

**2009**  
**LIBRARY RESOURCES**  
**FASHION MARKETING & MANAGEMENT**  
THE ILLINOIS INSTITUTE OF ART / CHICAGO

**LIBRARY WEBSITE:** <http://lib331.aisites.com>

**ONLINE RESEARCH DATABASES:**

**CQ Researcher**- Current issues, controversial topics  
**EBSCOhost** – General subjects, business  
**Wilson Omnifile** - General subjects, business  
**FirstSearch (OCLC)**- Entry point to variety of databases  
**Electric Library** - Images, articles, newspapers, maps, radio/TV scripts  
**Hoover's Business /FirstResearch**- business  
**MarketLine Business** - Company information  
**Oxford Dictionary of Art** - Art topics  
**Proquest** – General, business, newspapers  
**Encyclopaedia Britannica**  
**Oxford Reference** – Maps, timelines, design, art, food, etc.  
**Credo** – encyclopedias , dictionaries, handbooks  
**DAAI** (Design & Applied Arts Index)

**Product Launch Analytics**-Int'l products: ingredients, label images, types, company info.  
**Issues & Controversies** (Facts-on-File)  
**WWD Online** (Women's Wear Daily)  
**SRDS** (Standard Rate & Data Service)- Advertising rates:TV,radio,internet,consumer  
**Art Full Text**  
**Getty Images** – 500,000 images  
**CORBIS images**- 100,000 images  
**CAMIO** – art history images  
**VTC(Virtual Training Co.)** –software training tutorials (<http://stu.aii.edu>)  
**3d.sk** – Images for animators  
**Sound Ideas (MusicCue)**- large sound effects library

**MAGAZINE SUBSCRIPTIONS**

RECOMMENDED TITLES: BOLD FACE TYPE

**Accessories**  
**Advertising Age**  
**Apparel** (formerly Bobbin)  
**Apparel Strategist (online only)** [www.apparelstrategist.com](http://www.apparelstrategist.com) /  
user:libioac pwr: artlibrary1  
Black Enterprise  
Brandweek  
Business Week  
**California Apparel News**  
**Chain Store Age**  
Chicago Magazine (fashion section & supplements)  
Chicago Sun Times  
Chicago Tribune  
**Collezioni:** (current issues at Circ. Desk)  
**Accessori**  
**Bambini** (children)  
**Donna Haute , Pret-A-Porter, Beachwear**  
**Sport & Street**  
**Spoza** (high-end bridal)  
**Uomo** (menswear)  
**Color Association : Women's Color Forecast(2 year prediction)**  
Costume (London Costume Society)  
Crain's Chicago Business  
**Creative Business**  
*Daily News Record (DNR) (merged with WWD)*  
Details (men's)  
**Display & Design Ideas**  
**Doniger** (clothing industry forecasts)  
Dress (Costume Society of America)  
Earnshaw's (children's wear)  
Ebony  
Elle  
Esquire  
Estylo  
**Entrepreneur**  
**Family & Consumer Sciences Research Journal**  
Fashion Theory

**Fast Company**  
Focus on Shoes  
Footwear News (FN)  
Forbes  
Fortune  
Fruits (Japanese street fashion)  
Giant Robot (Asian Pop culture)  
GQ (Gentleman's Quarterly)  
Harper's Bazaar  
**Harvard Business Review**  
IdN (International Design Network)  
Inc.  
Journal of Advertising  
**Journal of Fashion Mktg. Management**  
**Journal of Marketing**  
**Metro.Pop** (fashion)  
Modern Bride  
New York Times (Thursday Styles section)  
Nylon  
**Promostyl** (fashion forecasts-at Circ. Desk)  
**Retail Design International** (store design)  
**Retail Merchandiser**  
**Sales and Marketing Management**  
Special Events Magazine  
**Sportswear International** (USA Edition)  
**Stores Magazine** (includes fashion retailing news)  
Teen Vogue  
Textiles Magazine  
**TOBE Next** (forecasting- Circ Desk)  
**TOBE Report** (forecasting- Circ Desk)  
Vanity Fair  
**View Textile**(Forecast-at Circ. Desk)  
**View2**  
**VM & SD (Visual Merch. & Store Design)**  
Vogue  
W. Magazine  
Wall Street Journal  
**WWD (Women's Wear Daily)**(online also)

**SPECIAL LIBRARY RESOURCES OF NOTE: COLOR ASSN. of U.S. (CAUS) Women's COLOR FORECAST** 12 to 15 month's projection

**TOBE REPORTS** – Retailing trends  
**PROMOSTYL** –Forecasts, fabrics, accessories, cosmetics  
**Doniger** (clothing industry forecasts)  
**VOGUE** – Issues back to 1931  
**VIDEOS & DVDs**- on numerous designers  
**WGSN**-online fashion news source, current runway images (ask Reference Librarian for access info)  
**WWD ONLINE**  
**SRDS (Standard Rate & Data Service)** – advertising rates for print, TV, radio, web, newspapers