



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 women's and gender studies, history, business, the arts and social issues.

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 women's/gender studies can explore themes such as body image, gender roles and changing social mores from the 1890s to today.

Using the Vogue Archive

This collection provides deep indexing that makes it easy for users to identify the content they need among the thousands of image-rich pages.

- Users can search all text, captions, and titles throughout the whole magazine, including advertisements, covers and fold-outs.
- Images from photo features and advertisements are manually indexed to allow searches by, for example, garment type, material, brand, designer, person pictured or trend.



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The Vogue Italia Archive

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:

- Renowned for 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

This edition provides a valuable counterpoint to the U.S. *Vogue*, with reporting on events and trends in the major European fashion centers.

- 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.
- Undergraduates can enhance assignments with image-rich primary source content, relevant to multiple subject areas and topics.
- Researchers can explore 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.
- The collection has been enhanced with powerful specialist indexing for images, meaning users can search by categories including garment type, designer and person pictured.



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