the films for which they were created. You may recognize Vivian Leigh’s green velvet dress from *Gone with the Wind*, Audrey Hepburn’s shoulder-bowed black cocktail dress in *Sabrina*, and John Travolta’s white leisure suit from *Saturday Night Fever*, as they are mainstays in our cultural memory that continue to influence fashion today.

By the 1960s, studio fashion designers were becoming a thing of the past. Instead, clothes were increasingly being purchased from department stores in Los Angeles and Beverly Hills. The exhibit demonstrates how Hollywood continues to produce innovative fashion in spite of these realities. Overall, the exhibit provides a panoply of documentation that attests to the fact that Hollywood is a powerful social force that continues to dictate to us what is beautiful, glamorous, sexy, and exciting.

For the full exhibit checklist with annotations, online exhibits, and past exhibits, please see: exhibits.lib.uci.edu.

*Chicago Herald and Examiner article. February 27, 1933. From Proquest Historical Newspapers Database.*
This exhibit examines the history of Hollywood costume design from its inception to the end of the 20th century.

In the early years of the film industry when films were mostly shot in the New York - New Jersey area (1910s), costume design was little more than an afterthought, with silent screen actresses providing costumes from their personal wardrobes. However, during Hollywood’s Golden Age, the film industry realized how much publicity and money could be generated through its promotion of new fashion designs, and set to work building an image of splendor, luxury, and endless consumption. This exhibit chronicles the transformation of Hollywood into Tinseltown where actresses were draped in exotic furs, jewels, and fabrics. The exhibit also touches on major historical events such as the Depression, World War II, and the invention of television, tracing how these events helped shape film fashion.

In the early film making years, the harsh East Coast winters made it difficult to film outside year-round, so production companies began to search for milder climates. The first film shot in California (Laguna Beach) was in 1907, The Count of Monte Cristo. Soon, other film companies followed and set up shop in Southern California. The area that became known as Hollywood offered other perks besides gorgeous weather—the Los Angeles basin still had considerable natural scenery and could be made to look like the Alps, the South Seas, or the Sahara.

However, there was one downside to filmmaking in Hollywood: Studios no longer had easy access to New York fashion houses or costume rental shops. They had no choice but to design their own costumes, and thus costume designers became an important part of the Hollywood machine. By the end of the 1920s, every major studio had a large costume department filled with accomplished staff.

Iconic costume images from this era are showcased in the exhibit as well as film clips that put the costumes in context of