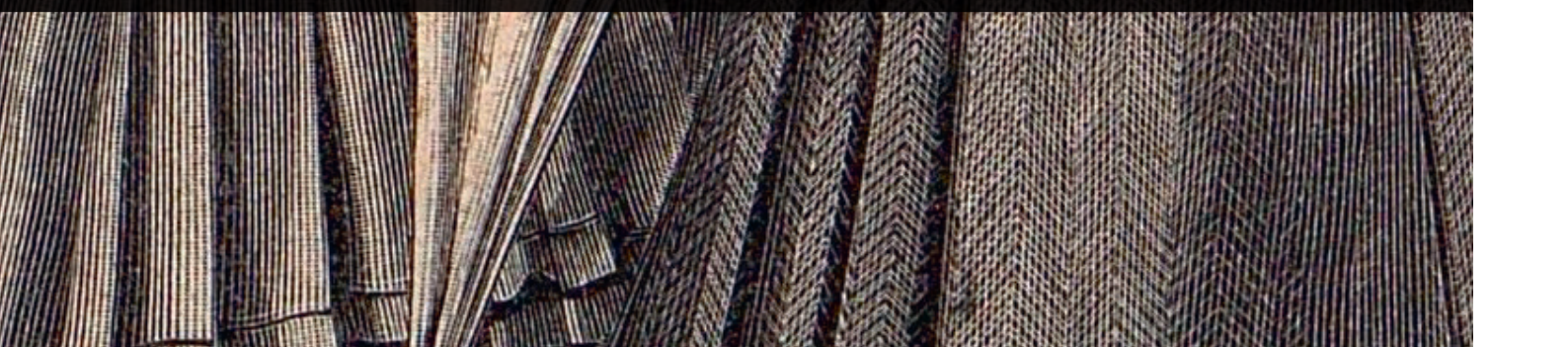




ACORSO/RIG Microproject

Vienna, 23rd – 24th January

Study Days on **‘Fashionable Tailoring for Women 1860–1920 from European ateliers, department stores and factories and its gendered social and cultural impact.’**



PROGRAM

Thu, 23 January

==== **Museum Visits** =====

- 10.00** Visit to MAK – Museum of Applied Arts, Stubenring 5, 1010 Vienna.
Meeting point: Main entrance
- 13.30** Visit to the costume collection of the Wien Museum, Himberg, lead by Dr. Regina Kerner (head curator of costume and fashion)

Fr, 24 January

==== **Study Day** =====

Karl-Schweighofer-Gasse 3, 1070 Vienna, top floor, room DG18

==== **Open public session 1**

- 10.00** Introduction and Chair: Prof. Elke Gaugele
Intro. Prof. Lou Taylor – brief outline of the aims of this RIG Microproject
- 10.15** Michaela Lindinger, Curator, Wien Museum
The development of tailored fashions for women in Vienna
- 10.40** Dr. Sarah Johnson. USA, PhD University of Brighton
The development of tailored clothes for women in the USA through New York dept stores and their mail order catalogues
- 11.05** Speakers' question panel.
Chair: Elke Gaugele
- 11.15** Coffee

==== **Session 2. Chair: Waleria Dogorova.**

- 11.30** Dr. Marie McLoughlin
Henry Creed and couture Tailoring, London and Paris. 1880–1920
- 11.55** Dr. Charlotte Nicklas
Women, Tailored Clothes and Travel, 1860–1910
- 12.20** Dr. Hannah Rumball
The tailored Ulster for women from 1860–1914
- 12.45** Speakers' question panel.
Chair: Waleria Dogorova
- 13.00** Lunch in nearby café

==== **Session 3. Chair: Dr. Charlotte Nicklas.**

- 14.00** Suzanne Rowland, PhD candidate, University of Brighton
The Development of blouses worn beneath tailored clothes 1850–1918
- 14.25** Lou Taylor: Prof. Emerita, University of Brighton
Mass – produced tailored clothes for women in the UK by 1900
- 14.55** Speakers' question panel.
Chair: Dr. Charlotte Nicklas
- 15.05** Tea
- 15.20** Concluding discussion.
Chairs: Elke Gaugele and Lou Taylor.
With comparative summary of study day, conclusions and future plans for our RIG ACORSO group.

Study Days on ‘Fashionable Tailoring for Women 1860–1920 from European ateliers, department stores and factories and its gendered social and cultural impact.’

By kind invitation of Prof. Elke Gaugele, course leader Fashion and Styles, Austrian Center for Fashion Research (ACfFR), Academy of Fine Arts Vienna. Organised by Prof. emerit. Lou Taylor, University of Brighton, and Waleria Dorogova, Austrian Center for Fashion Research, Academy of Fine Arts Vienna

Background Context Acorso (Apparences, Corps & Sociétés)

This Research Interest Group (RIG) forms one small part of the far larger EU Research on the history and anthropology of clothing, fashion and appearance in Western societies, from the Renaissance to the present day. One of our key aims is to encourage museum curators and university staff, including PhD students, to work and publish together on joint, comparative trans-European research projects. To this end ACORSO already has members from more than 40 museums and universities right across Europe and several RIG groups, of which we are one. We are grateful for some financial support from ACORSO for these study days.

