



ISSN: 0975-833X

Available online at <http://www.journalcra.com>

International Journal of Current Research
Vol. 12, Issue, 08, pp.13093-13096, August, 2020

DOI: <https://doi.org/10.24941/ijcr.39242.08.2020>

INTERNATIONAL JOURNAL
OF CURRENT RESEARCH

RESEARCH ARTICLE

DIGITIZATION PROJECTS FOR FASHION MAGAZINES (LATE 19TH AND EARLY 20TH CENTURY)

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ARTICLE INFO

Article History:

Received 15th May, 2020
Received in revised form
21st June, 2020
Accepted 24th July, 2020
Published online 30th August, 2020

Key Words:

Digital Archives, Digital Libraries,
Fashion Magazines, Women's Press.

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Citation: Kh. Astaptsseva. 2020. "Digitization projects for fashion magazines (late 19th and early 20th century)", *International Journal of Current Research*, 12, (08), 13093-13096.

ABSTRACT

In this study, we present the preliminary monitoring results of 15 digital archives in France, Austria, Spain, the USA, Japan, Sweden, the Czech Republic, Poland, and Russia. The purpose of this paper is to give the list of worldwide digital archives and other projects, where old fashion magazines (late 19th and early 20th century) have been digitized and made available online. To obtain the research results, the following methods were used: descriptive research, secondary data analysis, sampling process, interpretive analysis, direct observation.

INTRODUCTION

The problem of making digital library archives is actual, especially in countries with low economic development. Large arrays of information are stored on paper in inappropriate conditions. In the future, this will threaten the disappearance of many valuable sources, such as books, magazines, newspapers, leaflets, and so on. The task of modern library researchers is not only to preserve valuable publications but to make them as accessible as possible to every reader in the world. Fashion magazines are one of the types of print media that give not only fashion tips and style advice, but also have a huge cultural and artistic value. Fashion magazines are a rich source of historical information because they frequently reflect all socioeconomic changes that occur in society over time. This study seeks to understand the steps that the global library community must do to digitize fashion magazines for its future preservation.

RESULTS AND DISCUSSION

The present study analyzes 15 online platforms, where are represented a fashion magazine collections. The most complete collection of digitized fashion magazines is available in a powerful web archive of French National Library "Gallica". The collection "Presse de mode" includes 54 chapters, where fashion magazines (printed during XVIII-XX centuries) are

kept in digital form. Every magazine is presented in color and high-resolution print-ready PDF. In digital collections, priority is given to French-speaking culture; however, some foreign classics are also available in their original language or a translated version (BnF, 2020). The "Gallica" resource uses all the massive materials on specialized thematic sections that search for easy and relevant search information. Of course, the positive thing is that what is available for archives is free. Another resource in our list is a "Bloomsbury fashion central" — a dynamic digital hub for interdisciplinary research in fashion and dress. Content is peer reviewed by industry and academic experts and includes interconnected major reference works, exclusive articles, scholarly eBooks, case studies, biographies, lesson plans, bibliographic guides, textbooks, video content, runway and backstage photos from fashion shows, and tens of thousands of images from museums around the world to create a rich educational resource. Berg Fashion Library, Fashion Photography Archive, Fairchild Books Library, and Bloomsbury Fashion Business Cases comprise "Bloomsbury Fashion Central" (Bloomsbury fashion central, 2020). "Bloomsbury fashion central" content includes such types as: article, bibliographic guide, book chapter, book chapter + studio, business case, business case with extended teaching notes, designer biography, dictionary entry, encyclopedia entry (Bloomsbury fashion central, 2020). The winner of the Dartmouth Medal, "Berg Fashion Library" is the leading resource for students and researchers of fashion studies. Interdisciplinary in nature, with great visual and integrated content, it is invaluable for researchers in the areas of fashion, museum studies, cultural studies, anthropology, and more (Bloomsbury fashion central, 2020).

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Among all fashion magazine digital archives favorably differs from others "The Bunka Gakuen Library". It is widely known as a specialized library for fashion and clothing as well as being a learning, education and research support organization for students and faculty belonging to the school. It can also be utilized by off-campus users if they are students or researcher in the same field (Bunka Gakuen University Library, 2020). The Library holds approximately 340,000 books. There are about 3,000 magazine titles, including back numbers, as well as a substantial number of both domestic and foreign fashion magazines (Bunka Gakuen University Library, 2020). Well formed digital collection of old fashion magazines we can found at web resource the digital library of the "Biblioteca Nacional de España" ("Hispanic Digital Library"). It provides access free of charge to thousands of digitised documents, including books printed from the 15th to the 20th century, manuscripts, drawings, engravings, pamphlets, posters, photographs, maps, atlases, music scores, historic newspapers and magazines and audio recordings (Biblioteca Digital Hispánica, 2020; OMNIA, 2020).

