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Dec., 2008

FASHION MERCHANDISING LIBRARY RESEARCH GUIDE

(FCS 131,232, 331, 332, 333, 335, 431, 432, 434, 435)

INTRODUCTION

Merchandising is the process of planning, developing and presenting product lines for identified target market. Fashion merchandising at JSU offers the educational background needed for positions as buyers, and consultants for retail stores and related business. Most print sources (such as books, periodicals) related to fashion merchandising are located on 3rd, 4th, or 10th floor in Houston Cole Library. Electronic sources (such as databases) can be accessed via computer stations on each floor.

PRINT SOURCES

Books and print journals are the main print sources in the HCL providing a foundation for research. Books and journal articles may also contain useful bibliographies which may lead to additional sources of research. When looking for print materials, consult the Library of Congress Subject Headings to select the proper term(s) to use as subjects under "Library Catalog". Some possible subject headings can be: Bathing suits, Clothing and dress, Costume, Cosmetics, Dress accessories, Fashion, Hairdressing, Hair Dyeing and bleaching, hats, jewelry, underwear, shoes/footwear, sport cloth, tattooing, wedding, wigs, Textile crafts, Textile design, and etc. "Keyword Anywhere" & "Title" searches can also be conducted under the "Library Catalog" (<http://library.jsu.edu/>). The following table shows related subjects in the Library of Congress System:

GT 500	Costume. Dress. Fashion	GT 529.2	Clothing by class and historical period
GT 601	Clothing by region or country	GT 1700	Clothing by class (Age, sex, birth, etc.)
GT2000	Materials and articles of clothing, Details and accessories	HD9850-9869	Textile Industries
HD 9940	Fashion Merchandising/Retail Stores	HF5429	Stores, Retail
NK8800-8999	Textile Design	PN 2067	Theatrical costume & costume design
TR679	Fashion photography	TS	Manufactures
TT	Handicrafts. Arts and Crafts.	TT410	Clothing manufacture
TT500	Dressmaking and women's tailoring	TT509	Fashion drawing
TT 570	Tailoring. Men's clothing	TT 633	Costumes for special occasions
TT 635	Children's clothing	TT 669	Underwear. Lingerie
TT 678.5	Foot ware	TT 699	Textile arts & crafts

Some recommended books are listed below:

Costume of the Western world: pictorial guide and glossary (Call Number: GT 511 .Y37x 1980)

A Cyclopaedia of Costume or Dictionary of Dress (Call Number: GT 510 .P5)

A Dictionary of English Costume (Call Number: GT 507 .C8 1968)

The Greenwood Encyclopedia of Daily Life (Call Number: GT 31 .G74 2004)

Encyclopedia of Christmas (Call Number: GT 4985 .E45 2000)

Encyclopedia of Clothing and Fashion (Call Number: GT 507 .E53 2005)

Encyclopedia of textiles (Call Number: TS 1309 .J47 1992)
Esquire's Encyclopedia of 20th Century Men's Fashions (Call Number: TT617 .S36)
Fashions in Hair; the First Five Thousand Years (Call Number: GT 2290 .C6 1971)
Folk and Festival Costume of the World (Call Number: GT 510 .W54)
Handbook of English Costume in the Seventeenth Century (Call Number: GT 730 .C782)
Handbook of English Costume in the Eighteenth Century (Call Number: GT 736 .C8 1957b)
Handbook of English Costume in the Nineteenth Century (Call Number: GT 737 .C814 1971)
Handbook of English Costume in the Twentieth Century, 1900-1950 (Call Number: GT 738 .M36 1973)
The Historical Encyclopedia of Costumes (Call Number: GT 510 .R3313 1988)
Holiday Symbols and Customs (Call Number: GT 3930 .T48 2002)
An Illustrated History of Those Frills and Furbelows of Fashion which have come to be known as: accessories of dress (Call Number: GT 2050 .L4 1954)
The Pictorial Encyclopedia of Fashion (Call Number: GT 513 .K813)
A Pictorial History of Costume (Call Number: GT 513 .B763)
Reference Book of Women's Vintage Clothing, 1900-1919 (Call Number: GT 615 .L3 1990)
The Thames and Hudson Dictionary of Fashion and Fashion Designers (Call Number: GT 507 .O53 1998)
Worldmark Encyclopedia of Cultures and Daily Life (Call Number: GN 333 .W67 1998)

JSU students can also use ALLIES (Alabama Libraries Exchange Services, <http://library.jsu.edu/cgi-bin/Pwebrecon.cgi?PAGE=dbPage>) to borrow circulating books from UAB Sterne Library, University of Alabama, Auburn University, Auburn University at Montgomery, either on-site with the student ID or by requesting the items through the library catalog.

