

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



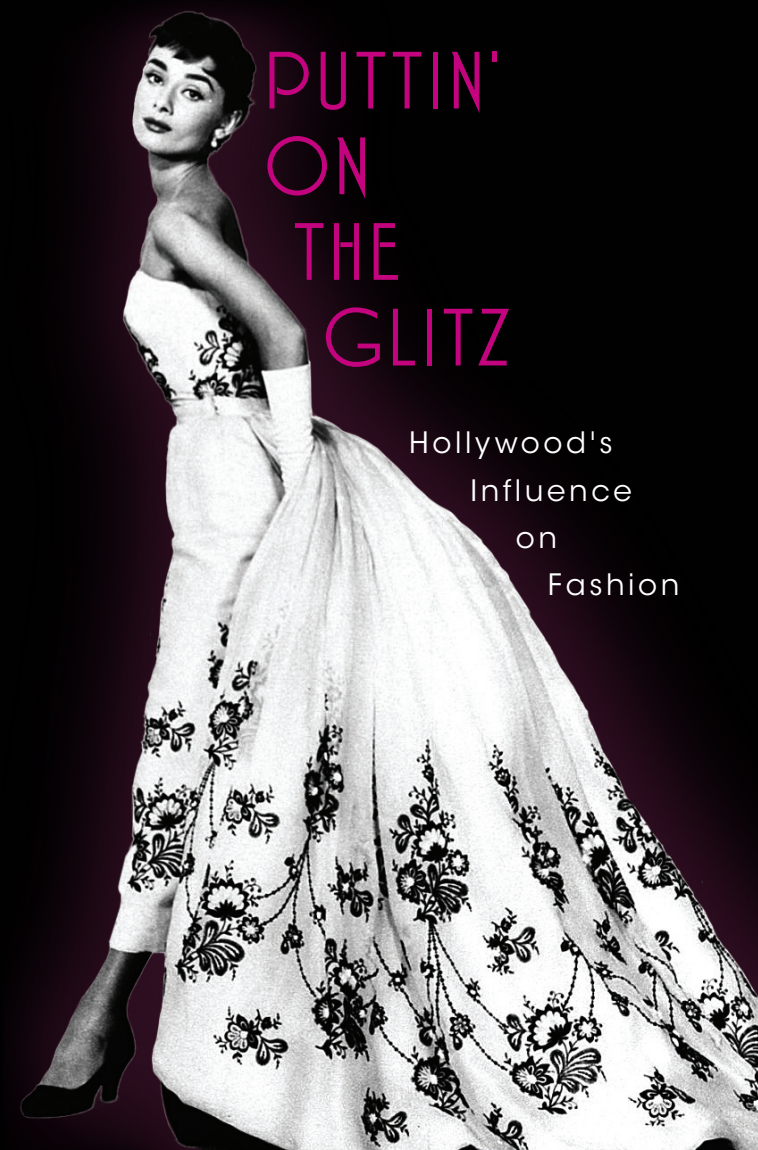
Chicago Herald and Examiner article. February 27, 1933. From Proquest Historical Newspapers Database.

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.

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MURIEL ANSLEY REYNOLDS EXHIBIT GALLERY

Welcome to the UCI Libraries' Fall 2010 exhibition. *Puttin' on the Glitz: Hollywood's Influence on Fashion* examines the major impact that Hollywood had and continues to have over fashion. This exciting exhibit highlights films and designers from Hollywood's golden years through the 20th century, all presented within a historical context. Items on display include significant books, journals, images, videos, and movie posters from

the Libraries' collections, and stunning costumes from UCI's drama department. The curator is Becky Imamoto, Research Librarian for History.

I hope you enjoy the exhibit and return to view others in the future.

Gerald L. Lowell
Interim University Librarian

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



Joan Crawford in *Letty Lynton* (1932). Image from Cinema Image Gallery Database.

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



Faye Dunaway in *Bonnie and Clyde* (1967). Image from Cinema Image Gallery Database.



Everyday fashions of the thirties as pictured in Sears catalogs. Edited by Stella Blum. New York: Dover Publications, 1986.



New York Times advertisement for Macy's Department Store. September 17, 1933. From Proquest Historical Newspapers Database.

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



John Travolta in *Saturday Night Fever* (1977). Image from Cinema Image Gallery Database.