CCL-EAR COMMITTEE
PREVIEW
Vogue Archives Online (ProQuest)
October 2013

INTRODUCTION/DESCRIPTION

Vogue Archives Online (*Vogue*) contains full-text, full-color, high-resolution digital copies of the popular fashion magazine. Covering the complete run of the periodical from December 17, 1892 through the present, every page of each issue may be searched, viewed, and downloaded on the *ProQuest* database platform.

This preview addresses elements of the product (content, unique search points) that are specific and unique to the *Vogue* online archives. Additional or general information about the search and retrieval platform, accessibility, and vendor support, are addressed in other *ProQuest* database reviews.

CONTENT

Vogue is an obvious "treasure trove" of data for fashion and design students containing over 120 years of images and other information essential to preparation for anyone entertaining a career in the industry. The subject matter and extensive period of time covered also make it a virtual time machine that serves as a useful primary source for social science, history, and humanities studies. Social attitudes, scientific developments, and consumer behaviors are all easily tracked in the advertisements, drawings, photographs, editorials, and featured articles. How were women perceived through the decades? Do ads for sterling silver flatware, cars, and other luxury items reveal the aspirations of women from different classes at different times? Answers to these and many other questions relevant to disciplines taught at the community college are found in the digital pages of this magazine.
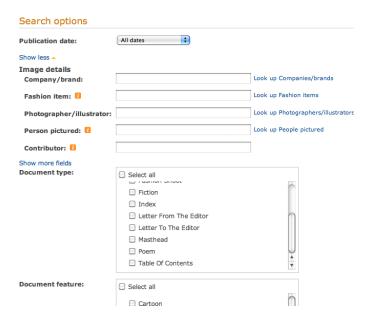
In addition to containing the entire backfile of *Vogue* magazine, the database is continually updated with new issues as they are published (sites that have paid for perpetual access rights pay an annual update/access fee for new content; see below for additional information). Users can browse issues by decade, year, and month. A check of random issues and pages in *ProQuest* against paper copies confirms that the databases includes, in PDF format, covers, images, articles, photo spreads, advertisements, and fold-outs as originally published.
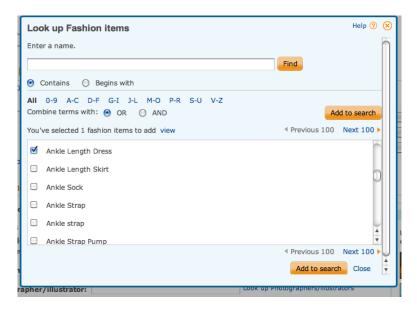
Searching

Vogue is available on the *ProQuest* database platform, taking advantage of the usual search, retrieval, and display features available through this interface. It can be linked and

accessed directly through a unique site URL, or selected from within the *ProQuest* database menu where it can be searched alone or in combination with a library's other *ProQuest* products.

Users can browse entire issues cover-to-cover, or search within an entire publication. Extensive indexing of data elements unique to this publication and the fashion industry allow users to search and retrieve images and text using traditional fields (e.g., author, title, date), as well as through identifiers such as company/brands, designers, fashion shoot photographers, stylists, colors, materials, hair and make-up artists, models and other personalities pictured in images, and fashion trends or elements (types of garment or detail, accessories, and cosmetics):

With "Image details" options, users can search by keywords, or select from an extensive list of fashion and design elements features:

Sample browse and keyword searches of names, fashion elements, and trends ran quickly and retrieved relevant hits.

Results

      Complete pages may be viewed and manipulated on-screen in two modes, "Full-text" or "Full Text – Flash." In either, users can navigate images on pages, as well as display two facing pages. Images in *Flash* mode can be enlarged easily using a scale similar to that available in *MapQuest*, so that concise details of faces, fabrics, and other elements can be seen clearly:

normal view

zoom detail in Flash

In environments without *Adobe Flash* (e.g., iPad), the basic "Full-text" option retrieves a generic viewer that offers comparable enlargements but not the same level of clarity.

Users can move from page to page or jump between pages smoothly, and both images and text load quickly. For easier reading, image captions (along with other citation and indexing details) are reprinted in HTML below the PDF of the actual page:

Magazine pages can be printed or exported/saved as PDF documents (page image with citation, indexing, and abstract details) or as JPEG image documents (page only). Due to publisher restrictions, users can only download one page at a time. Citations and/or abstracts including page URLs (the library's embedded proxy mask) can also be downloaded or emailed in HTML or text format.

COST

Vogue Archives Online is available as an annual renewable subscription from the CCL consortium, or may be purchased directly from *ProQuest* for a one-time perpetual access license fee. A subscription is approximately ¼ the cost of the one-time purchase, but libraries lose access to all content if discontinued.

Perpetual access includes all content available as of the purchase date, after which a site must pay an annual update fee for new content and ongoing access through the *ProQuest* interface. Sites that do not pay the annual fee may obtain the raw, unformatted data of content purchased to-date.

OVERALL ASSESSMENT

Vogue has always been, and continues to be, a standard bibliographic resource for students enrolled in community college fashion and design programs. The online archives expands important access to the complete content beyond the walls of a library. The amazing quality of the digital formatting allows users for the first time to examine important image

details in a way not previously possible, and the extensive, specialized indexing of unique elements allow users to identify and retrieve content important to students preparing for a variety of careers in the fashion industry that was not previously feasible.

The cost of both an annual renewable subscription and perpetual-access purchase are high, and may be out of reach for most community college libraries, particularly when compared to the almost negligible price of an annual print subscription. However, the entire run of the publication represents a key instructional tool for students of all aspects of the fashion industry, from design to marketing, and it is one of the few remaining periodicals where users need to access the full-text, full-color content in order to obtain the necessary information. Right now, there are few other options for doing this outside of the library.

Many librarians whose collections include complete or partial holdings of *Vogue* in print can attest to the poor condition of back issues, resulting from high use or vandalism. The purchase of the online archives in *ProQuest* represents a long-term investment that will pay off in a few years, so if a library can pay for the initial purchase and ongoing access fees after that, it may be a good option. However, an annual subscription would be a reasonable alternative that ensures availability of this seminal work on a year-to-year basis for libraries that can't afford the initial purchase or make a commitment to ongoing access.