



Producing Fashion

A conference at Hagley Museum and Library
October 28-29, 2005 · Soda House

Friday, October 28

9:00-9:30 Coffee

9:30-11:30 Panel I: National Identity and the Problem of Paris

Marlis Schweitzer, University of Toronto at Mississauga

“American Fashions for American Women: The United Ladies’ Tailor Association of America, the *Ladies’ Home Journal* and the Rise of Fashion Nationalism, 1909-1915”

Heather Hess, Metropolitan Museum of Art

“Austrian Fashion for German Women: The Great War and National Style”

Veronique Pouillard, Universite Libre de Bruxelles

“Protecting the National Industries: Exporting and Producing Fashion between the Wars”

Comment: Dilys Blum, Philadelphia Museum of Art

11:30-12:30 Lunch

12:30-2:00 Panel II: Early Transnational Fashion

Beverly Lemire, University of Alberta

Giorgio Riello, London School of Economics

“Printing Fashion: Cotton Textiles in Eurasia and the Origins of Fashion”

Christine Ruane, University of Tulsa

“Producing Fashion on the Periphery: The Development of the Russian Fashion Press”

Comment: Robert DuPlessis, Swarthmore College

2:00-2:30 Break

2:30-4:30 Panel III: Old-Fashioned Fashion

Ariel Beaujot, University of Toronto

“Coiffing Vanity: A Study of the Manufacture, Design, and Meaning of the Celluloid Hairbrush in America, 1900-1930”

Susan J. Matt, Weber State University

“Why the ‘Old-Fashioned’ is in Fashion in American Houses”

Carolyn Jean Babula

“Vintage Fashion and Nostalgic Style”

Comment: Reggie Blaszczyk, Hagley Museum and Library

4:30-6:00 Reception

6:00-8:00 Dinner

Saturday, October 29

9:00-9:30 Coffee

9:30-11:30 Panel IV: Gender

Elsbeth Brown, Miami University

“Manly Cigarettes: Marlboro Men and Commercial Modeling in Postwar America”

Beth Kreydatus, College of William & Mary

“Feminist’ Style?”

William R. Scott, University of California, Berkeley

“California Casual: Marketing and the Rise of Men’s Leisurewear, 1930-1960”

Comment: Sharon Ullman, Bryn Mawr College

11:30-12:30 Lunch

12:30-2:30 Panel V: Remaking Contemporary Fashion

Katalin Medvedev, University of Minnesota

“Ripping up the Uniform Approach: Women Piece Together a New Communist Fashion”

Steven Zdatny, West Virginia University

“Fashion, Hygiene, and Hairstyles in Postwar France”

Kaori O’Connor, University College London

“Producing Fashion: Lycra®, Babyboomers, and the Anthropology of Fashion”

Comment: Diana Crane, University of Pennsylvania

Center for the History of Business, Technology, and Society

Hagley Museum and Library • P. O. Box 3630 • Wilmington, DE 19807-0630
(302) 658-2400 • www.hagley.org • clockman@hagley.org

For more information, call (302) 658-2400, ext. 243, weekdays, 8:30 a.m. to 4:30 p.m. Fax: (302) 655-3188 Email: clockman@hagley.org

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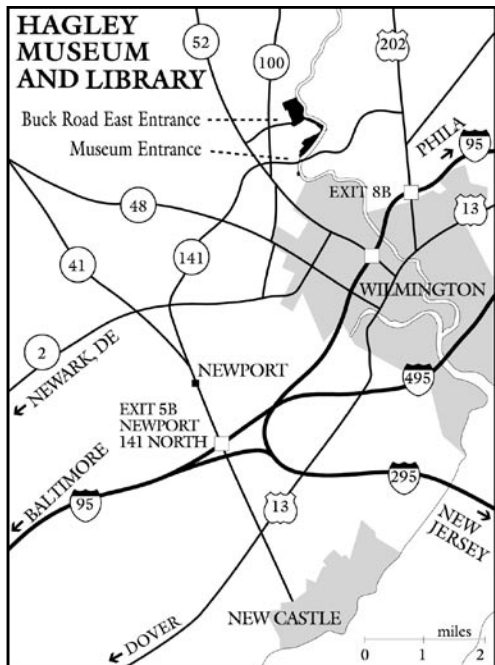
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TOTAL \$ _____

\$15 Lunch on Saturday
 \$35 Dinner on Friday
 \$15 Lunch on Friday
 \$30 Registration (\$20 for Hagley members, free for students)

service to the hotel we recommend the Delaware Express Shuttle, (800) 648-5466. Wilmington's AMTRAK station. The nearest airport is in Philadelphia, for shuttle the conference. With advance notice the hotel will pick up and drop off guests at A complimentary shuttle will be available between the hotel and Hagley during (800) 537-7772 or visit brandywineinn.com by October 14 to reserve rooms. 141 and 202 for \$92/night (mention Hagley conference to receive this rate), call Lodging is available at the Best Western Brandywine Inn at the corner of Routes

REGISTRATION FORM - DETACH AND SEND



The Hagley Library and Soda House are located off Route 100 in Wilmington, Delaware.

From the south: Take I-95 north to exit 5B (Newport exit) in Delaware. Follow Route 141 north for 7 miles. Turn left onto Route 100 north. At the traffic light, make a right onto Buck Road East. After the stop sign, go straight through the gates and follow signs to the Soda House.

From the north: Take I-95 south to exit 8B (West Chester exit) in Delaware. Follow Route 202 north (Concord Pike) for 1.3 miles. Stay in the left lane to turn left onto Route 141. Follow Route 141 south for 2 miles, get into the right lane to turn right onto Tyler McConnell Bridge. After crossing the bridge, turn right at the next traffic light onto Route 100 north. At the next traffic light, make a right onto Buck Road East. After the stop sign, go straight through the gates and follow signs to the Soda House.

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Illustrations from *American Fabrics and Fashions*, Spring 1970 and Summer 1974.

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