



FOR IMMEDIATE RELEASE

Call for Designers: Bring Your Fae Fashion Fantasy to Life at Memphis' *Come As Thou Art* Fashion Masquerade Ball

MEMPHIS, Tenn. (July 24, 2025) – The [Memphis Brooks Museum of Art](#) is calling on designers across the Mid-South to bring their most enchanting visions to life for the museum's signature fall fashion event, [Come As Thou Art: Shakespearean Masquerade](#) on **September 26**. Designers of any skill level are invited to [submit a sketch for a fairy or fae-themed look](#) by **August 7, 2025**. Winning designs will walk the runway this fall, receive a ticket package to Memphis Art & Fashion week in the spring – and one will be selected to win a full year of membership in the museum's [Couture Collective](#).

Hosted by the Couture Collective, Come As Thou Art is an immersive night that includes a masquerade ball, runway show and fashion contest. Now in its second year, the fall showcase continues to push the boundaries of style and fashion as an art form. Memphis-based designers will share new work, and audience members will have a chance to join in on the fun by participating in a fashion contest themed around Shakespeare's magical characters and settings, inviting guests to fully embrace the Memphis Mid-fall dream.

The fairy design competition is open to Mid-South-based designers of all experience levels. Professionals, students and self-taught artists are all encouraged to submit their take on fae fashion with a sketch and artist statement. Winning designers will be selected to independently produce and debut their looks alongside host designer Sonin Lee's capsule collection at **Come As Thou Art**.

The winner will be publicly announced at [The Fashion Soirée](#) on **August 21**, a celebratory happy hour marking one year since the launch of the museum's Couture Collective. Anyone looking to get involved in the museum's fashion programming is encouraged to attend and learn more about the collective.

"I hope Memphis takes this opportunity to play creatively and runs with it," said Sonin Lee, Couture Collective member and host of Come As Thou Art. "Fashion is a mirror and a magnet. We dress to express, but also to connect. It's a moment to show the world a piece of ourselves and see others exactly as they want to be seen."

Memphis' art museum is leading the city's fashion programming year-long. With Art & Fashion Week each spring, Come As Thou Art, and the Couture Collective's core events, there is a way to get plugged into Memphis' fashion scene during any season.

Purchase tickets to Come As Thou Art [here](#). To submit your design or read the full contest rules, visit [this link](#). Submissions will close August 7, 2025.

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ABOUT THE MEMPHIS BROOKS MUSEUM OF ART

Located at 1934 Poplar Avenue in historic Overton Park, the Memphis Brooks Museum of Art is one of the leading art museums in the American South. Over 10,000 works make up Memphis' art collection at the museum including ancient works from Greece, Rome, and the Ancient Americas; Renaissance masterpieces from Italy; English portraiture; American painting and decorative arts; contemporary art; and African Diasporic art. In 2026, the Memphis Brooks Museum of Art will open its new home: a state-of-the-art, 122,000-square-foot facility at the heart of downtown Memphis. For more information on the current programming and future plans for Memphis' art museum, call (901) 544-6200 or visit brooksmuseum.org.

ABOUT THE COUTURE COLLECTIVE

The Couture Collective is a membership group at the Memphis Brooks Museum of Art dedicated to elevating fashion as a vital and vibrant art form. Founded in response to community feedback, the Couture Collective reflects Memphis' desire for more fashion-forward events, deeper creative connection, and a platform for local and national designers to shine. Through curated experiences—from runway shows and film screenings to studio visits and behind-the-scenes moments—members play a vital role in turning Memphis into a destination for art and fashion. For more information or to become a member, visit thebrooks.org/couture.

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