

Reference Guide

Clothing, Textile, and Dress Sources at Hocken Collections



*Invitation to an 'advance private showing of the modes for Spring and Summer 1930-31...'
1930-1931. D.I.C. New Zealand Limited: Ephemera, Eph-0015-HF-A-01. Hocken Ephemera
collection.*



University
of Otago
ŌTĀKOU WHAKAIHU WAKA

Hocken Collections
Uare Taoka o Hākena
University of Otago Library

Nau Mai Haere Mai ki Te Uare Taoka o Hākena:

Welcome to the Hocken Collections

He mihi nui tēnei ki a koutou

kā uri o kā hau e whā arā, kā mātāwaka o te motu, o te ao whānui hoki.

Nau mai, haere mai ki te taumata.

As you arrive

We seek to preserve all the taoka we hold for future generations. So that all taoka are properly protected, we ask that you:

- place your bags (including computer bags and sleeves) in the lockers provided
- leave all food and drink including water bottles in the lockers (we have a researcher lounge off the foyer which everyone is welcome to use)
- bring any materials you need for research and some ID in with you
- sign the Readers' Register each day
- enquire at the reference desk first if you wish to take digital photographs

Beginning your research

This guide gives examples of the types of clothing, textiles, and dress sources held at the Hocken. All items must be used within the library. As the collection is large and constantly growing not every item is listed here, but you can search for other material on our Online Public Access Catalogues:

- for books, theses, journals, magazines, newspapers, maps, and audiovisual material, use Library Search|Ketu. The advanced search - <https://tinyurl.com/mtske2x9> gives you several search options, and you can refine your results to the Hocken Library on the left side of the screen.

The Library Search Guide <https://otago.libguides.com/ketuhelp> contains helpful tips and assistance for using Library Search|Ketu;

- for art, photographs, ephemera, and archives, use Hākena - <https://hakena.otago.ac.nz>. Listing of the ephemera collection has just begun on Hākena; please talk to desk staff if you have any questions about this collection.

The Hākena Search Help Guide <https://otago.libguides.com/hakena> contains helpful tips and assistance for using Hākena;

- digitised images of many collection items are available via Hocken Digital Collections at <https://hocken.recollect.co.nz/>. There are also digitised images of Hocken and University of Otago Special Collections material that can be viewed via <https://otago.ourheritage.ac.nz/>.

There is an online guide to the Hocken Collections for researchers at <https://otago.libguides.com/hocken>. It includes tips on referencing Hocken sources.

If you have any enquiries about ordering or other research questions, please ask the reference desk staff – they will be happy to assist you.

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General

Hocken Collections' holding of local clothing, textile and dress sources is extensive, with resources in archives, publications, art, photography, and ephemera collections. These sources cover various aspects of the garment trade including merchandise, fashion design, and educational records.

Publications

Try a search on Library Search|Ketu using the subjects:

- Clothing Trade-- New Zealand
- Fashion -- New Zealand
- Fashion --New Zealand -- History
- Māori (New Zealand people) -- Clothing

Some general sources that are good starting points include:

Doris DePont (2012). *Black: The History of Black in Fashion, Society and Culture in New Zealand*. Auckland, N.Z.: Penguin

Dori De Pont (2017). *A History of Walk the Walk: Fashion in the City*. Auckland: New Zealand Fashion Museum

Eve Ebbett (1977). *In True Colonial Fashion: A Lively Look at What New Zealanders Wore*. Wellington, N.Z.: Reed

Bronwyn Labrum, Fiona McKergow, and Stephanie Gibson (2007). *Looking Flash: Clothing in Aotearoa New Zealand*. Auckland, N.Z.: Auckland University Press

Angela Lassig (2010). *New Zealand Fashion Design*. Wellington, N.Z.: Te Papa Press

Sidney M. Mead (1969). *Traditional Māori Clothing: A Study of Technological and Functional Change*. Wellington, N.Z.: Reed

Otago Museum (2021). *Fashion Fwd Disruption Through Design*. Dunedin: Otago Museum Board; Otago Polytechnic

Clare Regnault, Douglas Lloyd Jenkins, and Lucy Hammonds (2010). *The Dress Circle: New Zealand Fashion Design Since 1940*. Auckland, N.Z.: Godwit

Clare Regnault (2021). *Dressed: Fashionable Dress in Aotearoa New Zealand 1840-1910*. Wellington, N.Z.: Te Papa Press

Directories

Hocken Collections holds a large collection of historic directories, some of which are relevant to the clothing, textiles, and apparel industries. These are available through a keyword search for “trade directories” on Library Search|Ketu. These include:

Apparel Trade Directory. (1991-). Auckland, N.Z.: Apparel Publishing

The *Wises' New Zealand Post Office Directory* (also available to browse, and some years are searchable, on the Ancestry database via any of the public computers in the library.

