



The Footwear News Archive

From Stilettos to Sneakers... Explore the Footwear Industry's Rich History

The Footwear News Archive provides exclusive access to one of the longest-running still-published fashion trade titles and a leading authority in the footwear industry, a fashion sector of high interest for researchers. Chronicling nearly 80 years of industry information, from 1945 to the present day, this archive includes breaking fashion news, expert analysis, and imagery chronicling market dynamics, design evolution, business strategies, and more.

This primary source material allows for researchers to identify and interpret the key events and trends in the industry, such as shifts in consumer preferences and behavior, innovations in materials and manufacturing technology, brand strategies, societal impacts of footwear trends, sustainability practices, and developments in retail and distribution.

Unlike other fashion resources offering reference content or secondary sources, the Footwear News Archive provides comprehensive, unfiltered primary source content from which users can derive their own unique insights.

The Footwear News Archive provides a wealth of information for researchers interested in exploring...

- **Economics:** Trace market trends and consumer demand to understand pricing strategies and economic impacts within the footwear industry.
- **Fashion Design:** Analyze historical trends for inspiration and insight into evolving styles and materials.
- **Graphic Design:** Utilize imagery and visual content from the archive for inspiration in footwear design projects.
- **History:** Research the evolution of footwear design, reflecting cultural, economic, and technological changes over time.
- **Marketing:** Examine brand strategies and market dynamics for informed decision-making in the footwear industry.
- **Supply Chain Management:** Study logistics and distribution networks within the footwear industry.
- **Also topics like** company/brand history, sex and gender roles in fashion, expression of racial/ethnic cultures through footwear, landmark legal cases, and more!



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Features

- Coverage spanning 1945 to present – nearly 80 years of content*
- Article-level metadata with color page images and searchable text
- Document-type indexing permits easy retrieval of specific content such as advertisements, photographs, and illustrations
- Approximately 150,000 pages of content
- Cover-to-cover full-color digitization to maximize the rich visual content

* Our policy is to include each issue from the first and to scan from cover to cover. Due to the rarity of some of the original print volumes, however, there may be some small gaps (issues or pages).



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Using The Footwear News Archive

Examples of scholarly research/dissertations citing The Footwear News Archive:

- Benson, Mark. *Mischiefs of Faction: The Political Economy of Voluntary Export Restraints for Selected U.S. Industries, 1969 to 1989*, Harvard University, United States – Massachusetts, 2011. [Dissertation].
- Bryant, Alaric-Avery. *Adolescent Sportswear Consumption: Antecedents and Brand Loyalty*, North Carolina State University, United States – North Carolina, 2019.
- Cavender, RayeCarol. *The Evolution of Luxury: Brand Management of Luxury Brands, Old and New*, Virginia Polytechnic Institute and State University, United States – Virginia, 2012. [Dissertation].
- Coleman, Catherine A. *Disempowering through Definition: A Dialogic Ethics for Understanding Consumer Vulnerability through Nike's 'Mike and Spike' Advertising and African American Consumer History*, University of Illinois at Urbana-Champaign, United States – Illinois, 2010. [Dissertation]
- Hamilton, Sullivan. *'Just' a Sweet Transvestite(?): (Re) Contextualizing Rocky Horror's Dr. Frank-N-Furter*, The University of North Carolina at Greensboro, United States – North Carolina, 2021. [Dissertation].
- Hesselbein, Christopher L. *Wearing High Heels: Femininity, Embodiment, and Sociomateriality*, Cornell University, United States – New York, 2021. [Dissertation].
- Marques, Joan, Satinder Dhiman, and Richard King. "What really Matters at Work in Turbulent Times." *Business Renaissance Quarterly*, vol. 4, no. 1, 2009, pp. 13-29.
- Tong, Xiao, and Chunxiao Li. "Impact of Brand Personality and Consumer Ethnocentrism in China's Sportswear Market." *Asia Pacific Journal of Marketing and Logistics*, vol. 25, no. 3, 2013, pp. 491-509.

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- The GQ Archive
- The Harper's Bazaar Archive
- The Vogue Archive
- The Vogue Italia Archive
- The Women's Wear Daily Archive

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