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The A to Z of the Fashion Industry

Francesca Sterlacci
Joanne Arbuckle

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Series Editor's Foreword

The subject of this volume is the “rag trade,” as it is often affectionately and not at all disrespectful called by those involved in it. Despite any image this term may evoke, fashion is one of the biggest businesses in the world, one that turns over hundreds of billions of dollars and employs tens of millions of workers. It is a profession, an industry, and, in the eyes of many, an art. This *Historic Dictionary of the Fashion Industry* approaches fashion from all three directions by presenting, among other things, talented designers and renowned houses of haute couture, mass merchandisers and more specialized sales outlets, numerous professional and technical production functions, inventions and innovations, and many other aspects that make this business intriguing, glamorous, and truly global in nature.

Fashion is one of the oldest industries in the world, as can readily be seen from the chronology and it has grown out of rather simple beginnings to become one of the most dynamic and sophisticated of all industries, as detailed in the introduction. The dictionary provides hundreds of entries on items such as designers and models; apparel producers, ranging from elite couture houses to mass-market companies; significant articles of apparel and the most popular fabrics; the amazing variety of jobs offered by the sector; publications, trade unions, and international trade organizations; and current troubles like counterfeiting and pirating. While the focus remains on Europe and America, like the industry itself this book is also worldwide in its coverage, with information on countries with up-and-coming fashion industries. Many other useful details, such as on museums and fashion schools, are included in the appendixes, and the bibliography offers additional sources of information.

It would have been unfortunate if this book were written by only an academic or a practitioner but, in an almost ideal situation, the authors combine both functions. Joanne Arbuckle and Frances Sterlacci not only studied at the Fashion Institute of Technology in New York City, but they also taught there. In fact, Professor Arbuckle is presently the acting dean of the School of Art and Design at FIT. She has designed sportswear, intimate apparel, and childrenswear and continues consulting with the industry. Professor Sterlacci owned and operated her own clothing company and is an instructor at the Academy of Art University of San Francisco, Graduate Level. She has written extensively about the industry and is the author of *Leather Apparel Design*. Both authors are often quoted in the press and media.

Jon Woronoff
Series Editor

Preface

Fashion, according to any dictionary, is a word with many meanings. For the purposes of this book, the word *fashion* refers to men's, women's, and children's apparel and accessories, as well as the industries and professions that create them. Today, the fashion industry is a \$320 billion global behemoth, employing millions of people worldwide. Products produced by this industry serve billions of people, all with different needs depending on their location, socioeconomic status, culture, and lifestyle.

From the first animal-skin body coverings to today's high-fashion collections, fashion has held an important role in the evolution of mankind and the industry has made major contributions to our cultural and social environment. It is an industry that responds to our inherent longing for tribal belonging, our socioeconomic needs, individual lifestyles, and status stratification and professional apparel requirements. The fashion industry is fast-paced, complex, and ever-changing in response to consumer needs. Throughout the world, vast numbers of people are employed and contribute to the industry, each with the shared goal of supplying an end product of a particular price point directed at a target consumer.

This book will trace the historical evolution of the fashion industry as well as the events, innovations, people, and companies that helped shape the fashion industry as we know it today. The text must be viewed as a work that will be ever-evolving and sensitive to changes within the industry and the world, and it offers a glimpse into the potential paths to be explored by the people who have yet to realize their passion—fashion.

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We owe our biggest debt, however, to the many people that we have encountered throughout our respective careers within the fashion industry—people such as our assistant designers, patternmakers, samplemakers, production managers, factories, sales reps, retailers, sales associates, fabric designers, and suppliers, and the numerous others who we, as designers, count on in this industry. They have been and continue to be invaluable to the process and it is from our firsthand experience with them that we have learned so much. Their knowledge, guidance, and expertise continue to fuel our passion and desire to be a part of the most exciting industry in the world.