University of Otago/Otago Polytechnic staff and students can also access this database offsite with their account details), and the *Stones' Otago and Southland Directory* (some issues are available on the public computers and the years 1907, 1909 and 1915 are on Ancestry) include trade sections for locating early clothing textiles and dress retailers and manufacturers. *The UBD Contact Directory: Business Contact Details for all New Zealand* contains recent information on these retailers and manufacturers.

Newspapers and Periodicals

We also have a large collection of New Zealand newspapers and periodicals. Significant titles that relate to clothing, dress and textiles include:

Australian And New Zealand Apparel: The Business of Fashion (2003-2008)

Context (2003-)

Fashion New Zealand Quarterly (1986-1987, some gaps), and later titles: *Fashion Quarterly* (1988-1992, some gaps); *New Zealand Fashion Quarterly* (1993-2024, some gaps)

New Zealand Textile Journal (1967-1970)

Vogue New Zealand (1958-1968, some gaps)

To locate further titles, try a subject search on Library Search | Ketu for:

- Clothing Trade -- New Zealand – Periodicals
- Fashion -- New Zealand – Periodicals

To search for specific articles in New Zealand journals on clothing, dress, and textiles try a keyword search on the database Index New Zealand <https://natlib.govt.nz/collections/az/index-new-zealand-innz>. Try searching under the name of a local designer, or manufacturer eg. Tanya Carlson, or Hallensteins. To locate articles about clothing, dress, and textiles in Dunedin, try using the advanced search, with 'Dunedin' as the keyword, and 'clothing' or 'dress' or 'textiles' as the subject. Alternately, try these subject headings:

- Clothing and dress
- Design

Check Library Search | Ketu to see if Hocken Collections holds the journal referred to.

Newspapers often contain articles on clothing, dress and textiles, and earlier publications can provide a wealth of information through apparel and fashion advertisements. As with journal articles, some newspaper articles can be located through an Index New Zealand search. Newspaper advertisements relating to localised clothing and textile retailers or manufacturers can be located through searching local newspapers via Papers Past <https://paperspast.natlib.govt.nz/>, using the advertisements refinement under "Content types." Also, try the pictorial sections of the *Otago Witness*, *New Zealand Weekly News*, and the *New Zealand Free Lance* for images of clothing and dress depicted in portraits and images of everyday life. Hocken Collections hold many national and local newspapers in print version and on microfilm that can be viewed in our Reference area.

Textiles and Fabrics

Archives

Hocken's archives have several collections relating to clothing, dress, and textiles. Try a wildcard search in Hākena, the art, photography, ephemera, and archives catalogue, using the keywords:

- Fabric*
- Textile*

Or a subject search, using the terms:

- Clothing
- Leather industry and trade
- Manufacturing industries
- Wool trade and industry

The archives collection includes the following textile and fabric-related records:

2000-7 'Clothing Caversham - Gendered Consumption and Production of Dress and Textiles 1890-1940' by Jane Malthus (2000) [MS-2690/228]

Jane Malthus is a dress historian, curator, and academic who has lectured in Dress, clothing and textiles at Otago University and Otago Polytechnic. This working paper is part of the Caversham Project, an interdisciplinary research project studying Caversham and other southern suburbs of Dunedin from 1893-1940, and dress and textile consumption during this period.

Margery Blackman: Papers (1959-2007) [ARC-0328]

Margery Blackman is a Dunedin weaver and textiles expert and was on the executive of the Crafts Council of New Zealand. The Blackman collection includes catalogues, reports, committee papers, and guides.

