

Fashion Studies Collection from ProQuest

Documents the evolution of fashion, style, and culture from the 20th century to today

This collection brings together key resources from the fashion and lifestyle industry, offering content that spans decades of style, trends, and cultural shifts. With in-depth coverage from the most iconic fashion publications and industry reports, this archive provides scholars with essential insights into fashion history, design, photography, and the evolving role of fashion in society. Featuring everything from runway shows and designer interviews to advertisements and fashion critiques, this collection allows users to explore fashion from multiple perspectives, offering both a historical and a contemporary view.



COMPREHENSIVE FASHION COVERAGE

Explore content from renowned fashion publications such as *Vogue*, *Harper's Bazaar*, *Women's Wear Daily*, and more.



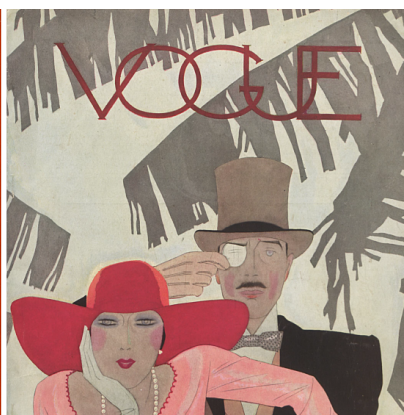
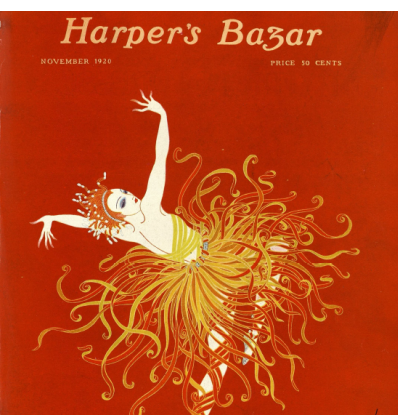
RICH MULTIMEDIA RESOURCES

Access to high-quality images, advertisements, runway show footage, and fashion editorials.



INDUSTRY INSIGHTS

Features detailed reports on designers, collections, and trends — valuable primary source material for understanding the commercial and cultural impact of fashion worldwide.



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Fashion Studies Collections from ProQuest

- The Daily News Record Archive
- The Footwear News Archive
- The Harper's Bazaar Archive
- The GQ Archive
- The Vogue Archive
- The Vogue Italia Archive
- The Women's Wear Daily Archive
- Fashion Studies Online: The Videofashion Library

The Daily News Record Archive



Daily News Record is one of the longest-running fashion trade titles and a leading news resource for the fashion industry. It features 90+ years of breaking fashion news, expert analysis, and imagery chronicling fashion market dynamics, design evolution, and business strategies.

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, materials, manufacturing technology innovation, brand strategies, societal impacts of fashion trends, sustainability practices, and retail and distribution trends.

The Footwear News Archive

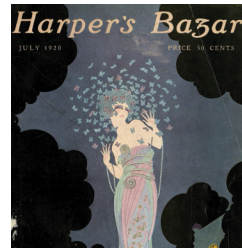


This archive provides exclusive access to one of the longest-running still-published fashion trade titles and a leading authority in the footwear industry, a fashion sector of high interest for researchers. Comprising nearly 80 years of industry insights, from 1945 to present day, The

Footwear News Archive archive includes breaking news, expert analysis, and imagery chronicling market dynamics, design evolution, business strategies, and more.

This primary source material allows for researchers to uncover and analyze the key events and trends in the industry, such as shifts in consumer preferences and behavior, innovations in materials and manufacturing technology, brand strategies, societal impacts of footwear trends, sustainability practices, retail, and distribution trends.

The Harper's Bazaar Archive, U.S. Edition



Gain access to the run of U.S. *Harper's Bazaar* from 1867 to present, offering a comprehensive view of American and international style and culture since the mid-19th century. With full-color, searchable pages, this archive is a vital resource for scholars in women's studies, fashion, marketing, and

more. *Harper's Bazaar* chronicles some of the most influential work from world-renowned designers, models, photographers, stylists, and illustrators across more than 150 years.

The Harper's Bazaar Archive, U.K. Edition



Delve into the backfile of UK *Harper's Bazaar* from 1929 to 2015, which provides valuable insights into high-quality fashion and lifestyle content for a discerning audience. This edition serves as a complement to the U.S. archive, offering a rich repository of editorial content, pictorial features, and advertisements.