Created in 2008, the objectives of the "Hispanic Digital Library" are:

- To disseminate Spanish cultural heritage while assuring that our cultural legacy is protected and safeguarded.
- To fulfil the commitment to the European Union to help create the future European Digital Library, which will offer unique, multilingual online access to holdings in European cultural institutions.
- To become an essential tool for fostering research into our culture by enabling scholars and hispanicists to examine digitised holdings from anywhere in the world.
- To provide a tool for opening up partnerships with other Spanish and Latin American libraries (Biblioteca Digital Hispánica, 2020; OMNIA, 2020).

Not only libraries have a fashion magazine archives, but museums too. "Nordiska museet" in Stockholm tells the story of Nordic lifestyle and traditions from the 16th century onward, through furniture and interiors, fashion and jewellery, glass and porcelain. At "Nordiska museet" there is a special collections library for cultural history and ethnology from the 1500s and onwards. There is literature that reflects the museum's activities, gives context to current topics and illustrates the rich collections. In the library there are close to forty shelves meters of books, periodicals, brochures and product catalogues. Illustrated on the web site in vertical timeline are some of the fashion journals that the "Nordic Museum's library" has in its collections. These fashion journals and many more can be read on site in the library (Nordiska museet, 2020). Some feminist resources like "The Arthur and Elizabeth Schlesinger Library" on the History of Women in America give access to documents the lives of women of the past and present for the future and furthers the Radcliffe Institute's commitment to women, gender, and society (Schlesinger Library on the History of Women in America, 2020). There are 61 Women's Magazines in library. Using the web-site menu on the left reader can view additional material related to this topic. Many of magazine collections are stored offsite and/or have access restrictions. Much resources are available online through Accessible Archives to users with a valid Harvard ID (Schlesinger Library on the History of Women in America, 2020).

In Western Europe we also have found a large array of digitized fashion magazines in "Austrian National Library" – the country's largest library and central memory institution. Readers can:

- Use the library service of a modern information centre.
- Discover the holdings and treasures from eight collections.
- Experience the State Hall and five museums with their exciting permanent and temporary exhibitions.

As a service-oriented information centre, the "Austrian National Library" offers its users access and professional advice on its own holdings (over 12.5 million objects) and also on international data pools. It also accepts commissions on scientific research, and operates documentation centres and service facilities, for example on literature specifically devoted to women's studies. Since the beginning of the digital age, a steadily increasing number of services have been handled online via the website of the Austrian National Library (Österreichische, 2020). The "Austrian National Library" is also authorised to collect and archive Austrian web publications or web publications with an Austrian connection, and to make these available for use. Furthermore, the library systematically selects and collects literature specifically concerning Austria but published in other countries, and literature on the humanities with special attention paid to works that are relevant to its own Departments (Österreichische, 2020). In Digital Reading Room we can find an Alphabetical list of all electronically available newspapers and magazines about fashion (Österreichische, 2020). "Century Past" has 3 digital collections, with links to many thousands of books, magazines, articles, maps, podcasts and images. They are all organized for browsing by subject. These digitized materials are hosted by reputable websites, and they're free to use (Century Past, 2020).

The 90-webpage "Century Past Library" has thousands of non-fiction books on dozens of subjects, which people can read online or download. Most books were recommended in H.W. Wilson's Public Library Core Collection, widely used by librarians as a guide for purchasing (Century Past, 2020). The "Magazine" pages at "Century Past Library" have the archives of over 200 magazine titles, often including the most current issues. We also have a page for online newspapers and newspaper archives, in the U.S. and some other English-language countries (Century Past, 2020). At "Century Past" an old fashion magazines are online free. Magazine archive includes 200+ titles in PDF to read online free or download (Century Past, 2020). Century Past has four webpages of links to free magazines archived at other sites, including "Google Books", "Internet Archive" and "MagazineLIB". You can use these Magazine Category links to explore the selection (Century Past, 2020). Founded in 2008, "HathiTrust" is a not-for-profit collaborative of academic and research libraries preserving 17+ million digitized items. HathiTrust offers reading access to the fullest extent allowable by U.S. copyright law, computational access to the entire corpus for scholarly research, and other emerging services based on the combined collection. "HathiTrust" members steward the collection — the largest set of digitized books managed by academic and research libraries — under the aims of scholarly, not corporate, interests. "HathiTrust Digital Library" preserves and provides lawful access to the 17 million digitized items.

Using advanced full-text search, advanced catalog search and search tips we can find by title a lot of old fashion magazines (Hathi Trust, 2020). "Federacja Bibliotek Cyfrowych (FBC)" is the only national cross-domain aggregator in Poland. It currently works with over 130 Polish data providers that give FBC automated access to their data via mechanisms like OAI-PMH. Data of 49 FBC data providers are also delivered to Europeana. Providers are digital libraries, digital museums, institutional repositories. The majority of providers are regional digital libraries, which are hosting data for several institutions from their region. FBC is one of the largest aggregators for Europeana, currently providing more than 2.1 million records to Europeana from hundreds of individual institutions (Federacja Bibliotek, 2020). Newspapers and catalogues for the fair sex from the first half of 20th century, are undoubtedly the strong point of libraries belonging to the "Digital Libraries Federation". There are really many of them, and what is more, they definitely stand against a background of other publications because of plurality and attractiveness of their illustrations. Fashion magazines in FBC are placed to collection named "Fashionable lady". It consists of 5 positions: *Bluszcz*, *Woman in the World* and in her Home, *Paris fashion*, *My friend*, *Week of fashion and literature* (Federacja Bibliotek, 2020).

