

TITLE *Women's Wear Daily* Archival Collection on Microfilm, 15 years

PUBLISHER Fairchild Books, Attn. Ms. Sandra Washington, 7 West 34th St.
New York, N.Y. 10001; tel: 212-286-2879

SOURCE OF INFORMATION

Women's Wear Daily back-issues on microfilm, from 1948 through 1962, will enhance the June F. Mohler Fashion Library's already existing research collections, by providing in depth documentation about three of the most vital decades in the history of American fashion design, and merchandising. The Mohler Library contains important primary and secondary fashion resources such as oral histories, sketchbooks, manuscripts, photographs, and periodicals covering the mid-twentieth century and the post-World War II period. During these years' American fashion and retail world in *Women's Wear Daily*, which has been called the "Fashion Bible," having its nascence in 1910.

Although the Frenchman Christian Dior in 1947-48 introduced the "New Look," American designers and merchants (many of them European-born) emerged to capture the imagination and pocket books of consumers, eager to celebrate America's post-war economic prosperity. The fashion influence away from Europe and the ingenuity of American entrepreneurs, department store moguls, and designers, are reported in great detail in *Women's Wear Daily*. The years 1962-1963 were transitional points of American culture, marked by the assassination of President Kennedy, the departure from the White House of his fashion-setting wife, Jacqueline, and the ensuing civil and social struggles which attempted to throw off the old consumer culture and create a new society, often manifest in the garments created.

The back issues of *Women's Wear Daily* will enhance the curatorial research objective of the Kent State University Museum which has actual garments of the period in its collection; it will also provide research materials for the entire University community related to the study of social, cultural, and economic history. *Women's Wear Daily* offers insight into how women were viewed and their role as consumers during the post-war period. The artistic endeavors and biographies of fashion designers, editors, and buyers will be a source of enrichment for fashion design and merchandising students as well as students of the visual arts and business history.

PARTS OF COLLECTION BEING REQUESTED

1948-1962, 90 reels of micro film

PROJECTED COST

\$4,950 Total, 6 microfilm reels per year @ \$330 per year for 15 years

ACADEMIC UNIT CONTRIBUTION

The Rodger/Silverman School of Fashion Design and Merchandising is willing to contribute \$2,500 for the purchase of the *Women's Wear Daily* back issues on microfilm.