Acronyms and Abbreviations

AAFA	American Apparel & Footwear Association
AATCC	American Association of Textile Chemists and Colorists
AECQ	Quebec Clothing Contractors Association
AIM USA	Automatic Identification Manufacturers Association, Inc.
AMTAC	American Manufacturing Trade Action Coalition
ARTS	Association for Retail Technology Standards
ASTM	American Society for Testing and Materials
ATRC	Apparel Technology & Research Center
CAD	Computer-Aided Design
CAFTA	Central American Free Trade Agreement
CBO	Central Buying Office
CFDA	Council of Fashion Designers of America
CMPQ	Cut, Make, Pack, and Quota Sourcing
CMQ	Cut, Make, and Quota Sourcing
CMT	Cut, Make, and Trim
CPSC	Consumer Products Safety Commission
CRA	California Retailers Association
CRM	Customer Relations Management
DMM	Divisional Merchandise Manager
<i>DNR</i>	<i>Daily News Record</i>
EC	European Commission
EDI	Electronic Data Interchange
EPC	Electronic Product Code
ERP	Enterprise Resource Planning
ETA	Embroidery Trade Association
EU	European Union
EURATEX	European Apparel and Textile Organization
FBIA	Fashion & Beauty Internet Association
FFANY	Fashion Footwear Association of New York
FGI	Fashion Group International
FIT	Fashion Institute of Technology

FOB	Free-on-Board
GIDC	Garment Industry Development Corporation
IAC	Intimate Apparel Council
IFAI	International Fabrics Association International
ILGWU	International Ladies' Garment Workers' Union
IMRA	International Mass Retail Association
IRF	International Retail Federation
ISP	Institute of Store Planners
ITAA	International Textile and Apparel Association
ITGLWF	The International Textile, Garment & Leather Workers' Federation
ITMF	International Textile Manufacturers Federation
IWA	Wool Bureau
JIT	Just-in-Time
LDC	Less-Developed Countries
LIMA	International Licensing Industry Merchandisers' Association
MCA	Mohair Council of America
MM	Merchandise Manager
NACS	National Association of College Stores
NADI	National Association of Display Industries
NAFTA	North American Free Trade Agreement
NAICS	North American Industry Classification System
NARMS	National Association of Retail Merchandising Services
NASFM	National Association of Store Fixture Manufacturers
NAUMD	National Association of Uniform Manufacturers and Distributors
NCA	National Cleaners Association
NCTO	National Council of Textile Organizations
NIST	National Institute of Standards and Technology
NRF	National Retail Federation
NSGA	National Sporting Goods Association
NSRA	National Shoe Retailers Association
NTA	National Textile Association
OFC	Organic Fiber Council
OTA	Organic Trade Association
OTEXA	Office of Textiles and Apparel
PAA	Professional Apparel Association

PDM	Product Data Management
PDS	Pattern Design System
PFR	Planning, Forecasting, and Replenishment
PIA	Printing Industries of America Inc.
PLM	Product Lifecycle Management
POPAI	Point of Purchase Advertising Institute
RAMA	Retail Advertising & Marketing Association
RBO	Resident Buying Office
RFID	Radio Frequency Identification
RILA	Retail Industry Leaders of America
ROI	Return-on-Investment
RTV	Return-to-Vendor
RTW	Ready-to-Wear
SGIA	Screen Printing and Graphic Imaging Association
SGMA	Sporting Goods Manufacturers Association
SKU	Stock-Keeping Unit
SPESA	The Sewn Products Equipment Suppliers Association
TALA	Textile Association of Los Angeles
TCATA	Textile Care Allied Trades Association
TFA	The Fashion Association
TFBPA	Textile Fibers and By-Products Association
THA	The Hosiery Association
TITAS	Taipei Innovative Textile Application Show
TZMA	Taiwan Zippers Manufacturers Association
UNITE HERE	Union of Needletrades, Industrial and Textile Employees (UNITE) and Hotel Employees and Restaurant Employees International Union (HERE)
UPC	Universal Product Code
VCERP	Vendors Coalition for Equitable Retailer Practices
VICS	Voluntary Interindustry Commerce Standard
<i>WWD</i>	<i>Women's Wear Daily</i>
YMA	The Young Menswear Association

Chronology

50,000 BCE The first prehistoric human, Cro-Magnon man, learned to survive in cold climates by fashioning clothing out of animal skins, tree bark, and foliage. Paleolithic cave paintings such as those found in Lascaux, France, indicate that early man had learned how to fashion body coverings and headgear.

26,000–20,000 BCE A male skeleton, discovered in Northern Russia wearing highly decorated beaded garments, suggests people of this era had a preoccupation with fashionable clothing and the skills to create bone tools used to sew ornaments and skins.