"The Vogue" Archive is an exclusive partnership between "ProQuest", "Vogue", and "Condé Nast" (the global publisher of "Vogue") to present the full run of the American "Vogue", 1892 to present, for the library market. Every page, cover, advertisement, image, and fold out is indexed, searchable, and viewable in beautiful high-resolution color (The Vogue Archive, 2020; ProQuest, 2020; ProQuest, 2020). More than 400,000 pages are included, constituting a treasure trove of the work from the greatest designers, photographers, stylists and illustrators of the 20th and 21st centuries. The Vogue Archive is both an essential primary source for the study of fashion and a unique record of American and international popular culture (The Vogue Archive, 2020; ProQuest, 2020; ProQuest, 2020). The database will allow fashion design and photography students to find inspirational images, but will also cater for academic study. Fashion marketing students will be able to research 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 will be able to explore themes such as body image, gender roles, and social tastes from the 1890s to the present (The Vogue Archive, 2020; ProQuest, 2020; ProQuest, 2020).

"ProQuest's" unique partnership with "Condé Nast" means that the latest issue will be added each month with no embargo period. Users can conduct powerful searches to reveal results in all text, captions, and titles throughout the magazine, including advertisements, covers and fold-outs (The Vogue Archive, 2020; ProQuest, 2020; ProQuest, 2020). Polish digital university library in Łódź and public digital library in Chelm also give us free Access to archives, where we can find old fashion magazines by using an advanced full-text search, advanced catalog search and search tips (Biblioteka Cyfrowa Uniwersytetu Łódzkiego, 2020; Chelmska Biblioteka Publiczna, 2020). In Czech Republic we also found "Digitalna knihovna", the digital library which offers digital documents through the Kramerius system and contains both free and copyrighted works of various genres in a web interface with access to multiple digital libraries in the Czech Republic.

The Digital Library Web Design provides a simple and understandable way to work with digital documents. The Digital Library is operated by the Moravian Library in Brno. The documents are referenced from the Union Catalogue of the Czech Republic and "Digitalna knihovna" library catalogue Vufind. The link leading to digital copy is named like Digital document. Here we can find digitized old fashion magazines in collection of periodicals (Moravská, 2020). In Russia exists only one private web-archive of antique magazines, newspapers and posters. "Andvet.narod.ru" archive is made by single person. It contains a plenty of Russian old fashion magazines in free access. But there is no information in web about founder of this resource (Moravská, 2020).

Conclusion

In conclusion, we can say that all online sources that contain digitized archives of fashion magazines published before the 1950s of the twentieth century are divided into:

National libraries

- BnF. La Bibliothèque nationale de France. Gallica (France)
- Österreichische Nationalbibliothek (Austria)
- Hispánica Digital Library. Biblioteca Nacional de España (Spain)

University libraries

- Bunka Gakuen University Library (Japan)
- Biblioteka Cyfrowa Uniwersytetu Łódzkiego (Poland)
- Schlesinger Library on the History of Women in America (USA)

Regional libraries

- Moravian Land Library in Brno (Czech Republic)
- Chelm Library Publiczna im. Marii Pauliny Orsetti (Poland)

Museum libraries

- Nordiska museet (Sweden)

Digital Library Associations:

- Federation of Digital Libraries (Poland)
- HathiTrust Digital Library (USA)
- Century Past. Free Online Books & More (USA)

Specialized digital archives of fashion magazines:

- The Vogue Archive (USA)
- Bloomsbury fashion central (USA)

Private online archives

- Andvet.narod.ru (Russia)

Thus, it can be argued that the problem of digitizing fashion magazines and combining them into a collection for free online access is best solved in France, Austria, and Spain. In these countries, this issue is on a state level.

In addition to national libraries, university libraries in Japan, the United States, and Poland also digitize fashion magazines. Regional, regional and museum libraries in Poland, the Czech Republic, and Sweden also form digital collections of fashion magazines. The digital library association Century Past (USA) has formed a collection of fashion magazines, while the Federacja Bibliotek Cyfrowych (Poland) and The HathiTrust Digital Library (USA) provide only the ability to search the catalog. A specialized online resource Bloomsbury fashion central (USA) has developed a digital platform where not only digital fashion magazines are collected, but also all publications related to fashion. By the way, profitable and successful fashion magazines, like Vogue magazine, organize their digital archives. The worst situation in the analyzed array of countries is in Russia. There, only one individual deals with the issue of digitization and publication of fashion magazines in free access. This situation, in our opinion, needs state support.

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