Research Rationale

This micro-research project proposes to make the first trans-European and transatlantic comparative study of the development and consumption of mass manufactured tailored feminine garments made/sold in department stores and by wholesale ready-to-wear companies in the 1860–1914 period, as a reflection of developments in sartorial modernity, travel by women, feminine tailoring as fashion rather than as reform dress, on changing manufacturing

methods, on the new feminised social functions of tailored garments.

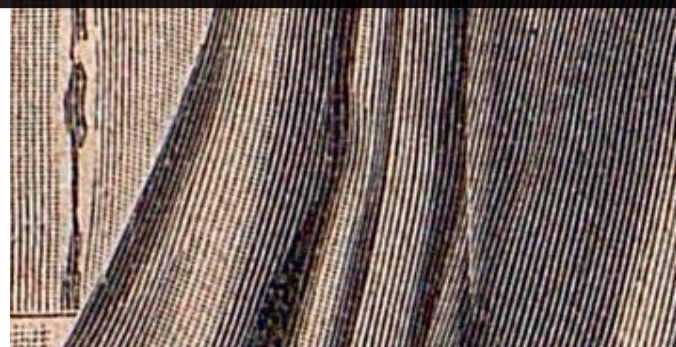
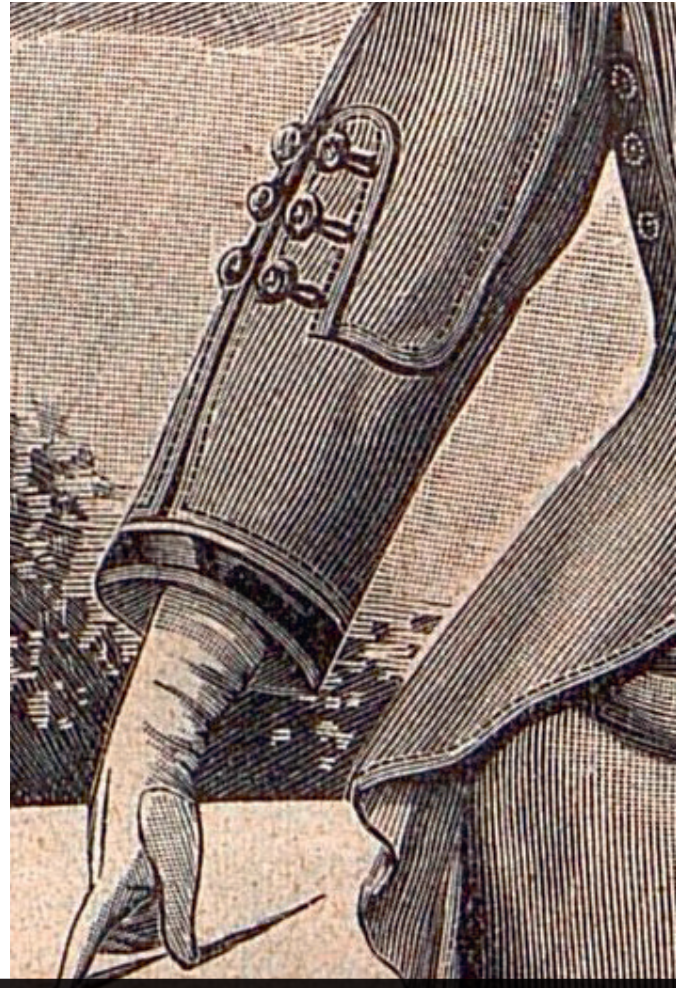
Our research aims to cover all levels of making, from couture to cheapest mass production and second hand re-sale, assessing issues of making, retailing and consumption set in the wider social context of the wearing of tailored garments (made by traditional methods (rather than dressmaker-made garments) and the blouses worn beneath, as sartorially significant, newly fashionable garments, finally affordable to the mass of urban women in this period, across Europe and the USA from about 1895. We will compare designs and dates of bespoke, ready-made garments from dept stores, workshops, shops and markets in Paris, Manchester, London, New York, Milan and Vienna, and the related second-hand trade.

Aim

We need at this workshop to define exactly what we mean by ‘tailored’ clothes (see images below), then to hear about each other’s research, to agree on: the parameters of our collective research, on our research time span, and how we can examine comparative findings and disseminate our findings fruitfully.



Coverimage: Moderne Damenkostüme, 1908,
Deutsche Frauen- und Modezeitung, Leipzig und Wien



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