



FASHION MERCHANDISING

A VINCENNES UNIVERSITY LIBRARY GUIDE

Compiled by Richard L. King, Reference Librarian
email: rking at vinu.edu

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FOCUS: FASHION MERCHANDISING (FAMILY & CONSUMER SCIENCE)

I. FIND BOOKS: VU WEBCAT ONLINE CATALOG

http://www.vinu.edu (Click on *Majors & Academics*, then *Libraries*, then *FIND BOOKS*, then *VU WebCat*)

Webcat is VU's web-based library catalog. Use it to find books, videos, sound recordings, and other research items. With the FIND BOOKS page (Search Other Libraries) the catalogs of large research libraries (Indiana and Purdue universities, and others) can be searched as well, and students may borrow materials from these institutions (ask a librarian about Interlibrary Loan). Topics (subject headings) in VU WebCat pertaining to Fashion Merchandising include:

Fashion; Fashion Drawing; Fashion Merchandising; Clothing Trade; Clothing and Dress; Consumer Behavior; Consumers—psychology; Models (persons); Costume; Costume Design; Machine Sewing; Sewing; Men's Clothing; Show Windows; Display of Merchandise.

II. PERIODICALS IN LIBRARY

Chain Store Age
Details
Ebony
Essence
Glamour
Good Housekeeping

GQ (Gentleman's Quarterly)
Harper's Bazaar
Stores
Vogue
WWD (Women's Wear Daily)

III. FIND ARTICLES: EBSCOHOST (INSPIRE)

http://www.vinu.edu (Click on *Majors & Academics*, then *Libraries*, then *FIND ARTICLES*, then your choice of the databases discussed below.)

EBSCOhost (Inspire) provides access to many databases linking the user to full-text articles appearing in journals, magazines, and newspapers.

- The **Academic Search Premier database** provides useful information for college research papers and includes journals such as: *Good Housekeeping*, *Essence*, *Ornament*, *Textile: The Journal of Cloth & Culture*, and *Fashion Theory: The Journal of Dress, Body & Culture*.

- The **MasterFile Premier database** includes journals such as *Black Elegance*, *Harper's Bazaar*, *Essence*, *Indianapolis Monthly*, *Interview*, *Chatelaine*, *InStyle*, *Cosmopolitan*, *Good Housekeeping*, *Heart and Soul*, *Flare*, *Retail Merchandiser*, *Discount Merchandiser*, *Shape*, *Textile World*.
- **Business Source Premier** includes *WWD: Women's Wear Daily* and many business publications, and is a good source to use to find information about retail chains, companies, etc.

IV. FIND ARTICLES: PROQUEST

Proquest provides full-text journals from many areas, but is especially strong on Social Sciences topics. Full text journals include *Flare*, *Essence*, *InStyle*, *Interview*, *Harper's Bazaar*, *New York Times*.

V. FIND ARTICLES: NEWSBANK'S AMERICA'S NEWSPAPERS

NewsBank's America's Newspapers database provides full-text articles from local, state, and national newspapers.

VI. REFERENCE BOOKS

Besides using books and articles, some of your most important resources are to be found in the VU Library's Reference Collection. A great deal of material--especially on obscure topics--may be found in reference books.

Contemporary Fashion (Ref. 746.92 C761c)

A Dictionary of Costume and Fashion: Historic and Modern (Ref. 746.92 P594d)

Encyclopedia of Clothing and Fashion. 3 vol. (Ref. 391.009 E56c)

The Encyclopedia of Fashion (Ref. 391 O36)

The Fairchild Dictionary of Fashion (Ref. 391.009 C143f)

The Fashion Dictionary; Fabric, Sewing, and Dress as Expressed in the Language of Fashion
(Ref. 646.03 P594f)

Fashion in Photographs 1860-1880 (Ref. 391.00941 L222f)

Fashion in Photographs 1880 – 1900 (Ref. 391.00941 L666f)

Fashion in Photographs, 1900-1920 (Ref. 391.00941 R752f)

Fashion in Photographs, 1920-1940 (Ref. 391.00941 O97f)

*In an Influential Fashion: an Encyclopedia of Nineteenth-and Twentieth-Century Fashion
Designers and Retailers Who Transformed Dress* (Ref. 391.009 I35i)

Nineteenth Century Fashion (Ref. 391 B995n)

The Thames and Hudson Dictionary of Fashion and Fashion Designers (Ref. 391.003 C156t)

Who's Who in Fashion (Ref. 746.92 W335w)

Women of Fashion: Twentieth-Century Designers (Ref. 746.92 S814w)

WWD Century: One Hundred Years of Fashion (Ref. OVERSIZE 391 W973c)

The Thames & Hudson Dictionary of Fashion and Fashion Designers (Electronic book—VU WebCat)

Career Resources

Career Opportunities in the Fashion Industry (Ref. 746.92 V887c)

Encyclopedia of Careers and Vocational Guidance (Ref. 331.702 E56c)

Occupational Outlook Handbook (Ref. 371.42 U58o, 4-hour checkout, shelved at Lending Services Desk, also Ebook available via WebCat catalog, also on the World Wide Web at <http://www.bls.gov/oco/.htm>)