J.K. Mooney and Company Limited: Records (c.1895-1997) [ARC-0617]

J.K. Mooney and Company was a Dunedin-based firm of wool and fur skin processors and exporters. The company was established in 1912 by James Kennedy Mooney and George Stewart, who became sole manager when Mooney left the partnership in 1913. In 1923, Stewart founded Mooney's to make and sell fur garments locally, and Fur Dressers and Dyers (1927) to process local and imported furs. Branches were eventually set up in Auckland, Wellington, and other centres. By 1979, the J.K. Mooney business had practically ceased. Both Mooney's Furriers and Fur Dressers and Dyers continued to operate. The J.K. Mooney and Company records include minute books, correspondence, articles, journals, financial records, and photographs.

Mosgiel Limited: Records (1880-1970) (83-135); Mosgiel Limited: Records (1956-1994) [96-080]; Alliance Textiles (NZ) Limited: Records (1871-1996) [ARC-0779]

Arthur John Burns established The Mosgiel Woollen Company and mills in 1871, which became pioneers of the local woollen industry. The woollen mills were initially established privately by Burns, though became a company two years later, after joining forces with Mr Smail. Numerous woollen goods were manufactured by the company, including tweeds, flannels, blankets, rugs and hosiery. Mosgiel Woollen Company became Mosgiel Limited in 1975, and Alliance Textiles (NZ) Limited took over Mosgiel Limited in 1980. The collections include photographs, exhibition certificates, day books, production books, staffing records, and film. Other related collections are available.

There are files relating to textiles in the collections of the Donaghy's Industries Limited (ARC-0042), Otago Girls' High School Records (ARC-0056), The Glendermid Limited Tannery records (90-095), the Avis Bowbyes Papers (ARC-0335), and the University of Otago, Department of Food Science, Clothing and Textile Sciences Records (ARC-0755).

Publications

Try a subject search on Library Search | Ketu using:

- Textiles Industry -- New Zealand
- Manufacturers -- New Zealand--Statistics
- Textile fibres

and refine it to our holdings using the "Hocken Library" facet on the left-hand bar on the screen. Publications relating to textiles held at Hocken Collections include:

S.R.H. Jones (2010). *Doing Well and Doing Good: Ross & Glendining, Scottish Enterprise in New Zealand*. Dunedin, N.Z.: Otago University Press

Samuel James McCay (1952). *Phormium Tenax in New Zealand History: Thesis Presented for the Degree of M.A. in History, University of New Zealand*. Dunedin, N.Z.: University of Otago

Gavin McLean and Alliance Textiles (1981). *Spinning Yarns: A Centennial History of Alliance Textiles and its Predecessors, 1881-1981*. Dunedin, N.Z.: Alliance Textiles

New Zealand Textile Journal (1971-1983). Auckland, N.Z.: Marker Press

Margaret Potter (2004). *Flax Mills of the South*. Invercargill, N.Z.: M. Trotter

Evan James Tosh (2005). *Furs to Furriers in Dunedin, New Zealand, to 1940: A Thesis Submitted for The Degree of Master of Consumer and Applied Science at the University of Otago, Dunedin, New Zealand*. Dunedin, N.Z.: University of Otago. Also available electronically at <https://hdl.handle.net/10523/6806>

Cheryl Anne Wilson, Raechel M. Laing; Textile Institute (Manchester, England). New Zealand Section, Textile Institute (Australia), and University of Otago (2009). *Natural Fibres in Australasia: Combined (N.Z. And Aus) Conference of the Textile Institute, 15-17 April 2009, University of Otago, Dunedin*. Dunedin, N.Z.: Textile Institute NZ

Apparel and Haberdashery

Archives

For archives relating to apparel and haberdashery companies, search under the company name on Hākena, or try a subject search under:

- Apparel and haberdashery
- Clothing

Holdings include:

Brown Ewing and Company Limited: Records (1901-1959) [MS-1522]

(also includes A. & T. Inglis Limited: Records)

Brown Ewing and Company Limited, General Drapers and Men's Outfitters, was established in Dunedin in 1866. A. & T. Inglis Limited, also Dunedin drapers, were established around 1863, and in 1920 took over the drapers' firm Mollisons Limited. In 1957 A. & T. Inglis went into liquidation and were taken over by Brown Ewing and Company Limited, who closed their Princes Street store and moved into the A. & T. Inglis buildings in George Street. Brown Ewing's was taken over by Hay's of Christchurch in 1960. The Brown Ewing and Company Limited records include share transfers, correspondence, wage sheets, deposit books, while the A. & T. Inglis records include sharebooks, journals, and declarations of trust.

