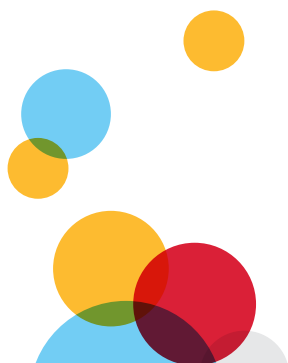




The Vogue Archive

From 1892 to present

ProQuest proudly offers every issue of *American Vogue*, digitized and ready to explore.



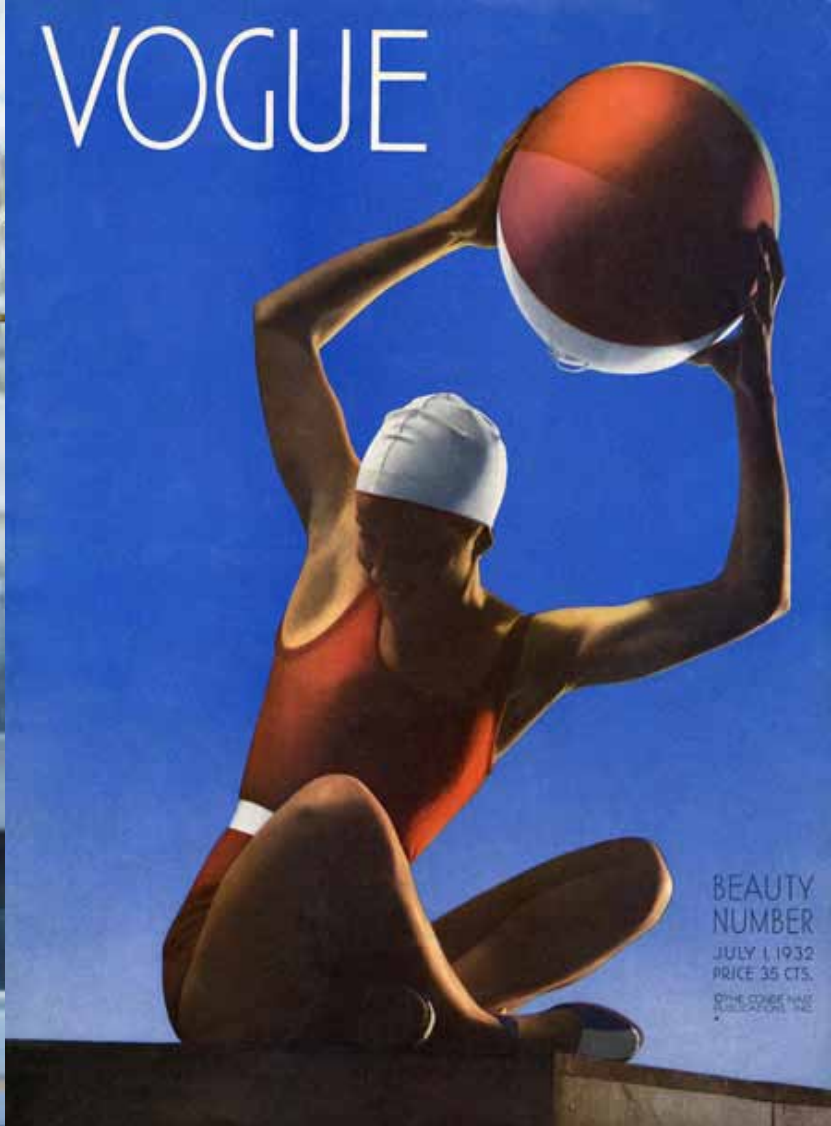
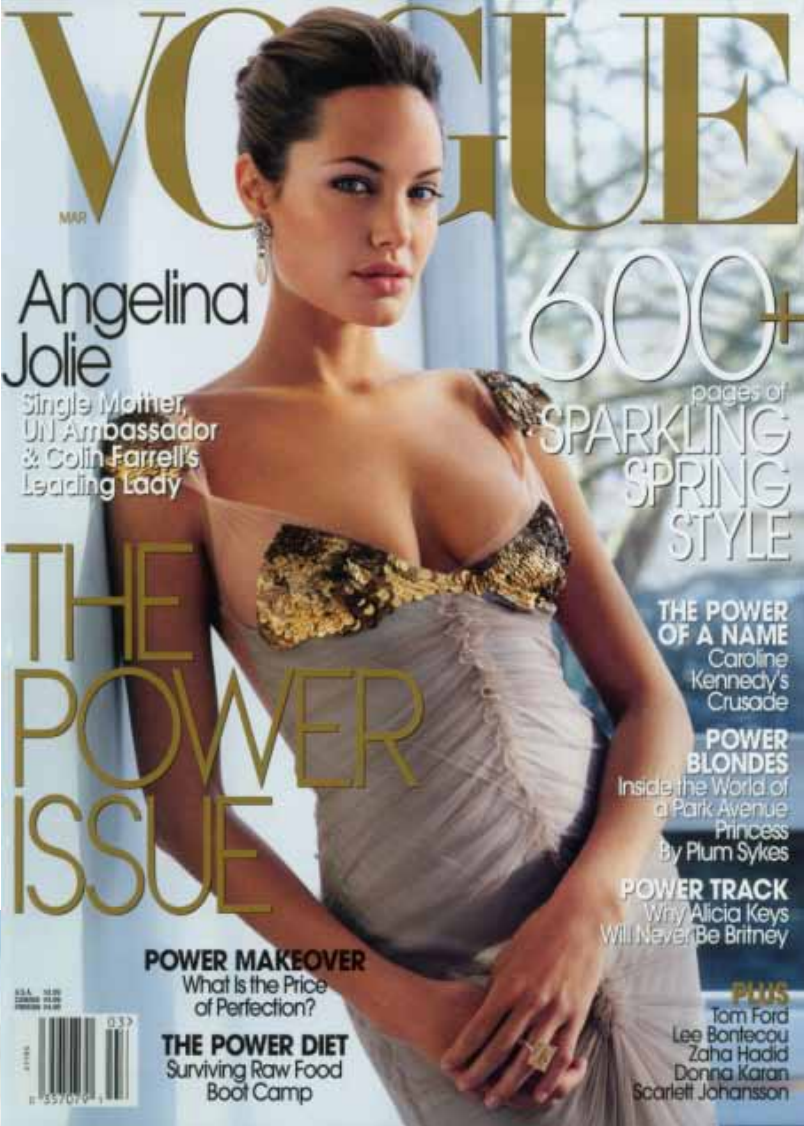
See the history of fashion in all its forms

