

# The Vogue Archive and The Vogue Italia Archive

## Going far beyond fashion

The Vogue Archive and The Vogue Italia Archive take researchers to intriguing new areas of multidisciplinary study. While both Vogue editions focus on fashion, their responses to contemporary trends, events, and interests, along with their coverage of many other aspects of culture and society, provide valuable background and primary source material to support students of gender studies, history, business, the arts and social issues.

### The Vogue Archive

The Vogue Archive contains the entire run of the American Vogue magazine from 1892 to the present day – with no embargo period.

Hundreds of thousands of faithfully reproduced pages are fully searchable, allowing for pinpoint results tied to many needs and disciplines.

- Marketing students, for example, can study the history of a brand identity by viewing every advertisement for a brand such as Revlon, Coty, Versace or Chanel between specified dates.
- Researchers in cultural studies and gender studies can explore themes such as body image, gender roles and social mores from the 1890s to today.



### Using The Vogue Archive

This collection provides deep indexing that takes the arduousness out of searching through image-rich pages.

- Users can conduct powerful searches to reveal results in all text, captions, and titles throughout the magazine, including advertisements, covers and fold-outs.
- Full-page images from photo features are manually indexed to allow searches by garment type, designer or even fabric.





The Italian edition of the groundbreaking *Vogue* franchise, which debuted in 1964, is one of the longest-running international *Vogue* editions. It's also one of the most-read, with a monthly readership topping 1 million and approximately 25 percent of its distribution outside of Italy.

Experts consider *Vogue Italia* an innovative and influential periodical:

- Diversity initiatives including the publication of issues featuring black models exclusively, and the use of plus-size cover models
- Considered the most artistic and least commercial edition of *Vogue*
- A showcase for the top photographers of the day, including Bruce Weber, Ellen Von Unwerth, Richard Avedon and Steve Heitt – a boon for students of fine arts and design



## Using The *Vogue Italia* Archive

Scholars can find in the full-color digitized pages of *Vogue Italia* articles and photo shoots addressing major social issues of the time – including the environment, addiction, war and foreign policy, and domestic violence – with text complemented by the artistic vision of the *Vogue* photographers to deepen the impact.

- The international perspectives provide a valuable counterpoint to the U.S. *Vogue* and historical newspapers.
- Deep primary source material supports the need to use credible sources in undergraduate assignments.
- Students can research trends in fashion, marketing, business and arts over five decades.

The ProQuest platform makes searches fast and intuitive.

- Every cover, ad and caption is included in the indexing.
- In 2017, the collection will be enhanced with powerful specialist indexing for images, meaning users can search by categories including garment type, designer and person pictured.

# The *Vogue Italia* Archive

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