



Image: Jordan Gogos at Powerhouse Ultimo workshop (credit: Joe Brennan)

## POWERHOUSE STAGES IORDANES SPYRIDON GOGOS RUNWAY SHOW AT AFTERPAY AUSTRALIAN FASHION WEEK 2022

The Powerhouse today announced that, for the first time in the museum's 141 year history, it will stage a runway show as part of **Afterpay Australian Fashion Week (AAFW) 2022** in collaboration with acclaimed Australian fashion label **Iordanes Spyridon Gogos**. As one of the official offsite iconic Sydney show locations, the show on Thursday 12 May 2022 will be staged inside the epic Powerhouse Ultimo workshop. The show aligns with Powerhouse Ultimo's vision to be Australia's leading centre for fashion.

**Iordanes Spyridon Gogos [ISG]** "Wearables for the imaginative" was founded by **Jordan Gogos** in 2019 with the intent to use the brand as a conduit for community-making and co-design. The label staged its first runway show at **AAFW**

earlier this year, receiving widespread acclaim for its colourful celebration of community and collaboration. With a focus on sustainability and wearable art, the brand celebrates notions of gender fluidity and accessibility.

For the AAFW 2022 runway presentation, ISG will expand their collaborative approach, directly engaging with the museum's narrative and multidisciplinary collection. The label will join forces with more than 50 individuals and institutions working across a range of disciplines, extending beyond fashion pioneers to include architects, musicians, florists, students and more.

In June 2021, the NSW Government announced a \$480-\$500m investment into the transformative renewal of Powerhouse Ultimo with a focus on design and fashion. The renewal will include expanded and refurbished exhibition and public spaces to showcase the museum's significant collection, international exclusives and programs that support the design and fashion industries.

**Powerhouse Chief Executive Lisa Havilah** said: "In keeping with Powerhouse Ultimo's renewed focus on design and fashion, we are thrilled to collaborate with Iordanes Spyridon Gogos for its return to the AAFW schedule. The label's celebrated debut at AAFW heralded a pivotal new direction for Australian fashion. After acquiring pieces from this iconic debut, we look forward to witnessing Gogos' collaborative interpretation of the museum's collection, and providing a platform to elevate the label's singular creative vision by transforming our workshop space with exhilarating colour and creativity."

**Founder of Iordanes Spyridon Gogos [ISG] Jordan Gogos** said: "I'm beyond excited to team up with Powerhouse for Afterpay Australian Fashion Week as Powerhouse Ultimo moves forward into a design and fashion-led future as well as a home for creative practitioners."

**Vice President-Managing Director, IMG, fashion events and properties, Asia-Pacific Natalie Xenita** said: "We are thrilled to support Iordanes Spyridon Gogos as part of Afterpay Australian Fashion Week for this exciting collaboration with one of Sydney's most significant cultural institutions. Iordanes Spyridon Gogos' return to the official schedule in 2022 solidifies the week's reputation as the global launch pad for Australia's best emerging creative talent."

Afterpay Australian Fashion Week is an IMG event proudly supported by the New South Wales Government, through its tourism and major events agency, Destination NSW.

Further information on the Iordanes Spyridon Gogos runway show and collaborators will be announced in 2022.

[IMAGES HERE](#)

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