D.S.A. Limited: Records (1890-1966) [MS-0981]

The D.S.A. (Drapery Supply Association) opened on 22 March 1890, and was a significant local drapery and clothing store, located where the current 'Harvest Court' shopping arcade is. Hocken Collections holds a D.S.A. cashbook, stockbook, letters, photographs, and various papers.

Hallenstein Brothers Limited: Records (1873-1987) [ARC-0041]

Hallenstein Bros & Co., initially known as the New Zealand Clothing Factory, began as a partnership between Bendix Hallenstein, his Australian based brothers Isaac and Michaelis, and an experienced manufacturer, J.F. Anderson. In 1884 Bendix Hallenstein founded the Drapery and General Importing Company (D.I.C.) of New Zealand Ltd. initially as a co-operative store. The D.I.C. shared a Dunedin and London Head Office with Hallenstein Bros & Co., and several directors. In 1906 Hallenstein Bros & Co. was incorporated as a public company Hallenstein Bros. Ltd. The South Island based women's fashion apparel group Glassons was purchased in 1985. This collection includes financial reports, journals, correspondence, staff records, photographs and letterbooks. **Some restrictions apply to this collection – please contact Reference staff for further assistance.**

Penroses Department Store Limited: Records (1919-1996) [01-101]

W. Penrose & Company Ltd. was established in 1909. In 1972 the store, commonly known as Penroses, became Penroses Department Store Ltd. The change of name was facilitated for taxation purposes, and the business ceased trading in 1995. The Penroses Department Store collection includes ledgers, journals, plans, photographs, minute books, videotapes, and cassettes. **Some restrictions apply to this collection – please contact Reference staff for further assistance.**

Ross and Glendining Limited: Records (1862-1965) [ARC-0145]

John Ross and Robert Glendining established Ross & Glendining Ltd in Dunedin in 1862. Initially a firm of warehousemen, the company expanded when the Roslyn Woollen Mill was built in Kaikorai Valley in 1879. The company included a nationwide network of warehouse and clothing manufacture facilities, and a local clothing factory was established in 1881, a hat factory in 1901, with expansion into footwear in 1908 and neckwear in 1957. The Roslyn Woollen Mill was acquired by rival Mosgiel Woollens in 1969. Hocken Collections holds photographs, letterbooks, minutes, accounting records, and share records relating to both the Roslyn Woollen Mills, and Ross and Glendining Ltd.

Sargood, Son and Ewen Limited: Records (1864-1972) [ARC-0558]

Sargood, Son and Ewen were a firm of warehousemen and manufacturers, whose activities included the operation of clothing and footwear factories. The firm was established in 1851, when Frederick James Sargood established a drapery business in Victoria. In 1861 a member of the firm, J.A. Ewen, came to Dunedin to set up a warehouse in Stafford Street under the name Sargood, King and Sargood, and in 1869 the name of the firm changed to Sargood, Son and Ewen. In 1973, the company was purchased by Bing, Harris and Company to form Bing Harris Sargood Limited. This company was acquired by Brierley Investments Limited in 1981 and then broken up in 1984. The Sargood, Son and Ewan collection includes minutes, correspondence, financial records, office instructions, publications, and clippings.

Publications

To locate published material under apparel, try a Library Search | Ketu search, using these subjects:

- Textile fabrics
- Clothing trade -- New Zealand
- Clothing factories -- New Zealand

Publications on apparel held in Hocken Collections include:

Penelope Isaac (1996). *Stir, Bustle and Whirl! A History of The New Zealand Clothing Factory, 1973-1905, With Particular Reference to the Labour Process*. Dunedin, N.Z.: University of Otago. Also available electronically via OUR Archive at <https://hdl.handle.net/10523/2826>

Apparel. (1970-2005). Auckland, N.Z.: Mitchell Publishing

Apparel Trade Directory. (1992, 1995). Auckland, N.Z.: Apparel Publishing

New Zealand Trade Development Board (1993). *Sourcing Apparel from New Zealand: A Guide to the Apparel, Textile, and Footwear Industry in New Zealand*. Auckland, N.Z.: Apparel Publishing in Association with Tradenz