3500–27 BCE Mesopotamia, the birthplace of Western civilization, influenced dress as evidenced by found objects such as statues, wall carvings, wall paintings, and jewelry. Discoveries from ancient civilizations suggest that the Akkadian, Assyrian, Babylonian, Sumerian (3500–612 BCE), and Persian (550–330 BCE) peoples had a mastery in the weaving of linen and wool and used clothing to express status. During the same period, the ancient Egyptians (3200–1070 BCE) used linen, and later cotton from India, to create garments that were pleated and woven into stripes and plaids. Queens, pharaohs, religious leaders, soldiers, and laborers adhered to specific dress codes with regard to the wearing of sandals, wigs, jewelry, cosmetics, headgear, and certain types of clothing designs. The Cretans and Mycenaean (2800–1100 BCE) are most known for their mastery at dyeing fabrics and skill in creating fitted garments that will eventually become precursors to the cut-and-sew tradition as we know it today. The early Greeks (1200–146 BCE), on the other hand, perfected the art of draping fabric, that is, letting the body create the three-dimensional form of the garment. Their contribution to the fashion world was to take square and rectangular pieces of fabric, then strategically drape them over the body to create inventions such as the *chiton*, the *himation*, and the *kolobus*. These styles provided inspiration for designers throughout the ages. By forming the first known guilds, the Etruscans (750–200 BCE) contributed to the fashion industry with their expert craftsmanship and high-quality standards. They are especially known for their expertise in leather footwear and clothing and, although the early Romans (509–27 BCE) are credited with the invention of the toga, it was originally created by the Etruscans. The Chinese became masters of the wrap silhouette dating back to the Bronze Age with their highly skilled mastery of weaving, dyeing, and embroidery on hemp, cotton, and silk (worn by the upper class).

27 BCE–1204 CE During the first two centuries of the Roman Empire, peace prevailed and trade flourished. Emperor Constantine (305–337 CE) ended the persecution of Christians and created two capitals for the Roman Empire: Rome was based in the west and the Greek city of Byzantium, renamed Constantinople, was in the east. The Byzantine Empire (330–1204 CE), with its proximity to the rich textiles of Asia via the Silk Route and links to Western Europe, prospered for the next twelve centuries and became a major cultural inspiration for the emergence of the Italian Renaissance. In Western Europe, during the period known as the Dark Ages (400–900 CE), royalty depended on fashion from Byzantium, while in China, during the Tang Dynasty (618–907 CE), Chinese elite were influenced by Western fashion. Once Genghis Khan conquered China during the Yuan Dynasty (1279–1368 CE), both China and Japan were heavily influenced by Mongolian dress.

1300s–1600s As the feudal system (in the eleventh and twelfth centuries) gave rise to status dressing in Western Europe, the Byzantine Empire continued to influence fashionable dress, spreading it to Western European nobility, especially during the Middle Ages. As technological advances in weaving and textile processing took place and as guilds formed to preserve quality standards, the first evidence of fashion as a business emerged. Most historians agree that the origin of fashion trends started in the Middle Ages, a time when social and economic changes created a demand for fashionable goods. Later, when Marco Polo opened the trade route to the Far East in the 1300s, European royals established themselves as arbiters of fashion and they shifted away from the Gothic style of dressing to that of the Italian Renaissance. During the Renaissance (fourteenth and fifteenth centuries), especially the first 60 years of the 1400s, Burgundy and Italy were considered major centers of fashion. Nobility in England, France, and Germany also set the tone for fashionable dress, as well as the rules for etiquette and taste. Fashion trends moved from country to country either by marriage or by travel. Queens, namely Isabella of Spain (1474–1504), Catherine de Medici of France (1547–1559), and Elizabeth I of England (Elizabethan Period/1558–1603), were the fashionable role models of the time, as were the kings, including Francis I of France (1494–1547) and Henry VIII of England (1491–1547). Commoners worked to adapt and modify royal style into their own wardrobes. Beginning with the new Manchurian rulers of the Qing Dynasty (1644–1911), Manchu dress was introduced to the Chinese and the rest of the world.

During the 1600s, governments tried to regulate who wore what—in fact, Charles I of England tried with his sumptuary law of 1643, which was later canceled after his execution in 1648. Other rulers tried to ban the wearing of another country's styles, as national pride was closely tied to national fashion in countries such as Spain, France, and the Netherlands.

