

From the courtly fashions of Versailles to the street styles of modern Tokyo

The world of fashion is brought to your fingertips in a new virtual exhibition by Google in collaboration with Bolshoi Theatre of Russia and world renowned cultural institutions

Thursday, June 8th — 3000 years of the world's fashion is brought together in the largest virtual exhibition of style. The [“We wear culture” project by Google Arts & Culture](#) is a collaboration with Bolshoi Theatre and over 180 renowned cultural institutions from New York, London, Paris, Tokyo, São Paulo and around the world. Using state-of-the-art technology, the project allows you to explore everything from the [ancient Silk Road](#), through the courtly [fashions of Versailles](#), to [British punk](#) and the stories behind the clothes you wear today. Iconic pieces that changed the way generations dressed, such as Marilyn Monroe's high heels or the Black Dress by Chanel are brought to life in virtual reality. Unique collection of Bolshoi Theatre's costumes is now available online as part of the global exhibition opening today.

The exhibitions feature the icons, the movements, the game changers and the trendsetters including [Alexander McQueen](#), [Marilyn Monroe](#), [Cristóbal Balenciaga](#), [Coco Chanel](#), [Audrey Hepburn](#), [Christian Dior](#), [Helmut Newton](#), [Irving Penn](#), [Yves Saint Laurent](#), [Manolo Blahnik](#), [Gianni Versace](#), [Oscar de la Renta](#), [Pierre Balmain](#), [Vivienne Westwood](#), [Miyake Issey](#) and many more.



*Nikolai Tsiskaridze's costume, **Nutcracker** ballet (1995) (on the left)*

*Nina Ananiashvili's costume, **Swan Lake** ballet (1983) (on the right)*

Fashion experts, curators and designers as well as universities, museums and NGOs from around the world collaborated on the exhibition to show that fashion is a part of our culture, a form of art and a result of true craftsmanship with a multifaceted impact. Google's state-of-the-art technology, including virtual reality, 360° videos, Street View and ultra-high resolution “gigapixel” images were used to preserve the collections and make them available for everyone.

There are more than three thousands of costumes in Bolshoi Museum's archive. Thanks to high resolution photos you can see costumes for *Nutcracker* and *Swan Lake* in details and learn to know what Fyodor Shalyapin, Maya Plisetskaya, Andris Liepa and many other ballet and opera legends used to wear on stage. The project will allow you to take a look at the ateliers where the costumes are made as well.



Bolshoi Theatre's costume department

The project brings together the collection of Bolshoi Theatre with over 180 emblematic institutions.

The *We wear culture* exhibition is available online at [g.co/wewearculture](https://www.g.co/wewearculture) and through the Google Arts & Culture app on [iOS](#) and [Android](#) for everyone.