and overconsumption. They combine, transform, and sometimes reassemble pieces from their own archives, vintage dresses by other designers, or fragments of vintage garments into surreal assemblages of elements through which they create new silhouettes.



7.



5.



6.

From the very beginning, their designs have been worn by Tilda Swinton, as well as music and film figures such as Lady Gaga, Madonna, Céline Dion, and Zendaya, while their practice has also engaged in a dialogue with the work of contemporary artists, including Andreas Gursky and Cindy Sherman. Several prints by photographers who left their mark on their era will be on display, ranging from Herb Ritts to Sølve Sundsbø, Inez & Vinoodh, Sarah Moon, Mario Sorrenti, and Jurgen Teller, to name a few. *The World of Viktor&Rolf: 30 Years of Haute Couture* traces the journey from the designers' first exhibition at the Musée des Arts Décoratifs and highlights the coherence of a body of work that has continually pushed the boundaries of fashion.

From spectacular silhouettes to garments conceived as manifestos, from miniature dolls to performance, Viktor&Rolf has built a universe in which haute couture becomes a space for artistic experimentation. More than a retrospective, the exhibition offers an immersion into this poetic, theatrical, and often irreverent world, inviting visitors to discover one of the most singular creative practices in contemporary art and fashion.

Useful information

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#expo_viktorandrolf

— Les Arts Décoratifs
The not-for-profit organization Les Arts Décoratifs brings together the Musée des Arts Décoratifs, the Musée Nissim de Camondo, the Camondo School, the Ateliers du Carrousel, and the Library.
Lionel Sauvage, President
Sophie-Justine Lieber, Chief Executive Officer
Camille Herody, Deputy Chief Executive Officer
Bénédicte Gady, Museum Director, Deputy Chief Executive Officer

— Musée des Arts Décoratifs
107 rue de Rivoli, 75001 Paris
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Métro: Palais-Royal, Pyramides, Tuileries
Opening hours
→ Tuesday to Friday, 11 am – 6 pm
→ Open late in temporary exhibition on Thursdays until 9 pm
Admission
→ Collections ticket: €15 (free for EEA residents under 26)
→ Collections + Exhibitions ticket: €18 (reduced rate for EEA residents aged 18–25: €10)

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Opening hours
Closed for renovations

— Library
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Open Monday to Friday 10 am – 6 pm

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