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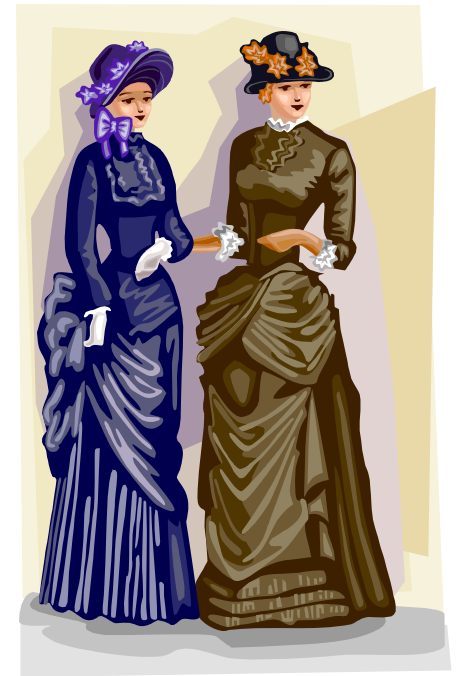
Hours of Operation:

Monday—CLOSED
Tuesday 10:00—8:00 p.m.
Wednesday 10:00—8:00 p.m.
Thursday 10:00—8:00 p.m.
Friday 10:00—6:00 p.m.
Saturday 10:00—6:00 p.m.
Sunday—CLOSED

J. Ganly 9/2006

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The New York Public Library



***SELLING STYLE:
A HISTORY OF NEW YORK
FASHION***

MERCHANDISING

***A NEW YORK FASHION TIMELINE
1790-2006***

SELLING STYLE: A HISTORY OF NEW YORK FASHION MERCHANDISING

A NEW YORK FASHION TIMELINE

1790-2006

1790-1840

☞ London and Paris set the style. Modistes or Dress Makers advertise in the newspapers of the day

1840-1900

☞ Anna Cora Ogden writes *Fashion: Or Life in New York* an immediate hit at New York's Park Theatre in 1845.

☞ Elias Howe patents a sewing machine in the United States. The flood of immigrant labor makes the Garment District a New York reality.

☞ Alexander Turney Stewart opens his Marble Palace department store which is quickly followed by others. The Ladies Mile is born.

☞ Mary Todd Lincoln becomes a prime customer of A.T. Stewart

☞ *Harper's Bazaar* and other periodicals introduce the country to the New York fashion scene.

☞ The theatre in the person of Lillian Russell serves to promote New York fashion.

☞ Alice Vanderbilt's 1893 ball makes New York a topic of world wide fashion discussion

☞ Parson's School of Design, originally called The Chase School, is opened in Greenwich Village

1900-1960

☞ Bergdorf Goodman inaugurates the custom shop where Paris fashion is reproduced.

☞ Charles James and Norman Norell begin the parade of noted New York designers

☞ Nettie Rosenstein makes the "little black dress" a Bonwit Taylor by word

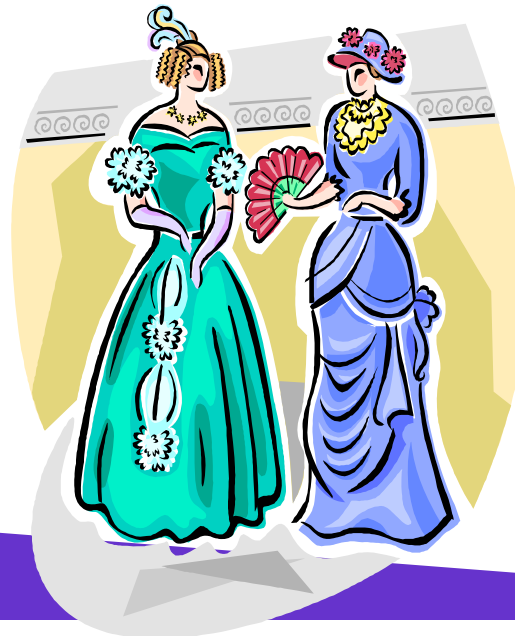
☞ Adrian Adolph Greenberg attends the Parsons School and, as *Adrian*, he becomes the fashion star of MGM

☞ Adrian brings New York style to Hollywood motion pictures

☞ New York dance star Irene Castle bobs her hair and the nation follows suite.

☞ Alice Longworth Roosevelt, Theodore Roosevelt's daughter, sparks a fashion sensation and a popular song with the color named Alice Blue.

☞ The Fashion Institute of Technology is opened.



1960-2006

☞ Paraphernalia sets the tone for New York alternative fashion

☞ Truman Capote throws the Black and White ball and replicates Alice Vanderbilt's success in making New York style a worldwide topic

☞ Tiger Morse introduces the idea of "flea market fashion."

☞ Halston, Ralph Lauren, Calvin Klein and Donna Karan continue the parade of New York fashion

☞ Jacqueline Kennedy and Halston make the pill box hat a fashion must.

☞ Bergdorf Goodman closes the custom shop.

☞ The Metropolitan Museum of Art inaugurates the Costume Institute.

☞ B. Altman department store follows Bonwit Teller and a host of other New York department store closings

☞ Geraldine Stutz becomes president of Henry Bendel and introduces boutique shopping

☞ Barney's takes 17th street discount shopping to glamorous Madison Avenue

☞ *Sex and the City* presents New York fashion to the television world

☞ Jimmy Choo introduces the shoe as icon.

☞ Harlem's In Vogue Fashion Show begins