New Zealand Draper, Clothier, and Boot Retailer: Official Organ of the New Zealand Drapers' and Clothiers' Federation (1921-1940). Auckland, N.Z.: Wilson Advertising Agency for the N.Z. Drapers' and Clothiers' Federation

Louise Shaw (1994). *Hallenstein Brothers and Company, 1976-1906: The Early Years of Mass Retailing in New Zealand*. Dunedin, N.Z.: University of Otago

Tailors and Tailoring

Archives

Hocken Collections holds archives relating to local tailoring companies and unions. Try a wildcard search on Hākena, using the keyword:

- Tailor*

This will search for keyword references to both tailor and tailoress. Narrow the results down by using the 'Archives' radio button, and then apply the filter. Also, try a subject search using the heading:

- Tailors and tailoring

The records held at Hocken relating to tailoring include:

Otago and Southland Clothing and Related Trades Union: Records (1895-1983) **[AG-603]**

The collection includes minutes, correspondence, Laundry Union correspondence and financial papers, Outworkers Licenses, the Dunedin Tailoresses' Union certificate of registration (1895), and miscellaneous papers and pamphlets.

Otago and Southland Operative Tailors and Tailoresses Union: Records (1910-1943) [AG-601]

The Otago and Southland Operative Tailors and Tailoresses Union was part of the Trades Union Council, established in 1887. These records (later part of the now defunct Otago Trades Council) include minute books and cash books.

Publications

Try searching Library Search | Ketu to locate published material on tailors or tailoring in New Zealand. Use the wildcard search:

- Tailor*

Limit the results to Hocken Library. Or use the subject search:

- Tailors --New Zealand

Some titles relating to tailors and tailoring include:

Avis M. Bowbyes (1968). *Suit Yourself: The Art of Fine Tailoring*. Toronto, Canada: Copp Clark

Penelope A. E. Harper (1988). *The Dunedin Tailoresses Union 1889-1914: A Thesis Presented in Partial Fulfilment for The Requirements for a P.G.D.A. in History at the University of Otago*. Dunedin, N.Z.: University of Otago

J.T. Paul (1929). *After Forty Years: The Tailoresses' Birthday*. Dunedin, N.Z.: Dunedin Tailoresses' and other clothing trades industrial Union of workers

Clothing, Dress, and Fashion

Archives

There are a substantial number of archival resources relating to clothing at Hocken Collections. For best results, try a subject search on Hākena using the headings:

- Clothing and dress
- Clothing trade
- Fashion
- Māori - Clothing
- Millinery
- Women's clothing industry

Archives relating to clothing, dress, and fashion include:

Avice Maud Bowbyes: Papers (1901-1995) [ARC-0335]

Avice Maud Bowbyes was born in 1901 and gained a Diploma in Home Science from the University of Otago, and a BSc and MA from Columbia University. She joined the staff of the Home Science School at the University of Otago in 1923, eventually becoming the head of the Clothing Department in 1928. Her interest in couture led to study in Paris, where she attended many fashion shows during the 1950s and 1960s. The Bowbyes collection includes papers, photographs and clippings, line drawings and correspondence.

University of Otago, Department of Food Science, Clothing and Textile Sciences: Records (c.1920s-2005) [ARC-0755]

Research and teaching of clothing and textile sciences at the University of Otago began with the establishment of the School of Home Science in 1911, with clothing eventually becoming a department within the School (later Faculty) of Home Science. The program was later part of the Department of Consumer Sciences within the Division of Sciences, and from 2001 to 2010, part of the Department of Food Science, Clothing and Textile Sciences. Since 2011, it has been part of the Department of

Applied Sciences. The collection includes textiles, course manuals, financial records, oral history interviews, patternmaking files, and some publications. **Please note this collection is partially restricted – contact desk staff for assistance.**

There are many other records relating to specific clothing, dress, or fashion items held in smaller (or less directly related) collections at Hocken. These include *The Otago and Southland Women's Patriotic Association Directions for Producing Woollen Clothing for Soldiers* (Misc-MS-0640), Arthur Porter's *A Study of a Māori Mantle Acquired by Sir Joseph Banks During Cook's First Visit to New Zealand* (Misc-MS-2094), and *Types of Dress at ANZAC* (MS-1243/049). The Patricia Coleman papers (MS-2609) also include reports on fashion, dress design, and fabrics.