1600s European countries including England, France, and Italy took turns dominating the fashion scene; however, after Christopher Columbus landed in America in 1492, Spanish fashion prevailed. When the Puritans arrived in America from England in 1620, they opted for less ornate styles than those of their European contemporaries. Even though keeping current with European trends was slower due to distance, British and French fashion still prospered among the more affluent families. As the number of cotton producing colonies increased in the New World, textile production made fabric more affordable. Trade between countries flourished, creating a demand for fashionable clothing. The fashion plate (a drawing of the latest fashions) and the use of life-size wax dolls and miniature dolls dressed in new styles were instrumental in circulating and promoting fashion concepts in the courts throughout Europe and to the masses. The first French fashion magazine, *Mercure Galant*, published in 1672, helped promote French fashion throughout Europe and the New World. While American fashion at the time was heavily influenced by Europe, adaptations emerged in response to lifestyle differences and cultural influences. In the 1600s, the United States initiated its first population census, which began the process of tracking socioeconomic trends as people immigrated from all parts of Europe and Africa.

1700s The eighteenth century, known as the time of the Enlightenment, experienced tremendous growth in the applied arts both in Europe and in the United States, especially in the last quarter. Many discoveries made in the areas of science, archaeology, and medicine paved the way for the industrial and commercial revolution. Due to patronage of kings and nobles, the applied arts flourished. Beginning with King Louis XIV and later King Louis XVI and his wife Marie Antoinette (1774–1792), the arts were especially instrumental in promoting French fashion and textiles. In England, the cottage industry took off as the growing population of merchant capitalists bought the textiles and clothing that were produced in the home. Guilds, located in the cities, produced luxury goods for the rich.

British technological advances sped up production and changed the face of fashion production. With the invention of the flying shuttle for textile handlooms and the steam engine, and their application to numerous power machines, productivity increased. England's relationship with the United States and its rich resources placed it in a position of world power. By the end of this century, England became the leader for male fashion throughout Europe. The French continued their dominance in womenswear, although it was curtailed a bit at the end of the century, namely as a result of the political events in the later part including the French and American Revolutions.

1767 James Hargreaves (British) invented the spinning jenny in England.

1768 William Lee's (British) original knitting machine was adapted and improved and the first power knitting machines were created in Nottingham, England.

1769 James Watts (British) patented his vastly improved steam engine, based on Thomas Newcomen's engine.

1770 *The Lady's Magazine* published its first fashion edition in England. Publications such as this kept men and women current on new fashion trends.

1774 Marie Antoinette was crowned the Queen of France and together with her husband King Louis XVI, actively promoted French fashion and textiles. Rose Bertin (French), the first widely celebrated fashion designer, designed clothing for the queen and numerous other noble ladies.

1785 With the invention of the first steam engine came the first steam-driven power loom by James Watts. Thus, the weaving of yarn into fabric on automated looms allowed for an increase in textile production.

1793 Eli Whitney (American) invented the cotton gin, a machine that automates the processing of cotton.

1794–1803 Nicholaus von Heideloff (German) launched an exclusive fashion periodical called *The Gallery of Fashion* in London.

1800s In England, during the reign of King George IV (1820–1830), the impeccably dressed George Bryan (Beau) Brummell helped to establish England as the center for men's fashion. Publications and newspapers that communicated the latest in contemporary fashion included *La Belle Assemblée* and *Godey's Lady's Book* in the United States and *Ackerman's Repository of the Arts* in England.

1804 Napoleon Bonaparte, emperor of France, and his wife, Empress Josephine, influenced contemporary French fashion during their ten-year reign. Joseph Marie Jacquard (French) invented the loom attachment (a textile-weaving attachment) that made it possible to weave complex patterns in cloth.

1810 The U.S. government expanded its census to include statistics on manufacturing, quantity, and value of products in addition to counting people.

1818 Brooks Brothers (American) produced handmade ready-to-wear men's suits for mass consumption.

1820 Joseph Courts (American) introduced a flexible method of determining body measurements—the tape measure.

1823 Charles Macintosh (Scotland) patented the first waterproof textile and named it India rubber cloth; the first raincoat made of this material was known as a Macintosh.

1825 The first all-female strike of seamstresses occurred in New York City; they protested wages and working conditions.

1830 Barthélemy Thimmonier (French) invented a chain-stitch sewing machine to make uniforms for the French army. It was later destroyed when French tailors feared losing work.