The GQ Archive



Gain valuable insight into the evolution of men's fashion and lifestyle over the past nine decades with access to *GQ's* extensive archive, providing historical and cultural context for fashion and design scholars. *GQ* is the longest-running men's-interest magazine in the

English language. Originally launched in 1931 as *Apparel Arts*, a men's fashion trade magazine, it subsequently became a consumer title and expanded its coverage to reflect broader men's lifestyle and popular culture topics encompassing material such as celebrity interviews, health and sex columns and features on art, politics, sports, and music. The availability of the backfile of this influential, high-circulating publication, will give fashion scholars a unique opportunity to explore 90 years of content revealing contemporary ideas and attitudes pertaining to masculinity/sex roles, fashion, popular culture, society, and more.

The Vogue Archive



Access the complete run of *Vogue* magazine (US edition) from 1892 to the present day, featuring high-resolution color page images showcasing the work of renowned designers, photographers, stylists, and illustrators. *Vogue* serves as a significant record of American and international popular culture making The Vogue Archive an essential primary source for the study of fashion, and modern social history.

The Vogue Italia Archive



Explore the digital archive of *Vogue Italia*, one of the most influential and renowned international fashion magazines. From its launch in 1964 to present, it has set trends and shaped the global fashion landscape. Celebrated as one of the least commercial and most artistic editions,

Vogue Italia has a tradition of innovation and bold treatment of current issues and events. *Vogue Italia*'s appeal and influence are international, with almost half of its print issues typically being sold outside of Italy.

The Women's Wear Daily Archive



The Women's Wear Daily Archive comprises the backfile of this esteemed fashion and retail publication from its inception in 1910 forward, previously inaccessible in digital form. Serving as the newspaper of record for the clothing industry, *Women's Wear Daily* has been revered as "the Wall Street Journal of the fashion world" and "the bible of fashion," making its archive a valuable resource for scholars and students alike. This archive offers an inside view of the 20th-century fashion industry, providing primary source material that enables researchers to trace the evolution of fashion, business, and marketing over time. By offering access to full issues, including advertisements, in high resolution and with searchable text, the archive supports inquiry across disciplines such as fashion, business, history, and women's studies.

Fashion Studies Online: The Videofashion Library



Fashion Studies Online: The Videofashion Library offers scholars a unique opportunity to delve into the dynamic world of fashion through exclusive video content spanning nearly 40 years. With comprehensive coverage of iconic designers and fashion shows from around the

world, including renowned names like Chanel and Versace, this collection provides invaluable insights into the evolution of fashion over time.

Fashion Studies Collection

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An array of major fashion magazine archives and exclusive video content documenting more than 150 years of fashion history. The collection contains iconic consumer fashion and lifestyle publications including *Vogue*, *Harper's Bazaar*, and *GQ*, as well as influential trade titles such as *Women's Wear Daily* and *Daily News Record*. With material documenting fashion trends and industry dynamics from the mid-19th century to the present, researchers can explore and interpret the history, art, and business of fashion across interdisciplinary fields.

[Fashion Studies Online: The Videofashion Library](#)

Coverage: 1867 - current
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Subject coverage

- Art History
- Communication Studies
- Cultural Studies
- Gender Studies
- History
- Media Studies

Included databases

- [The Daily News Record Archive](#)
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- [The Vogue Archive](#)
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Who will use it?

Fashion Studies Collection from ProQuest caters to a wide range of disciplines, including but not limited to fashion studies, business, history, cultural studies, women's studies, gender studies, media studies, sociology, and anthropology.

Fashion Studies:

- **Fashion History and Style Evolution:** Trace the progression of fashion trends across eras, showcasing iconic styles and cultural influences that have shaped the industry.
- **Innovations in Textile Technology:** Explore the rising significance of sustainability in fashion, material innovations, and brand initiatives that minimize environmental impact.
- **Fashion Icons and Their Impact:** Investigate the influence of key fashion figures throughout history, from designers to celebrities, highlighting their contributions to trend-setting movements.
- **Technology Integration:** Explore how innovations, from traditional machinery to modern CAD software and 3D printing, have revolutionized garment production and expanded design possibilities.
- **Fashion and Identity:** Examine fashion's role in shaping identities, including gender, ethnicity, and socio-economic status.

Interdisciplinary Insights:

- **Business:** Examine how brands navigate economic downturns by studying brand and pricing strategies, consumer behavior, and purchasing patterns during recessions. Also, analyze how brands communicate their unique identity through branding strategies and visual elements.
- **History:** Explore how events like World War II impacted fashion production and consumption, analyzing articles on wartime rationing, fashion innovations, and the role of fashion in boosting morale during times of crisis.
- **Cultural Studies:** Analyze fashion styles from different eras globally to examine how fashion designers reinterpret cultural symbols and motifs, reflecting shifting perceptions of identity and beauty ideals.

Fashion Studies Collection is part of ProQuest One Visual Arts & Design



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