ELECTRONIC RESOURCES

Electronic Databases are the main electronic sources in the HCL providing indexes, full textbooks, articles and etc. To access the HCL subscribed databases, your student ID and your Last name are required for log-in at: <http://www.jsu.edu/library/resources/>. The following table lists some commonly used databases for your research:

Database Title	Description	Full Text?
America: History and Life	Historical coverage of the United States and Canada from prehistory to the present.	No
CAMIO	High-quality art images from around the world contributed and described by leading museums, all rights-cleared for educational use.	Yes
EBSCOhost databases	Journal articles in all subject areas.	Yes
Expanded Academic ASAP	Scholarly journals, news magazines, and newspapers	Yes
New York Time Index	Under subject: apparel	Yes
Readers' Guide to Periodical Literature	Periodical indexes (Call Number: AI13.R4)	No
Women Studies Abstracts	Abstracts on women studies (Call Number:	No

	HQ1101.W6x)	
WorldCat	OCLC catalog of books and other materials in libraries Worldwide. Access via the Library's web site.	Yes

Some journals are:

Dress (Electronic)

Fashion Theory (Electronic)

Godey's Lady's Book and Magazine (Call Number: E12 .L5 LAC 31777)

Harper's Bazaar (Call Number: TT 500 .H3)

Journal of Popular Culture (Call Number: AP2 .J8325)

Ladies' Home Journal (Call Number: AP 2 .L135)

Redbook (Call Number: AP 2 .R28)

The Saturday Evening Post (Call Number: AP 2 .S2)

Seventeen (Call Number: TT 500 .S4)

Social Identities (Electronic)

The Southern Quarterly (Call Number: AS 30 .S658)

Teen (Electronic)

Textile the Journal of Cloth and Culture (Electronic)

Vogue (Call Number: TT 500 .V7)

Woman's Home Companion (Call Number: AP2 .W714)

Women's Wear Daily (Call Number: HD9940.U3 W4)

OTHER RELATED SOURCES

Outlook for Fashion Merchandising Career (<http://www.allartschools.com/faqs/fashion-merchandising-industry.php>): A Guide to education and careers.

Costume Page (<http://www.costumepage.org/>): Presents an index of over 2000 online costume-related links for those students interested in fashion, textile arts and costume history. Includes information on the making, wearing, and history of costumes.

The Costume Site (<http://milieux.com/costume/>): Online Costuming Sources for Historical, Science Fiction & Fantasy Costumers.

The History of Costume (<http://www.siu.edu/COSTUMES/>): Covers the 17th & 18th Century in Great Britain, France and Germany.

The Costume Gallery (<http://www.costumegallery.com>): Provides over 500 links to costume designers, products and service, costume history and research, textile definitions and data, online costume classes, and etc.

FiberSource (<http://www.fibersource.com>): Resource for information on fibers of man-made synthetic and celluloses polymers. Extensive links to industrial, organizational, governmental and educational sites.

Furninfo.com (<http://www.furninfo.com>): Provides archive articles from *Furniture World* and links to furnishings manufacturers and suppliers for retailers.

OTEXA (<http://otexa.ita.doc.gov>): The Office of Textiles and Apparel of U.S. Department of Commerce provides data on international trade for the textile and apparel industry.

Textile.org (<http://www.textiles.org/>): Lists upcoming events, books, web sites, and people involved in textiles.

Apparel News (<http://www.apparelnews.net>): Online magazine features apparel trade and fashion news and events. The archive begins with 1998.

Angel of Fashion (<http://www.fashionangel.com/linkpages>): Links to alternative fashion sites, e-zines, designers, modeling.