



MEDIA RELEASE

NATIONAL GALLERY OF VICTORIA

MEDIA CONTACTS: MEDIA AND PUBLIC AFFAIRS, NGV

MARION JOSEPH | 0427 147 999 | MARION.JOSEPH@NGV.VIC.GOV.AU

BRIANA TOMASINO | 0408 333 399 | BRIANA.TOMASINO@NGV.VIC.GOV.AU

SIENNA TAYLOR-GIBSON | 0455 579 397 | SIENNA.TAYLOR-GIBSON@NGV.VIC.GOV.AU

ANNIE ROSS | 0447 679 440 | ANNIE.ROSS@NGV.VIC.GOV.AU

Comme on in: NGV design store and Comme des Garçons unite for Melbourne-exclusive range and retail shop



10 December 2025: From 7 December 2025, the NGV design store presents an exclusive Comme des Garçons POCKET shop and range, with both the retail space and product line designed by Rei Kawakubo especially for Melbourne. The NGV X CDG range comprises apparel, accessories and homewares – all emblazoned with bold texts declaring messages of personal strength and self-expression.

The exclusive retail collaboration is in celebration of the National Gallery of Victoria's world premiere exhibition, *Westwood | Kawakubo*, which pairs iconic fashion designers Vivienne Westwood and Rei Kawakubo of Comme des Garçons together for the very first time. Through a showstopping display of nearly 150 innovative and ground-breaking designs,

Westwood | Kawakubo explores the convergences and divergences between these two self-taught rebels of the fashion world.

Highlights from the exclusive NGV X CDG retail collaboration include classic white cotton jersey t-shirts designed for all genders. Conveying Kawakubo's sense of rebellion and creative ethos, the t-shirts feature playful typesetting with phrases like "my energy comes from freedom and a rebellious spirit". The range also includes blue and white long-sleeve collared shirts in pin and pencil stripes, with playful typesetting on the reverse.

Also included in the NGV-exclusive range are tote bags, a soft-touch scarf, a mug, stainless steel tumblers, as well as zip pouch wallets in white, red and black leather finishes. In addition to the NGV X CDG exclusive range, the shop will also include a number of highly coveted Comme des Garçons pieces, including a selection of PLAY Comme des Garçons, Wallet Comme des Garçons, and Comme des Garçons Parfums.

Tony Ellwood AM, Director, NGV, said: 'We're proud to be collaborating with Comme des Garçons and Rei Kawakubo on this exclusive retail experience for the NGV design store. From the product design to the in-store experience, Kawakubo-san has imbued every part of this collaboration with her creative spirit and deeply personal worldview – and we can't wait to share it with our visitors.'

Adrian Joffe, CEO of Comme des Garçons International says: 'We are beyond excited about this temporary Pocket shop to complement the amazing exhibition that NGV have conceived of and undertaken with passion and expertise. I can say that the special products created exclusively for this shop will undoubtedly incite envy amongst all the staff of Comme des Garçons worldwide and become collector's items. We are thrilled to create this very special store for the wonderful city of Melbourne, where we started selling CDG more than forty years ago.'

Westwood | Kawakubo will be on display from 7 December 2025 to 19 April 2026 at NGV International, St Kilda Road, Melbourne. Entry fees apply. Tickets and information are available via the NGV website: [NGV.MELBOURNE](https://www.ngv.vic.gov.au/melbourne)

ABOUT COMME DES GARÇONS

Comme des Garçons, Rei Kawakubo's mainline for women, is the central pillar of all Comme des Garçons lines and the creative nucleus of the company. Rei Kawakubo brought the brand to international fame with her rejection of the accepted norms of fashion and was one of the first designers to extensively use the colour black, as well as details such as frayed seams and purposely destroyed garments. Since its creation, the aim of Comme des Garçons has been the pursuit of newness. Rei Kawakubo constantly strives to expand the boundaries of design and the industry. In doing so, she has blurred the divide between art, architecture and fashion and has transformed the customary notions of beauty, identity and

the body. Reoccurring themes of the collections are deconstruction, boiled & distressed fabrics, lace and ruffles as well as prints, such as the iconic polka dots, floral patterns and checks. Politics, gender and a punk spirit often influence the theme of the collections.

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Images:

<https://www.dropbox.com/scl/fo/9kg80rrvvrgeitnonuh41/AKsa5utkBrXe7Jor7XioLwA?rlkey=izg6p4068yxp5ryvofdl7lmlp&st=0fpqvo94&dl=0>

Image Caption: Comme des Garçons POCKET shop at NGV design store, NGV International, 180 St Kilda Road, Melbourne. Photo: Sean Fennessy.

Media Contacts:

Marion Joseph, Associate Director, Media and Public Affairs, NGV

0427 147 999 | marion.joseph@ngv.vic.gov.au

Briana Tomasino, Senior Publicist, NGV

0408 333 399 | briana.tomasino@ngv.vic.gov.au

Bernice Tomov, Media and Public Affairs Coordinator, NGV

0402 784 650 | bernice.tomov@ngv.vic.gov.au

Sienna Taylor-Gibson, Media and Public Affairs Assistant, NGV

0455 579 397 | sienna.taylorgibson@ngv.vic.gov.au

Annie Ross, Media and Public Affairs Assistant, NGV

0447 679 440 | annie.ross@ngv.vic.gov.au