1837 Queen Victoria (British) took the throne and introduced the Victorian Era in fashion. The New York City garment center was born, producing \$2.5 million worth of ready-to-wear clothing.

1846 Charles Frederick Worth (British) began to work at the dressmaking firm of Gagelin et Opigez in Paris. Elias Howe (American) patented the foot-peddle lockstitch sewing machine after perfecting ideas from various sources. This invention kept the hands free thereby streamlining production time.

1849 The safety pin was invented by Walter Hunt (American). Levi Strauss (American) manufactured and sold pants made of a cotton fabric from France called *serge de Nimes* (later called *denim*) in his dry goods store in San Francisco, where he catered to thousands of men who traveled West during the Gold Rush. Harrods's of London began as a small grocery store but, by 1880, became Europe's largest department store.

1850 A total of 4,278 clothing manufacturers existed in the United States.

1851 Isaac Singer (American) perfected and patented his lock-stitch sewing machine, originally invented by Walter Hunt. By 1853, Singer was embroiled in a patent infringement battle with Hunt and Elias Howe, resulting in the first patent pool. By 1869, Singer mass-produced these machines at a thousand machines per day.

1853 Ellen Curtis founded Mme. Demorest, the first commercial pattern company.

1855 Swiss chemist George Audemars created the fiber known as rayon.

1856 Thomas Burberry (British), inventor of the trench coat, established a shop known as Burberry Outfitters in Basingstoke, England. Charles Frederick Worth opened the first haute couture house in Paris. He was considered the father of couture among his contemporaries, which included the Callot Sisters (French), Jacques Doucet (French), Jeanne Lanvin (French), and Jeanne Paquin (French). Paris remained the hub of international fashion for the next one hundred years.

1857 Pantalets became the choice of dress in children's clothing. They later gave rise to traditional children's trousers as we know them today.

1858 Rowland H. Macy (American) opened R. H. Macy's dry goods store in New York City. By 1924 the Herald Square location was the largest store in the world and ten thousand people watched the first Macy's Thanksgiving Day parade.

1863 Butterick Pattern Co. (American) patented size specifications for women.

1867 *Harper's Bazaar* magazine (American) was first published in New York and Paris.

1868 The Chambre Syndicale des Courturiers et des Confectionneurs, much like a traditional guild was founded in Paris. Meanwhile, the rubber-soled shoe known today as the sneaker was born, becoming the preferred shoe of choice for aristocratic lawn games.

1869 The German chemist Eugen Bauman created polyvinyl chloride (PVC), but it was patented in 1913 by Fredrich Heinrich August Klatte (German).

1872 Aaron Montgomery Ward (American) created the first mailorder business selling home goods to people living in rural areas. His “satisfaction guaranteed or your money back” policy proved to be the key to his success.

1873 Davinsin Jacob created the first pair of jeans in Nevada. He and Levi Strauss joined to patent the first copper-riveted waist overalls garment.

1876 Messrs. Bradley, Voorhees, and Day (American) of Chicago formed their men's and women's underwear company called BVD.

1877 The May Company department store opened in Leadville, Colorado, by David May.

1880–1890 Designers and manufacturers created the concepts of *standardized sizing* and *separates* to satisfy the ever-increasing clothing needs of the Industrial Revolution's growing middle class. Also during this period, women became actively engaged in sports. The innovation of pants and sportswear was a departure from formality in women's dress and led to a more casual trend in clothing design.

1881 Moses and Endel Phillips sold their handmade shirts to Pennsylvania coal miners from a pushcart until their son, Seymour, partnered with John M. Van Heusen in 1919. Together they formed the Phillips-Van Heusen Corporation (PVH). By the twenty-first century, PVH had become one of the largest retailers and manufacturers in the world. Elsewhere, the Rational Dress Society was founded in London in protest of styles that deformed women's bodies. Its mission brought about dress reform.

1884 The U.S. Congress established the U.S. Department of Labor, responsible for occupational safety, wage and hour standards, unemployment insurance benefits, reemployment services, and gathering economic statistics.

1885 The first worker safety laws to protect “hatters” were passed, since these millinery workers used harmful chemicals in the making of hats.

1888 Thomas Burberry patented his invention—gabardine fabric.

1889 Isaac Merritt Singer invented the electric sewing machine.

1890 This year marked the era known in France as *La Belle Époque* that lasted until the advent of World War I in 1914. It was also known as a time of luxury and beautiful dress.

