

The Women's Wear Daily Archive

An inside view of the 20th century fashion industry and history

PREVIOUSLY UNAVAILABLE IN digital form, the entire archive of the definitive fashion and retail publication, *Women's Wear Daily*, opens up new opportunities for research. This authoritative record of how the fashion industry developed over the 20th century provides valuable primary source material for students across the disciplines of fashion, business, and history. The Women's Wear Daily Archive allows users to explore influences on the fashion and beauty industry. It contains the full run of past print issues and supplements and will be updated biannually with more recent issues. Users can explore every page of every issue since 1910, including all advertisements, in high resolution and full color with searchable text. Take research deeper by cross searching with The Vogue Archive, arts indexes, historical periodicals, and newspapers.

A comprehensive backfile of *Women's Wear Daily* from its inception in 1910 forward, this archive database provides a wealth of information to researchers and students of fashion, marketing, and the retail business as well as supporting inquiry into women's studies and 20th century material culture. The newspaper of record for the clothing industry, *WWD* has been called "the *Wall Street Journal* of the fashion world" and "the bible of fashion."

Prior to the creation of The Women's Wear Daily Archive, finding a particular topic, image, headline, or conducting any kind of comprehensive research on *Women's Wear Daily* – the fashion industry's newspaper of record – meant visiting an archive, combing through physical card catalogs, and hoping for a bit of luck. Even after conducting this kind of research, one couldn't be sure a thorough survey had been done. Now, the entire archive will be fully indexed, available digitally, and accessible at academic institutions worldwide, opening up entirely new lines of inquiry for researchers.

Subjects include:

- Business
- History
- Retail
- Fashion
- Marketing
- Women's studies

Why The Women's Wear Daily Archive?

- Support scholarship and provide creative inspiration by providing access to issues of the fashion industry's newspaper of record.
- Provide students with an authoritative record of how the fashion industry developed over the 20th century.
- A multidisciplinary resource, this archive provides valuable primary source material for students across the disciplines of fashion, business, and history.
- Users can explore every page of every issue since 1910. This includes all advertisements, in high resolution and full color with searchable text.
- Users can take research deeper by cross searching with The Vogue Archive, arts indexes, historical periodicals, and newspapers.

To learn more or request a free trial, contact us at www.proquest.com/go/D9226.