



The Alice Look

Dr Kiera Vaclavik



The title of the exhibition at the V&A has entered common currency, with an online fashion round-up in Northern Ireland titled '15 ways to get the Alice Look at Victoria Square.



Have you ever thought of Carroll's Alice in Wonderland as a style icon?

This project aims to disseminate the results of Dr Kiera Vaclavik's research on Carroll's Alice in Wonderland in relation to fashion and dress to an international, multigenerational audience.

The dissemination has been mainly achieved through The Alice Look exhibition at the V&A Museum of Childhood (2 May-1 Nov) and a tie-in conference.

Moreover, non-academic specialists, journalists and members of the public were actively involved at a range of events including a V&A Members talk, a guided visit of the exhibition for the Dress & Textiles Society, and the launch of a collection by Marc Jacobs.

Results so far

- The Alice Look exhibition at the V&A Museum of Childhood attracted visitors of all ages.
- The exhibition and wider research led to considerable press coverage, both nationally and internationally. Titles which ran stories include: the Times, Harpers Bazaar, V (USA), Fucsia (Colombia), El Universel (Mexico), and The Times of India.