1891 Designer Jeanne Paquin and her husband, Isidore, opened the House of Paquin in Paris.

1892 *Vogue* was founded in New York as a weekly fashion publication.

1893 Richard Sears and Alvah Roebuck (American) formed Sears, Roebuck and Company, a mail order catalog business that, by 1895, included 507 pages of clothing and household goods.

1893 Galeries Lafayette was founded by Theophile Bader and Alphonse Kahn (French) as a haberdashery store in Paris.

1895 The Austrian David Swarovski patented his crystal-cutting machine and, together with his brother-in-law, founded the crystal company Swarovski. Elsewhere, Joseph William Foster (British) created a handmade running shoe that was the precursor to the formation of the sport shoe company Reebok.

1898 Madame Lemarie (French) opened Lemarie House, a supplier of feathers to haute couture houses such as Balenciaga, Yves Saint Laurent, and Givenchy. Also, the American Section of the International Association of Testing & Materials was founded but later changed its name to the American Society for Testing and Materials (ASTM).

1899 Sebastian S. Kresge (American) opened S. S. Kresge in Detroit, Michigan, the precursor to Kmart. John Barbey opened the Reading Glove and Mitten Manufacturing Company in Pennsylvania, which later became the VF Corporation, the largest American apparel company.

1900 The International Ladies' Garment Workers' Union (ILGWU) was formed in the United States as a reaction to appalling working conditions in garment factories known as sweatshops.

1901 John W. Nordstrom and Carl Wallin (American) founded a shoe store named Wallin & Nordstrom, which later became the department store Nordstrom.

1903 Frenchmen Paul Poiret opened his own couture house in Paris.

1904 Louis-Francois Cartier (French) invented the wristwatch.

1906 The newly invented electric washing machine was offered for sale. Also, Herman Bergdorf (American) opened a retail establishment that was subsequently purchased by Edwin Goodman and called Bergdorf Goodman.

1907 James Cash Penney (American) bought out his partners in the Golden Rule Store and, in 1913, forms J. C. Penney's, selling lower-priced merchandise in areas other than big cities. By the 1920s, Penney had opened chain stores throughout the country. Meanwhile, Madeleine Vionnet became the designer for the house of Doucet. Inspired by American dancer Isadora Duncan and her braless, barefooted performance, Vionnet created a collection of *déshabillé*—lingerie-inspired dresses presented on braless, barefooted models—and was the first designer to liberate women from the corset.

1908 Marquis M. Converse (American) founded Converse, an athletic shoe company. Elsewhere, BV created men's two-piece underwear known as the union suit.

1909 Mariano Fortuny (Italian) registered a heat-pleating device to create unique dresses such as the Delphos. The newly formed International Ladies' Garment Workers' Union (ILGWU) conducted

strike among twenty thousand shirtwaist makers in the United States known as the Big Strike.

1910 French designer Paul Poiret created the tango skirt. The skirt itself, styled to accommodate the movement of the dance, became a legend. Interestingly, he is also credited with liberating women from the corset, even though designer Madeleine Vionnet had done so two years earlier. Coco Chanel (French) opened her millinery shop in Paris. The U.S. Census Bureau became a permanent institution by an act of Congress. *Women's Wear Daily*, the first fashion industry trade paper, was published. Fiber acetate was invented but only becomes commercially popular in 1924. Alexander MacRae opened a hosiery factory on Bondi Beach, Australia, which later became the company Speedo. A strike in the United States by sixty thousand cloak makers, known as the Great Revolt, ended in a settlement known as the Protocol of Peace. Workers were granted a fifty-hour workweek, double pay for overtime, and higher wages and the *closed shop* concept was established, whereby employers could hire only union employees.

1911 Production began on the first waist overalls by Lee Mercantile (American). A fire at the Triangle Shirtwaist Factory in New York City killed 146 workers and led to the first workplace health and safety laws in the United States. Beginning in the seventeenth century, imports from China, Turkey, and India inspired designers and was known as Orientalism. The Chinese Revolution and the fall of the last imperial dynasty in 1911 had a major impact on dress not only in China but in the world at large.

1912 The company L.L. Bean (American) was founded and it introduced the Maine Hunting Boot. Frenchwoman Madeleine Vionnet opened her own house on rue de Rivoli.

