Givenchy Nouvelle Boutique
showroom books, 1972-1974
KA.0058

This finding aid was produced using the Archivists' Toolkit
February 28, 2017
Describing Archives: A Content Standard
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Collection Overview

Repository  Kellen Design Archives

Creator  Givenchy Nouvelle Boutique.

Title  Givenchy Nouvelle Boutique showroom books

Date [inclusive]  1972-1974

Extent  2.2 linear ft: 4 boxes

Summary  The collection consists of showroom books for the Givenchy Nouvelle Boutique of New York City, 1972-1974. The showroom books include price lists, garment sketch reproductions, and fabric swatches.

Preferred Citation note

[Identification of item], [date (if known)], Givenchy Nouvelle Boutique showroom books, KA.0058, box __, folder __, New School Archives, The New School, New York, New York.
Historical note

In 1969, French designer Hubert de Givenchy (1927- ) launched a ready-to-wear collection in response to declining couture profits. The Givenchy Nouvelle Boutique lines of clothing and accessories were initially sold in the United States exclusively through Bergdorf-Goodman stores. The showroom books in the New School Archives were used in the New York store, which opened in approximately 1970.

Scope and Contents of Collection

The showroom sales books, originally housed in plastic binder sleeves, feature women's apparel and accessories, including belts, hats, jewelry, handbags and wallets, and scarves. The books were used by Givenchy Nouvelle Boutique sales staff and contain printed price lists, photocopied illustrations and fabric swatches for apparel. Many pages feature handwritten annotations regarding pricing and fabric availability. Some books include a small amount of public relations materials. Materials in French and in English.

Organization and Arrangement

Arranged chronologically by season. Folder titles supplied by donor.

Administrative Information

Publication Information
Kellen Design Archives December 6, 2010

Access Restrictions
Collection is open for research use. Please contact archivist@newschool.edu for appointment.

Use Restrictions
To publish images of material from this collection, permission must be obtained in writing from the New School Archives. Please contact: archivist@newschool.edu.

Immediate Source of Acquisition note
Givenchy Nouvelle Boutique showroom books, 1972-1974  KA.0058


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Keywords for Searching Related Subjects

Corporate Name(s)
- Bergdorf Goodman (New York, N.Y.).

Genre(s)
- Drawings.
- Swatches.

Personal Name(s)
- Givenchy, Hubert de, 1927-

Subject(s)
- Belts.
- Clothing and dress -- United States -- 20th century.
- Fashion merchandising.
- Handbags.
- Hats.
- Jewelry.
- Women's clothing -- United States -- 20th century -- Pictorial works.

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Collection Inventory

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<tr>
<th></th>
<th>Box</th>
<th>Folder</th>
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<tbody>
<tr>
<td>Spring/Summer 1972: Accessories</td>
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<tr>
<td>Fall/Winter 1972-1973</td>
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<tr>
<td>Fall/Winter 1972-1973: Accessories</td>
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<td>Spring 1973</td>
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<td>3-5</td>
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<td>1</td>
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<td>Fall/Winter 1973-74</td>
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