



The Daily News Record Archive

Discover the Business of Fashion... Unveils 90+ Years of Fashion Insights and More

The Daily News Record Archive features 90+ years of breaking news, expert analysis, and imagery chronicling fashion market dynamics, design evolution, and business strategies. Standing as one of the longest-running fashion trade titles and a leading news resource for the fashion industry, this exclusive archive brings a focus on men's fashion, an area largely unrepresented by digital archives until now. Highly influential in the industry, this publication contributed to the establishment of several early menswear fashion shows.

With the Daily News Record Archive, users can assemble the source material to identify and interpret the key industry events and trends, such as shifts in consumer preferences, innovations in materials / manufacturing technology, brand strategies, societal impacts of fashion trends, sustainability practices, and retail/distribution trends.

Unlike many other fashion resources offering reference content or secondary sources, the Daily News Record Archive provides comprehensive, unfiltered primary source content from which users can derive their own unique insights.

The Daily News Record Archive provides a wealth of information for researchers interested in exploring...

- **Cultural Studies:** Examine societal impacts, trends, and identities reflected in fashion.
- **Fashion History:** Analyze the Daily News Record Archive to trace the evolution of fashion styles and the histories of major figures in the industry.
- **Graphic Design:** Source inspiration from the archive's illustrations, advertisements, and photography for design projects.
- **Marketing:** Examine brand strategies, industry trends, and consumer preferences.
- **Media Studies:** Investigate the history of fashion journalism, the use of imagery, and the changing nature of celebrity coverage.
- **Textile Engineering:** Utilize the archive to study the history of materials innovation, manufacturing technology, and sustainability practices.
- **Also topics like** company/brand history, sex and gender roles in fashion, expression of racial/ethnic cultures, journalism, fashion design, retail management, and consumer behavior.



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Features

- Coverage spanning 1917 to 2008 – over 90 years of content*
- Article-level metadata with page images and searchable text
- Document-type indexing permits easy retrieval of specific content such as advertisements, photographs, and illustrations
- 600,000+ pages of content
- Cover-to-cover page-image digitization to maximize the rich visual content

* Our policy is to include each issue from the first during this date range and to scan from cover to cover. Due to the rarity of some of the original print volumes, however, there may be some gaps (issues or pages). The earliest available issues for digitization were from 1917; an ex-title, preceding this date, is not included.



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Using The Daily News Record Archive

Examples of scholarly research/dissertations citing *Daily News Record*:

- Benton, James C. *Fraying Fabric: Textile Labor, Trade Politics, and Deindustrialization, 1933-1974*, Georgetown University, United States -- District of Columbia, 2016. [Dissertation]
- Goworek, Helen. "Social and Environmental Sustainability in the Clothing Industry: A Case Study of a Fair Trade Retailer." *Social Responsibility Journal*, vol. 7, no. 1, 2011, pp. 74-86.
- Gupta, Shipra. *The Psychological Effects of Perceived Scarcity on Consumers' Buying Behavior*, The University of Nebraska - Lincoln, United States -- Nebraska, 2013. [Dissertation]
- Kehew, Julia K. *The Unapologetic Athlete: The Gay Games, 1982-1994*, University of California, Davis, United States -- California, 2009. [Dissertation]
- Kim, Hyejeong. *The Impact of Body Image Self-Discrepancy on Body Dissatisfaction, Fashion Involvement, Concerns with Fit and Size of Garments, and Loyalty Intentions in Online Apparel Shopping*, Iowa State University, United States -- Iowa, 2008. [Dissertation]
- Orsini, Julie A. *Stone Cold Foxes: The Stylish Rolling Stones Women*, Fashion Institute of Technology, State University of New York, United States -- New York, 2009. [Dissertation]
- Ting-yan, Chan, and Christina W.Y. Wong. "The Consumption Side of Sustainable Fashion Supply Chain." *Journal of Fashion Marketing and Management*, vol. 16, no. 2, 2012, pp. 193-215.

Related Products

Also, take research deeper with other complementary resources from ProQuest, such as:

- Fashion Studies Online: The Videofashion Library
- The Footwear News Archive
- The GQ Archive
- The Harper's Bazaar
- Men's Magazine Archive
- The Vogue Archive
- The Vogue Italia Archive
- The Women's Wear Daily Archive
- Women's Magazine Archive Collections 1-3
- Youth and Popular Culture Magazine Archive

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