

## CABINET EIGHTEEN: FASHION: HIGHS &amp; LOW

*The Fashion Book*. London: Phaidon Press, 1998. Science TT 503 F739

Caroline Cox, *Lingerie. A Lexicon of Style*. London: Scriptum Editions, 2000. Science TT670 CV62

*Bill Cunningham New York*, a film by Richard Press. *The New York Times* and First Thought Films, 2010. Private Collection

Christopher Breward, *The Culture of Fashion: A New History of Fashionable Dress*. Manchester: Manchester University Press, 1995.

Central GT511 BU47

J. C. Flugel, *The Psychology of Clothes*. London: Hogarth Press, 1950. Central GT521 FM39

Caroline Evans and Susannah Frankel, *The House of Viktor & Rolf*. London: Merrell, [2009]. Science TT 502 EX2

*Time Magazine*, 8 February 2016. Private Collection

Barbie images, 1959-1967

*Barbie* (2006) and *Ken* (1968). Private Collection

## VITRINES

**Vitrine One:** Christian Dior stiletto heel (G86.689a). Kind permission of the Otago Museum

**Vitrine Two:** Men's Fashion

**Vitrine Three:** Hocken Collection Fashion Ephemera

**Vitrine Four:** New Zealand Fashion

## ACKNOWLEDGMENTS

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# Fashion Rules

## OK

Exhibition List  
11 March – 3 June 2016



# Fashion Rules OK

‘Simplicity is the keynote of all true elegance.’ – Coco Chanel

In *Hollywood Costume* (2012) Valerie Steele writes: ‘fashion is usually defined as the prevailing style of dress at any given time, with the implication that it is characterised, above all, by change... Fashion is also a system, involving not only the production and consumption of fashionable clothes but also discourses and imagery’. Some of these discourses and imagery are showcased in *Fashion Rules OK*, revealing both the allure and the work of fashion. Drawing on a diverse collection of books, magazines, and objects, *Fashion Rules OK* samples the breadth and diversity of writing on this subject, and offers a glimpse below the surface of appearances. Perspectives range from the world of couture, the peripheries of production, and childhood fashions, to Chinese dress, the runway, and the laundry. It presents the highs and lows of fashion style from the Regency period to the Moderns; some iconic Fashion Greats; and aspects (often forgotten) such as fashion etiquette, fashion marketing, fashion theory, and costume. Although for want of space some important areas of fashion writing are neglected here, the exhibition is not so much a stocktake as an exploration of contrasts. Taken together, *Fashion Rules OK* aims to show the ubiquity of fashion in the history of daily life.

## ITEMS ON DISPLAY

### CABINET ONE: INTRODUCTION / FASHION PRE-18TH CENTURY

A. Racinet, *Le Costume Historique*....Vol. 4. Paris: Librairie de Firmon-Didot et Cie, 1888. Special Collections GT510 R274 1888  
Thomas More, *Utopia*. London: Printed for Richard Chiswell, 1684. Special Collections, de Beer Eb 1684 M  
*Bell's Court and Fashionable Magazine*, London, May 1809. Special Collections AP4 B42 1809  
*Vogue*, December 1999. Private Collection  
*New Zealand Fashion Quarterly*, Summer 2015. Private Collection  
*Harper's Bazaar* (Australia), January/February 2016. Private Collection

### CABINET TWO: REGENCY & 19TH CENTURY FASHION

Pierce Egan, *Life in London, or, The day and night scenes of Jerry Hawthorn, Esq. and his elegant friend, Corinthian Tom, accompanied by Bob Logic, the Oxonian, in their rambles and speers through the metropolis*. London: Printed for Sherwood Neely & Jones, 1821. Special Collections DA683 E426 1821  
*The Ladies' Gazette of Fashion*, May 1856. Department of Consumer and Applied Science.

