

# CLICK

## Celebrating the marriage of fine art and high fashion

Guy Pohlman



The LAICA fashion show came about through the help of many, including: Show choreographer actress Peggy Orr, designer Gregory Poe, actress Susan Tyrell (who will model donated clothing), benefit chairwoman Eugenia Butler and co-chair artist Hally Miller.

### By Hunter Drohojowska

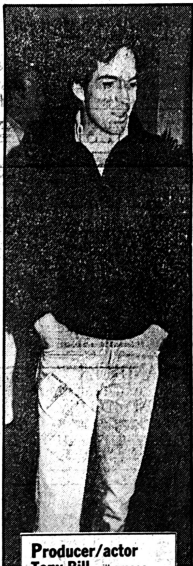
One of the undeniable influences on the art of the '80s has been fashion. Artists have examined the meanings and appearances of fashion as an extension of the body, as politically significant statements, as symbolic of the changes in our larger culture. Not since the advent of Pop art in the 1960s have fashion and fine art experienced such mutual admiration. So it makes great sense that the L.A. Institute of Contemporary Art, under the leadership of its new director Ben Marks, would undertake a benefit fashion show and clothing sale this weekend.

Benefit chairwoman Eugenia Butler explained, "(Artist) Richard Newton, who is married to (fashion designer) Michelle Lamy, first mentioned the idea at a LAICA board meeting — that most fashion manufacturers have overruns and extras which they might donate.

From that simple idea, an extravaganza has sprung. Butler went on to solicit fashion donations from such notable West Coast retailers and manufacturers as Lamy, Organically Grown, Jimmy Z, Et. Cie, Singer and Spicer, Billy Bao, American Rag, Bis and Peter Koral.

Thousands of pieces will be sold on a cash basis for \$5 to \$10 per item, beginning with a special preview/benefit tomorrow night on the top floor of the Westwood Gateway Building, 11111 Santa Monica Blvd. Tickets, \$50 each, entitle preview guests to a first crack at the clothing. Between 5 and 8 p.m., shuttles will take guests to the warehouse across the street. Tickets are available through LAICA.)

At 7 p.m., guests will be treated



Producer/actor Tony Bill will emcee the benefit fashion show.

to a fiesta of margaritas and light Mexican fare provided by the West Beach Cafe and 72 Market Street. At 8:15 p.m., there begins a highly unconventional fashion show choreographed by actress Peggy

Orr and produced by artist Hally Miller and featuring eight artist/designers: Leon Max, Michelle Lamy, Hannah Hartnell, Camp Beverly Hills, Claudia Grau, Jimmy Z, Robbie (manufacturer of the Madonna line for Marlene Stewart) and Gregory Poe.

Poe uses actresses Mary Woronov and Susan Tyrell and body builder Lisa Lyons as models for his clothing, which is made of everything from see-through rainbow fabric tied in giant bows to enhanced fabric in giant bows to enlarged tentic X-rays.

The evening emcee will be producer/actor Tony Bill while other models include actor Dennis Hopper and artists Laddie John Dill, Billy Al Bengston and Jim Ganzer. A docudrama video of the fashion event is being compiled by Bruce and Norman Yonemoto and also will be shown during the party. After the fashion show and party, at 9 p.m., the doors will open to a boutique of even more bargains, such as an Armani suit offered by Jerry Magnin, and entire outfits donated by other designers — not to mention the LAICA jackets designed by Andre Mirapolsky — all at bargain prices.

Butler says, "We tried to design an event that would involve and benefit a new segment of the community. I wanted an event that would be accessible to everybody."

To that end, if the \$50 tickets sound prohibitive, the discounted fashions will be available to the public in a warehouse at 1739 Pontius, ground floor, West L.A. from 10 a.m. to 6 p.m. on Saturday and Sunday. Admission is free.

"If you can't go to the party, you can shop. You can do either or do both," Butler said.

Hunter Drohojowska writes regularly about art for the Herald.