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
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 Blaszczynski, 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
Elspeth Brown, Miami University
"Mainly 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"
Koari O'Connor, University College London
"Producing Fashion: Lyra", Babyboomers, and the Anthropology of Fashion"
Comment: Diana Crane, University of Pennsylvania

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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.

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

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