### CABINET THREE: FASHIONS 1900-1950

*Vogue*. Vol. 118, no. 1. Connecticut: Condé Nast, July 1951. Department of Consumer and Applied Science  
*A Fashion Parade: The Seeberger Collection*. London: Blond & Briggs, 1979. Storage GT596 F739  
*Australian Home Journal*. Sydney: Australian Home Journal, February 1, 1954. Department of Consumer and Applied Science

### CABINET FOUR (DRAWER): FASHION GREATS

Photograph of Christian Dior, c.1950. Internet Source  
Farid Chenoune, *Dior: 60 Years of Style from Christian Dior to John Galliano*. London: Thames and Hudson, 2007. Science TT505 D5 CG74  
Photograph of Yves Saint Laurent, from Farid Chenoune's *Dior: 60 Years of Style from Christian Dior to John Galliano*. London: Thames and Hudson, 2007. Science TT505 D5 CG74

### CABINET FIVE (DRAWER): FASHION GREATS II

Mark Holborn, *Issey Miyake*. [Cologne]: Benedikt Taschen, 1995. Science TT505 M59 HP94  
Dilys Blum, *Shocking! The Art and Fashion of Elsa Schiaparelli*. Philadelphia: Philadelphia Museum of Art, 2003. Science TT505 S3 BM82

### CABINET SIX: FASHION – THE EIGHTIES AND NINETIES

*Vogue*. New York: Condé Nast, November 1983. Department of Consumer and Applied Science  
*Fashion: The Collection of the Kyoto Costume Institute. A History from the 18<sup>th</sup> to the 20<sup>th</sup> Century*. [Cologne]: Taschen, 2002. Private Collection  
*New Zealand Fashion Quarterly. High Summer*. Auckland: [Fashion Quarterly], 6 December 1999. Department of Consumer and Applied Science

### CABINET SEVEN: AVICE BOWBYES

Photograph of Avice Bowbyes, 1975. Kind permission from Gary Blackman  
Avice B. Bowbyes and Nancy Ainge, *The Clothing Budget*. Christchurch: Whitcombe and Tombs, [1945]. Storage Bliss UXP B  
Invitations to Avice Bowbyes from Jeanne Lanvin, Christian Dior, Pierre Cardin, and the International Wool Secretariat, [1964]. Avice Bowbyes Papers, MS-2225/004. Hocken Collections  
Dominique Mondon, Molyneux, to Avice Bowbyes, 29 August 1967. Avice Bowbyes Papers, MS-2225/007. Hocken Collections

### CABINET EIGHT: AVICE BOWBYES

Fashion Photograph from Avice Bowbyes Papers: Pierre Balmain, Model in ball-gown, [1956]. Avice Bowbyes Papers, MS-2226/001. Hocken Collections  
Pierre Balmain, ‘Collection Jolie Madame for the Autumn’, 1955. Avice Bowbyes Papers, MS-2226/001. Hocken Collections  
Pierre Balmain, Invitation for Miss A. Bowbyer (sic), 1967. Avice Bowbyes Papers, MS-2225/004. Hocken Collections  
Photograph of Pierre Balmain. Internet source.  
Fashion Photographs from Avice Bowbyes Papers: Pierre Balmain, Model 62 ‘Geranium’, 1956; and Model 67 ‘Angora’, 1956. Avice Bowbyes Papers, MS-2226/001. Hocken Collections

### CABINET NINE (DRAWER): FASHION MARKETING

Louis Vuitton Purse Merchandising Boxes. Paris, c. 1960s. Private Collection  
Stacey Caldwell and Ajiri A. Aki, *Where's Karl? A Fashion-Forward Parody*. London: Boxtree, 2015. Private Collection  
*Slim Aarons: Once Upon a Time*. New York: Abrams, 2003. Private Collection  
Website & Blogs: Nadia Fairfax; small girl blogging; Karen Walker Exclusive

### CABINET TEN (DRAWER): FASHION BUSINESS & TEXTILES

*Dazed & Confused*. Vol IV. London: Waddell Limited, Summer, 2015. Private Collection  
*Black Magazine*. Issue 23. Auckland: BLK NZ Ltd, May 2015 Private Collection  
Jan McLean, *Pipi From Paris (Lollipop Girls)*. Inaugural Edition, June 2002. Private Collection