Publications

There are many publications relating to clothing, dress, and fashion at Hocken Collections.

Try searching via subject on Library Search | Ketu using the search terms:

- Clothing Factories -- New Zealand -- Dunedin -- History
- Clothing and Dress -- New Zealand -- History
- Clothing and dress -- Polynesia
- Fashion -- New Zealand -- Dunedin
- Fashion -- New Zealand -- Periodicals

Or, try a keyword search using the terms 'clothing', 'dress' and 'fashion'. Titles include:

Chloe Colchester (2003). *Clothing the Pacific*. Oxford: Berg

Black Magazine (2006-2014, some gaps). Auckland, N.Z: Black Light Publications

Fashion in New Zealand (1983-1985). Christchurch, N.Z.: Coordination Publications

Kelly Dix, Doris De Pont, Arielle Walker, New Zealand Fashion Museum, Ann Nathan Gallery (2014). *Elle and the Youthquake: The Changing Face of Fashion*. Auckland, N.Z.: New Zealand Fashion Museum

Mirror (1922-1963). Auckland, N.Z.: Mirror Publishing Company. Originally known as *The Ladies Mirror* (between 1922 - 1926), these issues have been digitised and are on Papers Past <https://paperspast.natlib.govt.nz/periodicals/ladies-mirror>

Barry O'Sullivan and Matthew O'Sullivan (2009). *New Zealand Army Uniforms and Clothing, 1910-1945*. Christchurch, N.Z.: Wilson Scott Publishing

Thursday (1968-1976). Auckland, N.Z.: Wilson and Horton

Costume and dress design and illustration

Archives

There are some archival resources relating to costume and dress design and illustration at Hocken Collections. For best results, try a subject search on Hākena using the headings:

- Fashion drawing
- Costume drawing
- Dress design
- Fashion design

Archives relating to costume and dress design and illustration include:

Lindsay Kennett: Papers relating to millinery career (1950-2000) [AG-977]

Lindsay Kennett was schooled in Dunedin, and later studied painting in Wellington. He began creating his own hats, favouring flamboyant decorations of feathers and flowers. Kennett was a society milliner throughout the 1940s to the 1960s. This collection includes a scrapbook, papers, photographs, and clippings.

Handpainted drawings of historic costumes (n.d.) [MS-4134/014]

As part of the records from the University of Otago, Department of Food Science, Clothing and Textile Sciences there are a set of handpainted drawings depicting figures in historic costumes from the Middle Ages to the 19th century. **Please note this collection is partially restricted – contact reference staff for more assistance.**

Murray Hutchinson: Papers (1899-2005) [MS-2784]

Murray Hutchinson was a television and stage actor, designer, director, and producer. This collection includes papers relating to his career, and photographs of stage and screen productions he was involved in. The collection also includes costume designs for many shows that he was involved in.

There is also fashion design and illustration material in the Avice Maud Bowbyes: Papers (ARC-0335).

Publications

While there are no books specifically on fashion illustration in New Zealand, illustrations are found in titles including:

Clare Regnault, Douglas Lloyd Jenkins, and Lucy Hammonds (2010). *The Dress Circle: New Zealand Fashion Design Since 1940*. Auckland, N.Z.: Godwit

Angela Lassig (2010). *New Zealand Fashion Design*. Wellington, N.Z.: Te Papa Press

Fashion periodicals also included fashion illustrations for advertising. These advertisements and illustrations are not listed and locating them will require research through different titles. However, some newspaper fashion columns sometimes included illustrations - *The Weekly News* in the late 1930s featured a column by designer and illustrator Mollie Rodie, often with her hand illustrated images. Most illustrations for clothing and shoes were found in advertising.

Ephemera

The ephemera collection includes material featuring dress illustration on dressmaking and knitting patterns, packaging, and catalogues. Knitting patterns for the brands Aotea (Eph-Gp-0026), Kaiapoi (Eph-Gp-0029), Fontana (Eph-Gp-0030), and Thorobred (Eph-Gp-0039), are listed on Hākena, but the collection includes holdings for other brands as well. Two items of note are posters for Holeproof and Prestige lingerie that reflect the aesthetics of the time they were created. The ephemera collection is just starting to be listed on Hākena - please ask desk staff for assistance.