1913 Italian designer Mario Prada opened his leather goods business—Prada. Coco Chanel showed her first clothing collection in Paris. Gideon Sunback, a Swedish-born Canadian immigrant, devised the concept of interlocking teeth called the “hookless fastener,” later named the zipper.

1914 The men's garment workers union became the Amalgamated Clothing Workers of America. Mary Jacobs (American) patented the first bra.

1916 Stanford Mail Order marketed the first rubber girdle.

1918 U.S. Rubber introduced Keds sneakers.

1919 The International Chamber of Commerce was formed in Paris to promote world business.

1921 Coco Chanel opened her fashion house in Paris and created Chanel No. 5 fragrance.

1922 The House of Lesage opened its embroidery business catering to Parisian couture houses.

1923 L'Association pour la Défense des Arts Plastiques et Appliqués, an anticopyist society for haute couture, was founded in Paris.

1925 Virginia Pope (American) became the first well-known fashion journalist for the *New York Times*.

1926 Waldo S. Semon (American) discovered vinyl, a plasticized variation of polyvinyl chloride (PVC).

1927 Rene Lacoste (French) popularized the Lacoste shirt with its iconic alligator appliqué—which technically a crocodile, Rene's nickname. France grants the United States most-favored-nation status whereby tariffs into France were eliminated in return for copyright protection for haute couture. However, this did not stop copyists from stalking French fashion houses.

1928 American designer Elizabeth Hawes opened her business in New York and retailer Lord & Taylor promoted her as an American talent. The Société des Auteurs de la Mode, an anticopyist organization, was founded in Paris with subsidiaries in several European countries.

1929 The American-born Main Rousseau Bocher (Mainbocher) opened his house in Paris.

1930 A group of women founded the nonprofit organization Fashion Group International to increase awareness of American fashion and women's role in that industry.

1931 A French organization known as the Protection Artistique des Industries Saisoniers (P.A.I.S.) was formed and headed by Armand Trouyet, a member of the fashion house Vionnet et Cie. B. S. Tanner founded Doncaster, a direct-sales clothing company, in the United States. Licensed children's wear apparel emerged as a design avenue to draw attention away from the poor quality of affordable fabrics. The men's fashion quarterly *Apparel Arts* first published and later becomes *GQ* magazine.

1932 Dorothy Shaver (American), of Lord & Taylor, established a program known as the American Look to promote American fashion designers. Elsewhere, *Vogue* magazine launched Vogue Patterns, a paper pattern company.

1933 Arnold Gingrich (American) established the men's fashion magazine *Esquire*.

1934 Samuel T. Coopers patented the men's jockey short, eliminating the need for a jockstrap to be worn with underwear. The pantie girdle revolutionized the women's underwear market. Carmel White Snow was named editor-in-chief of *Harper's Bazaar* magazine.

1935 Frenchwoman Pauline Trigère reopened her clothing business in New York. DuPont scientists Gerald Berchet and Wallace Carothers (American) invented nylon, the first commercial petroleum-based synthetic fiber.

1937 Designer Charles James (American) showed his collection in Paris, the first highly respected American to do so.

1938 The Fair Labor Act was signed into law in the United States, which protected workers from low wages, overtime abuses, and unsafe working conditions.

1939 Southern textile workers formed the Textile Workers Union of America (TWUA). The commercial production of nylon stockings began.

1940 Claire McCardell (American), known as the innovator of casual American sportswear, designed a denim wrap dress called the popover. Meanwhile, the new nylon stockings on the market replaced silk stockings in popularity.

1941 The American Society for Testing and Materials (ASTM) issued body-sizing standards.

Polyester was invented by two British chemists, John Rex Whinfield and James Tennant Dickson. However, it was only introduced as a miracle fabric in the United States a decade later, in 1951.

1942 The Cooperativa de Alta Costura was founded in Barcelona.

1943 Jules Leotard (French) pioneered the one-piece garment known as the leotard.

1945 American Dorothy Shaver was named president of the Lord & Taylor department store. *Elle*, French weekly fashion publication, was founded in Paris. Dr. Klaus Maertens (German) creates the Dr. Martens boot in Germany. Fairchild Publications launched *Footwear News*, a weekly newspaper dedicated to the shoe trade. Sam Walton (American) opened his department store, later to become Wal-Mart.

1946 Louis Reard (French) designed the bikini bathing suit in Paris.

1947 The General Agreement on Tariffs and Trade (GATT) was signed. Christian Dior (French) showed his first collection and pioneered the New Look. American Eugenia Sheppard was named the *New York Herald Tribune's* fashion editor and created journalistic fashion history in her time.

