



SELLING STYLE: A HISTORY OF NEW YORK FASHION MERCHANDISING

A SELECTED BIBLIOGRAPHY

This bibliography is intended only to serve as a sampler for those interested in New York fashion merchandising. Underlying the presentation is the idea that style is what sells. The art of style is collected at The History and Social Sciences Library primarily by the Art & Architecture Division. The selling of style and the manufacture of style is collected by The Science, Industry and Business Library. The performing arts as a generator of style is represented at The Lincoln Center for the Performing Arts Library. The contributions of the African American community to New York style is collected at The Schomburg Center for Black Culture.

Images of style can be found in the Digital Collection of The New York Public Library. Research Libraries and in The Picture Collection of the Branch Libraries of The New York Public Library.

The titles below can be found in the part of the Library indicated.

BOOKS AND PERIODICALS

General Works

- Evans, Caroline. *Women & Fashion: A New Look*. 1989. Call Number 3-MMR 89- 17965 (1)
Evans, Caroline. *Fashion At The Edge: Spectacle, Modernity and Deathliness*. 2003. Call Number JQF 04-102 (2)
Howell, Georgina. *In Vogue: 75 Years Of Style*. 1991. Call Number MMC+ 92-2646 (1)
Millbank, Caroline Rennolds. *New York Fashion: The Evolution Of American Style*. 1989. Call Number 3-MMP+ 90- 571 (1)

Illustration and Photography

- All-American Ads*. 2005. Call Number *R-SIBL NC998.5.A155.2005. (3)
Avedon, Richard. *An Autobiography*. 1993. Call Number MFX+ (Avedon) 93-12293. (1)
Robinson, Julian. *The Fine Art Of Fashion: An Illustrated History*. 1989. Call Number MMC+ 95-12143 (1)
Rogers, Peter. *What Becomes A Legend Most?: The Blackglama Story*. 1979. Call Number JLG 89-193 (3)

Designers

- American Fashion: The Life And Times Of Adrian, Mainbocher, McCardell, Norell, and Trigere*. 1975.
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Karan, Donna. *The Journey Of A Woman*. 2004. Call Number JQG 06-27 (2)
Daria, Irene. *The Fashion Cycle: A Behind-The-Scenes Look At A Year With Bill Blass, Liz Claiborne, Donna Karan, Arnold Scassi, and Adrienne Vittadini*. 1990. Call Number 3-MMP 91-3812. (!)

Fashion Business

- Benson, Susan. *Counter Culture: Saleswomen, Managers, And Customers In American Department Stores, 1890-1940*. 1986.
Call Number JLE 87-1091 (2)
Burns, Leslie Davis. *The Business Of Fashion: Designing, Manufacturing, And Marketing*. 2002.
Call Number *R-SIBL TT496.U6.B87 (3)

Cohen, David L. *The Good Old Days: A History Of American Morals And Manners As Seen Through The Sears, Roebuck Catalogs 1905 To The Present*. 1940. Call Number ILH (Cohn, D.L. Good Old Days) (2)
Crowell-Collier Publishing Company. *Story Of Selling: Yesterday, Today, And Tomorrow*. 1946. Call Number TLO+ (3)
Diamond, Ellen. *Fashion Retailing*. 1993. Call Number JBE 99-429 (3)
Emmet, Boris. *Catalogues And Counters: A History Of Sears, Roebuck And Company*. 1950. Call Number TNK (Sears) (3)
Gamber, Wendy. *The Female Economy: The Millinery And Dressmaking Trades, 1860-1930*. 1997. Call Number JFE 97-7941 (2)
Hendrickson, Robert. *The Grand Emporiums: An Illustrated History Of The Great Department Stores*. 1979. Call Number JLE 79-1685 (3)
Jernigan, Marian H. *Fashion Merchandising And Marketing*. 1990. Call Number JBE 90-1144 (3)
Leach, William R. *Land Of Desire: Merchants, Power And The Rise Of A New American Culture*. 1993. Call Number JBE 93-2440 (3)
Martin, R. Brad. *Saks Incorporated: The Saks Story*. 2003. Call Number JBX F-4006 (3)
Ward, Montgomery, & Co. *Catalog*. 1910-Summer 1966 (Incomplete) Call Number 3-VK (3)

Fashion Magazines

Allure. Call Number JFM 92-330 (1) Current Issues in Rm.108
Elle. Call Number JFM 86-405 (1) Current Issues in Rm.108
Glamour. 1939-2004. (Microfilm) Call Number *R-*ZAN-5275 (6) Current Issues in Rm.108
Harper's Bazaar. (Microfilm) Call Number *ZAN-5261 & *ZAN 3782 (6). Print. Call Number *DA (1)
InStyle. Call Number JFM 95-684. (1) Current Issues in Rm.108
Mademoiselle. 1935-2001. (Incomplete). Call Number *DA (1)
Marie Claire. Call Number JFM 95-1069 (1). Current Issues in Rm.108
Vogue. Call Number *DA+ (Vogue). (1) Current Issues in Rm.108

Trade Journals

Apparel Industry Magazine. Call Number JSP 90-306 (3)
Apparel Merchandising. Call Number JLM 88-275 (3)
Fashion Retail Intelligence Newsletter. Call Number JBM 94-713 (3)
New York Apparel News. Call Number JBN 92-10 (3)
WWD. (Microfilm). Call Number *ZAN-V106 (3)

Manuscript Collections

Cleo Sims Collection. Call Number SC MG 708. (5)
Diana Vreeland Papers (4)
Fashion Group International Records. (4)

Databases

WWD Online. (3)

Websites (Individual Department Stores and Designers have websites)

Angel of Fashion. www.fashionangel.com. Current fashion directory
Beverly Birks Couture Collection. www.beverlybirks.com. Source for purchase of vintage fashion.
CondeNet. www.condenet.com. Website for the Conde Nast fashion publishing group

Fashion Collections in New York City

Brooklyn Museum of Art
Cooper Hewitt Museum (Textiles)
Fashion Institute of Technology
Metropolitan Museum of Art. Costume Institute
Parsons School of Design
Museum of the City of New York
Doyle Auction House. www.Doylenewyork.com. Holds frequent vintage fashion auctions.

Key to Library locations

1. Humanities and Social Sciences Library. Art and Architecture Division
2. Humanities and Social Sciences Library. Main Reading Room
3. Science Industry and Business Library
4. Humanities and Social Sciences Library. Manuscripts and Archives Division
5. Schomburg Center for Research in Black Culture. Manuscripts Division
6. Microform Reading Room