



# The Harper's Bazaar Archive

A powerful lens into American and international style and culture back to the mid-19th century

THE HARPER'S BAZAAR ARCHIVE includes the full run of the U.S. *Harper's Bazaar*, from 1867 to the present day, with the front file updated every month.\* Presented in full color and full-text searchable, this collection of approximately 300,000 pages provides a powerful lens into American and international style and culture back to the mid-19th century, supporting academic research in a range of fields such as: women's studies, fashion, marketing, advertising, consumerism, material culture, design and more. *Harper's Bazaar* chronicles some of the most influential work from world-renowned designers, models, photographers, stylists, and illustrators from over a century and a half.

Since its first publication in 1867, *Harper's Bazaar* has been recognized as an internationally significant record of current trends and issues, as well as an important source of information for people studying the history of modern western culture. Each month's magazine is aimed at "women who are the first to buy the best, from casual to couture," but its archival legacy is more far-reaching.

The Harper's Bazaar Archive puts a comprehensive body of primary source matter directly onto the screens of the library's researchers. Over 150 years' worth of opinion and reporting will empower users to undertake a range of research tasks. Along with historical newspapers, *Vogue*, or other periodical collections, The Harper's Bazaar Archive allows researchers to check for supporting evidence and widely held views, or to seek contradiction and differences in opinion. Digitally available in its entirety for the first time, this large corpus of material unlocks contemporary views of culture and society.

## Subjects include:

- Consumerism
- Design
- Fashion
- Marketing and advertising
- Material culture
- Women's studies

## Why The Harper's Bazaar Archive?

- **Rare and exclusive collection.** By bringing this collection together digitally for the first time, ProQuest creates an accessible, comprehensive digital resource for new cross-disciplinary research in subjects including, art, fashion, culture, design, gender studies, history, marketing, and more.
- **Quickly find the content relevant to a research topic.** Instead of having to seek content in geographically dispersed library holdings, and laboriously browse through unindexed back issues, users can conduct powerful searches to locate relevant articles and images.
- **Digitized to preservation standards.** High-quality scanning provides researchers with the best possible experience of reading historical content. The structure of the original issues (including full-size reproductions of delicate dress patterns that were folded into some issues) is preserved – allowing researchers to view content in context.
- **Space reclamation.** Digital access frees up valuable space used to archive fragile physical copies of the publication.
- **Content diversity.** Providing a variety of content sources, including historical periodicals, improves learning and research outcomes by inspiring serendipity, driving discoveries and igniting the joy of research.

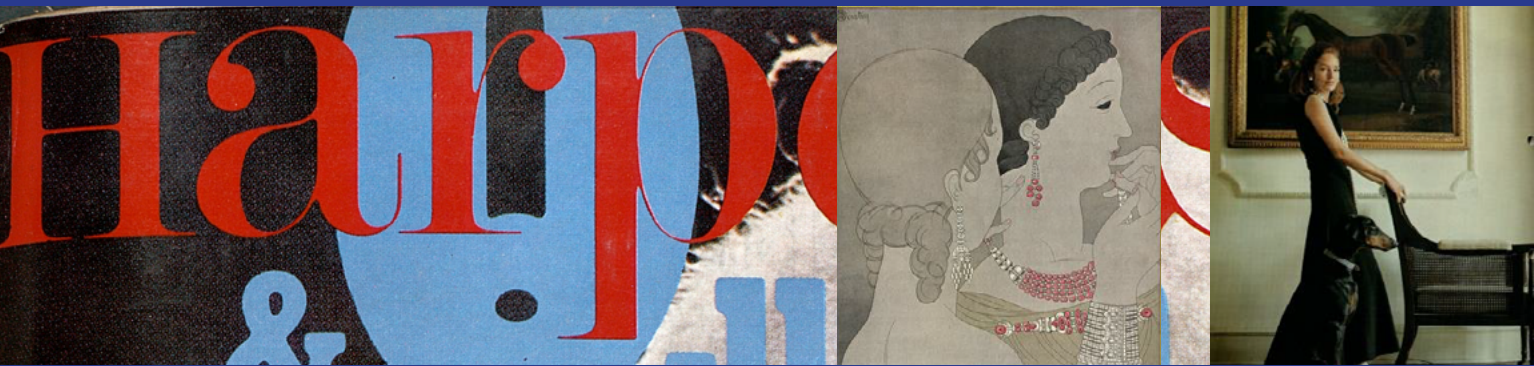


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# The Harper's Bazaar UK Archive

THE HARPER'S BAZAAR UK ARCHIVE is the complete run of the UK *Harper's Bazaar*, from 1929 to 2015, presented in full color and full-text searchable. This edition will be a valuable complement to the U.S. edition.

A venerable and renowned publication in its own right, the UK edition offers many decades of high-quality fashion and lifestyle content, aimed at a discerning audience. Coverage for the digital edition is from the first issue in 1929 through to a fixed termination date of 2015 and the archive comprises approximately 200,000 pages. Each issue is scanned from cover to cover in full colour, with all editorial content, pictorial features, and advertisements separately indexed to permit easy search and discovery.\*

Both UK and U.S. editions are seamlessly cross-searchable within ProQuest's The Harper's Bazaar Archive database. With the UK edition bringing an additional British and European focus, the two publications, in combination, constitute a unique resource, totalling 500,000 pages and offering key insights into the history of U.S., UK and international fashion and society.



## History of Harper's Bazaar [UK]

The UK edition launched in 1929 and was conceived as a high-class publication for a sophisticated, aspirational readership. From the outset, this edition complemented the coverage of the U.S. publication by offering a special focus on the London and Paris fashion scenes. It also devoted many pages to reporting on social life and British society, demonstrating particular interest in high society and the lives of socialites and the aristocracy. Early issues include Evelyn Waugh writing "In Defence of Pleasure Cruising" and Vita Sackville-West on "The Province of Burgundy." Exceptional literary content also forms a key component of this title; among the original works of fiction published in the early years were Somerset Maugham's *Cakes and Ale*, Nancy Mitford's *The Refuge*, and Gertrude Stein's *Left to Right*.

In 1970 Harper's Bazaar [UK] was amalgamated with *Queen* magazine, a society publication which had launched in 1861, to form *Harper's & Queen*. The title was changed back to *Harper's Bazaar* in 2006. While the magazine still pursues a stated aim of catering to a refined readership, its earlier preoccupation with the society world has given way to meritocratic coverage of a wide range of individuals and topics across fashion, the arts, lifestyle, and popular culture.

\* Our policy is to include every issue and to scan from cover to cover. Due to the rarity of some of the source content, however, there are small gaps (issues/ pages).

To learn more or request a free trial, visit: [proquest.com/pdpq/Harpers-Bazaar-Archive](http://proquest.com/pdpq/Harpers-Bazaar-Archive)



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