1949 The Communist Revolution ended the wearing of the traditional qipao for Chinese women. The Mao suit for men replaced the cheongsam (a long dress with Mandarin collar), which is the male equivalent of the qipao.

1950 The Italian designer Salvatore Ferragamo introduced stiletto heels. The Italian designer Emilio Pucci opened his store on the island of Capri.

1951 BVD revolutionized the sale of underwear by packaging them in polybags. The Italian Couture Collective was formed in Rome.

1953 Designer Pierre Cardin (French) showed his first collection in Paris. Men's polyester suits entered the market. The French designer Sonia Rykiel began designing maternity wear for her husband's shop in Paris.

1954 The Association of Canadian Couturiers was formed.

1955 Mary Quant (British), her husband, and their accountant, Alexander Plunket Greene, opened a hip, mod shop on Kings Road called Bazaar.

1956 Sparked by the Hollywood film, *Baby Doll*, pajamas became the staple of the lingerie market. New machinery helped to press, fold, and package soft goods in one operation.

1957 Cristòbal Balenciaga introduced the sack based on Norman Norell's (American) chemise. Yves Saint Laurent (French) was named the successor to the house of Dior upon the death of Christian Dior.

1958 Yves Saint Laurent created the dress shape known as the trapeze silhouette.

1960 Dior focused on designing nuns' outfits in France; the New York department store Bergdorf Goodman carried the line of habits. Designer Mary Quant trademarked the miniskirt.

1961 Frenchman Yves Saint Laurent opened his couture house in Paris.

1962 Some of America's foremost fashion and accessories designers founded the Council of Fashion Designers of America (CFDA), a nonprofit trade organization. Its most notable founding members included Bill Blass, Rudi Gernreich, Norman Norell, Arnold Scaasi, and Pauline Trigere. S.S. Kresg Company opened the first Kmart store in a Detroit suburb. The first Wal-Mart store opened in Rogers, Arkansas, by Sam Walton. The Hood Shoe Company (American) created the sneaker known as the P. Flyer. American designer Arnold Scaasi opened his couture collection. The Dayton Corporation entered the discount merchandising business with its first Target store in Minneapolis.

1963 François Pinault (French) founded a timber trading company known as the Pinault Group. After a series of mergers and acquisitions, namely with French department store Au Printemps SA and mail order house La Redoute, it later became a leading luxury goods conglomerate known as Pinault Printemps-Redoute. American designer Geoffrey Beene opened his company in New York. Dian Vreeland (American) was named editor-in-chief of *Vogue* magazine.

1964 Rudi Gernreich introduced the topless bathing suit, named the monokini.

1965 Designer Norman Norell became the first president of the Council of Fashion Designers of America (CFDA).

1966 André Courrèges (French) introduced the high white boot that became the inspiration for the go-go boot craze.

1967 Ralph Lauren (American) designed ties and established the Polo brand of neckwear.

1968 Halston (American) presented his first collection under his own label in New York. Also in New York, Calvin Klein (American) opened his business with Barry Schwartz. Joseph Gerber (American) invented the first automated cutting machine, which revolutionized the apparel industry worldwide. He later went on to create one of the largest garment technology companies that provided product lifecycle management (PLM), computer-aided design (CAD), and computer-aided manufacturing (CAM) solutions to manufacturers and retailers in the sewn and flexible goods industries.

1969 Tommy Hilfiger (American) opened his first retail store in Elmira, New York.

1970 Kenzo was the first Japanese ready-to-wear designer to establish himself in Paris. Cotto Incorporated was formed. American designer Bill Blass opened his eponymous company in New York. Also this year, the midi-skirt is introduced. The length ranged anywhere between the knee and the ankle. Roy Raymond (American) established his lingerie shop, Victoria's Secret, in San Francisco.

1971 British designer Vivienne Westwood began designing for Malcolm McClaren's punk shop Let It Rock, in London. Grace Mirabella (American) became editor of American *Vogue* magazine. Fairchild Publications published *W* magazine, a monthly offshoot of *WWD*. Yves Saint Laurent created the peasant dress, a gypsy-inspired soft dress with gathering and loose fit. Pantsuit mania began in the United States.

1972 Hanes introduced their L'eggs stockings.

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