Advertising

Ephemera

Advertising materials for clothing, textiles, and dress at Hocken Collections are located mainly within the ephemera collection. Items include clothing, underwear and shoe catalogues, packaging, pamphlets, style cards, textile and clothing buyers' guides, World of Wearable Art (WOW), and Dunedin iD Fashion week posters and programmes (Eph-Gp-0003). There are a few clothing and fashion related posters. The ephemera collection is just starting to be listed on Hākena - please ask the reference desk staff for assistance.

Photographs

The Photographs Collection includes several cinema advertising lantern slides from the 1930-1950s, in the George E. South collection (P2005-010), and the Cinema advertising slides collection (P2011-015). These include advertising images for lingerie, shoes, blankets, and Cesarine and Summer Breeze fabrics. These lantern slide advertisements are available to view on Our Heritage <https://otago.ourheritage.ac.nz> using the search term 'fashion advertising'. They are also available to view via Hocken Digital Collections <https://hocken.recollect.co.nz/>, using the 'Hocken Snapshot' facet, then 'A', then 'advertisements'.

Publications

Many periodicals and journals have advertisements in them. Holdings are found on Library Search | Ketu but locating advertisements will require research through these periodicals.

The search bar on Papers Past provides an option to search for advertisements through the “content type” search box. Contact desk staff for assistance.

Patterns and Handcrafts

Archives

Within Hocken’s archival collections of material relating to clothing, textiles, and dress are several instructive patterns for creating garments, as well as information on patternmaking. Hocken also holds information on records relating to local crafts. Try a subject search in Hākena using:

- Craft Shows
- Embroidery
- Handicrafts
- Harakeke
- Knitting patterns
- Weaving

The archives collection contains the following records:

Dunedin Crafts Council Inc: Records (c. 1984-2002) [MS-1321]

The Dunedin Crafts Council was founded in 1983, and formally became a Crafts Council of New Zealand chapter in 1986, until the national council’s demise in 1992. The Dunedin Crafts Council adapted and changed emphasis as required. This collection includes minutes, correspondence, newsletters, and photographs.

Unknown: The Otago and Southland Women's Patriotic Association directions for producing woolen clothing for soldiers (c.1914-c.1918) [Misc-MS-0640]

The Otago and Southland Women’s Patriotic Association was one of several volunteer-led groups to provide home comforts for the troops serving abroad. The Association provided sewn and knitted clothing for soldiers serving on the front line. This item is a typescript set of instructions for producing knitted and sewn items for troops serving in WWI.

Visual Arts Association, Dunedin: Records (1951-1971) [MS-1108]

The Visual Arts Association began in 1952 to promote interest in the visual arts in Dunedin and give its citizens an opportunity of seeing the best work available in the country. The Association organised lectures, encouraged group shows, and fostered an interest in design through the organisation of exhibitions. Charles Brasch, M. J. Gilbert and M. M. Dunningham are a few of the figures who have been president of the Association. Hocken holds the Association's correspondence, member records, catalogues, financial, records, minutes, and clippings.

There are further records relating to crafts, patterns and patternmaking in the Margery Blackman papers (ARC-0328), the Country Women's Institute Middlemarch Branch papers (ARC-0629), the Otago Girls High School Records (ARC-0056), the New Zealand Plunket Society Records (ARC-0004), and the. Records relating to harakeke and flax weaving are located at MS-2431/124.

Publications

There are numerous publications on handcrafts, or where patterns and patternmaking information are included. Try a subject search in Library Search|Ketu using the terms:

- Dressmaking
- Hand weaving -- New Zealand
- Sewing

Then, narrow the results by choosing Hocken under the 'Library' facet. Publications held include:

Avis Bowbyes (1948). *The Foundation Pattern: How to Draw it to Your Own Measurements: A Technique Suitable for use in Clothing Classes in Schools, or for any Woman who Wishes to Make Her Own Foundation Pattern*. Auckland, N.Z.: Whitcombe & Tombs

Ann Packer. (2012). *Crafty Girls' Road Trip: New Zealand's Best Craft Places, Plus 10 Craft Projects*. Auckland, N.Z.: Random house