The Vogue Archive contains the entire run of American *Vogue* magazine from 1892 to the present day – more than 400,000 pages in total reproduced in high-resolution color page images. This fully searchable database constitutes a treasure trove of the work of the greatest designers, photographers, stylists and illustrators of the 20th and 21st centuries. The Vogue Archive is both an essential primary source for the study of fashion and a unique record of American and international popular culture.

The database allows fashion design and photography students to find inspirational images, while also serving diverse needs of researchers in a range of academic subject disciplines. For example, fashion marketing students are able to research the history of a brand identity by viewing every advertisement between specified dates for such iconic brands as Revlon, Coty, Versace, or Chanel. Researchers in cultural studies and gender studies are able to explore themes such as body image, gender roles and social tastes, from the 1890s to the present.



ProQuest's unique collaboration with Condé Nast means full-page images from photo features will be manually indexed to allow users to find garments of a specific type, by a specific designer, even of a certain fabric (chiffon, wool) or print (batik, gingham). All covers, advertisements, photo shoots, and fold-outs have been captured as separate documents with searchable text and captions.

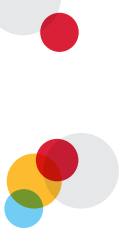


Bringing the past into focus

Whether users are exploring the work of photographers, stylists, and editors, seeking images of specific models, or researching the nuances of particular garment types, The Vogue Archive dives deep into more than 400,000 pages of image-rich material to deliver finely honed search results. Images are presented in the context of the original magazine issue so users have the contextual information they need to interpret the image: not just retailer information and pricing, but cues about when and where garments were appropriate and who might wear them – invaluable for historical research and for disciplines such as theatrical costume design.



The Vogue Archive is an essential resource for a wide range of study.



Fashion Design

- Search for images of specific garments (trench coats, ankle boots, blouson jackets) by designer name and year
- Find inspiration from the style icons of the past and present, from Suzy Parker and Jean Shrimpton to Lauren Hutton and Kate Moss
- Limit your search to the work of contributors such as Anna Wintour, Diana Vreeland, Grace Coddington, Vidal Sassoon or Pat McGrath

Fashion Marketing

- Analyze how today's leading brands communicate to their customers (L'Oreal, Gucci, Louis Vuitton)

Costume Design

- Research garments and accessories in their historical and social context to inform period design

Gender Studies

- Explore historical representations of domesticity and women in the workplace
- Follow debates about body image, from 1900s Dress Reform to early discussions of plastic surgery; from the 1940s New Look to the recent "size zero" debate
- Study female role models, from Coco Chanel to Beyoncé

Visual Arts

- Find photographs by Horst P Horst, Cecil Beaton, Irving Penn, Richard Avedon or Steven Meisel, or illustrations by Georges Lepape, Helen Dryden, Eric and Antonio

History

- Analyze the impact of World War II on American culture, and read wartime articles by Lee Miller, Winston Churchill, and Bertrand Russell

Literature

- Discover articles and short stories by Kate Chopin, Vladimir Nabokov, Carson McCullers and George Bernard Shaw

Film Studies

- Research the reception and public image of Hollywood stars from Marlene Dietrich and Cary Grant to Nicole Kidman and Angelina Jolie

Business Studies

- Explore the history of fashion companies and brands such as Chanel, Elizabeth Arden and Revlon over 120 years

Cultural Studies

- Survey changing social mores, tastes and aspirations from 1890s to the present

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ASIA PACIFIC

Australia and New Zealand
sales@anz.proquest.com

China
saleschina@asia.proquest.com

Hong Kong, Macau and Taiwan
saleschina@asia.proquest.com

Japan
sales@japan.proquest.com

Korea
korea@asia.proquest.com

South East Asia
sales@asia.proquest.com

EUROPE

Germany
vertrieb@germany.proquest.com

Spain
editor@spain.proquest.com

United Kingdom
marketing@proquest.co.uk

LATIN AMERICA

Brazil
sales@latin.proquest.com

MIDDLE EAST

middle.east@proquest.co.uk

NORTH AMERICA

pqsales@proquest.com



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