### CABINET ELEVEN: CHINESE DRESS

*Life in the Chinese Royal Household, 1890s and The Tea Industry in China*. c. 1890. Special Collections N7340 LP922  
John Thomson, *Through China with a camera*. London: Harper & Brothers, 1899. Special Collections DS709 TF75

### CABINET TWELVE (DRAWER): ETIQUETTE

[Harold Begbie], *The Glass of Fashion: Some Social Reflections by a Gentleman with a Duster*. 3<sup>rd</sup> ed. London: Mills & Boon, 1921. Truby King Collection DA566.4 BD21  
Quentin Bell, *On Human Finery*. London: Hogarth Press, 1976. Central GT521 BC84 1976  
Genevieve Antoine Dariaux, *A Guide to Elegance*. London: HarperCollins, 2003. Private Collection  
*Debrett's Etiquette and Modern Manners*. London: Debrett's Peerage, 1981. Central BJ1873 D889 1981

### CABINET THIRTEEN (DRAWER): FASHION DICTIONARIES

*Mary Thomas's Dictionary of Embroidery Stitches*. London: Hodder & Stoughton, 1935. Storage Bliss VU T  
Valerie Cumming, et al., *The Dictionary of Fashion History*. Oxford: Berg, 2010. Central GT507 CY86  
Mary Brooks Picken, *The Language of Fashion: A Dictionary and Digest of Fabric, Sewing, and Dress*. New York: Funk & Wagnalls Company, 1939. Storage Bliss Oversize UXP P

### CABINET FOURTEEN: OUTFITTING CHILDREN

Iris Brooke, *English Children's Costume Since 1775*. London: A. & C. Black Ltd, 1935. Storage Bliss UXP B  
Nesta Hollis with Valerie Janitch, *Top Outfits for Teenage Dolls*. London: Faber and Faber, 1972. Private Collection  
Various garments for dolls. Private Collection  
M. B. Syngé, *Simple Garments for Children (From 4 to 14)*. London: Longmans, Green and Co., 1913. Truby King Collection TT640 SZ74

### CABINET FIFTEEN: COSTUME HISTORY

Iris Brooke, *English Costume of the Seventeenth Century*. London: Adam & Charles Black, 1947. Storage GT735 BV42  
Dion Clayton Calthrop, *English Costume*. London: A. & C. Black, 1923. Storage GT730 C4553  
Mary Evans, *Costume Throughout the Ages*. Philadelphia: J. B. Lippincott Company, 1950. Storage GT510 EX12 1950

### CABINET SIXTEEN: COSTUME IN THEATRE

*Robes of Thespis: Costume Designs by Modern Artists*. London: Ernest Benn Ltd., 1928. Storage PN2067 MC89  
Cover design from cover of *Robes of Thespis: Costume Designs by Modern Artists*. London: Ernest Benn Ltd., 1928. Storage PN2067 MC89  
Ian Rogerson, *Pen, paper & a box of paints: Albert Rutherford, illustrator and designer for the stage*. Upper Denby, Huddersfield, England: The Fleece Press, 2015. Special Collections NC242 R88 R44 2015

### CABINET SEVENTEEN: CARE AND MAKING

R. K. Evans, *Dress: The Evolution of Cut and its Effect on Modern Design*. London: Faber and Faber Ltd., 1939. Storage Bliss UXP E  
Geraldine McDonald, *You and Your Clothes*. Wellington: A. H. & A. W. Reed, 1964. Private Collection  
Retail Trading Standards Association, *Things to Wear*. London: [Retail Trading Standards Association], 1956. Storage Bliss UXP R  
Florian J. Hyam, *Modern Laundry Production*. London: Heywood and Company Ltd. (The Laundry Record), 1945. Storage Bliss UXMN H