Mike Pendergast (1984). *Feathers and Fibre: A Survey of Traditional and Contemporary Māori Craft*. Auckland, N.Z.: Penguin

Mirror (1922-1963). Auckland, N.Z.: Mirror Publishing Company

New Zealand Creative Stitch and Craft (1995-2005). Christchurch, N.Z.: Warnaar Trading

New Zealand Woman and Stitch (1969-1974, some gaps). Formerly *Stitch* (1948-1964), then merged with *New Zealand Woman* (1964-1974). Auckland, N.Z.: Wilson and Horton

Sarah-Jane Rowland; Katie Brown; New Zealand Fashion Museum (1983). *Home Sewn: With Patterns From 10 Leading New Zealand Designers*. Auckland, N.Z.: Penguin

Awhina Tamarapa (2011). *Whatu Kākahu Māori Cloaks*. Wellington, N.Z.: Te Papa Press

Fleur Scurr (2013). *Seamstress Workbook: A Place to Record Your Sewing Projects & Measurements*. Outram, N.Z.: Paper Seams

Simplicity (1966-1977, some gaps). Great Britain: Simplicity Pattern Company

Please note *Simplicity* pattern books are held in both the Publications and Ephemera collections.

Ephemera

The Ephemera collection has a large array of New Zealand knitting patterns from the 1940s onwards, and a few sewing patterns from the 1940s onwards. Knitting patterns for the brands Aotea (Eph-Gp-0026), Kaiapoi (Eph-Gp-0029), Fontana (Eph-Gp-0030), and Thorobred (Eph-Gp-0039), are listed on Hākena, but the collection includes holdings for other brands as well. The ephemera collection is starting to be listed on Hākena - please ask the reference desk staff for assistance.

Textile and Fabric examples

There are a few examples of textiles and fabric in Hocken Collections archives. These are located mostly in the University of Otago Department of Food Science, Clothing and Textile Sciences Records (ARC-0755), and the Ross and Glendining Limited records (ARC-0145).

Specific examples of clothing include:

Ron Malcolm: Papers. Chinese style blue silk dress and Chinese style pink cotton child's dress (n.d.) [AG-775-004/001]

Louise Sutherland: Papers. Two appliqued skirts (evening and daytime) conveying a pictorial story of her bicycle trips ([c.1980s?]) [MS-2882/213]

Louise Sutherland made these skirts and wore them while delivering speeches to different groups.

Hallenstein Brothers Limited: Blazer pattern book (n.d.) [AG-295-012/008]

Art and Photography Collections

Art

Comprising more than 18,000 artworks, the art collection is one of this country's most significant art collections. It includes important bodies of historical and twentieth century work by New Zealand artists such as William Fox, John Kinder, J.C. Hoyte, George O'Brien, J.T. Thomson, Rita Angus, Ralph Hotere, and Colin McCahon. Many artworks (mostly portraiture) depict clothing and dress.

All artworks are listed on Hākena. As a quick reference, there is a hardcopy index available in the art and photography reference area of all artists represented in the collection. Another useful guide includes information and lists of works from major bequests and collections, such as Dr Hocken's original collection, the Mona Edgar collection, Charles Brasch bequest and the Rodney Kennedy collection. For more information, see our *Art History Sources* reference guide at <https://www.otago.ac.nz/library/hocken/guides-to-the-hocken-collections>.

Over 1,000 images of artworks from our collection are available for viewing online via Hocken Digital Collections <https://hocken.recollect.co.nz/>.

The art collection at Hocken features images relating to clothing, textiles, and dress, which are found in portraits, French prints, furnishing designs, and satirical cartoons (among others). To locate artworks relating to clothing, textiles, or dress, try a keyword search on Hākena, using the terms:

- Adornment
- Costume
- Dress
- Fabric
- Hat
- Textiles

Refine to the 'Pictures' collection, using the 'pictures' facet.

Specific artworks in the art collection depicting clothing and dress include:

W.H. Allen (n.d.). *Elena Allen in the 1920s Wedding Dress*. 08/206. Oil Painting

J.J. Merritt (c.a. 1850). *Group of Māoris*. 4,326 b. Watercolour, Pen and Ink on Paper

G.P. Nerli (1889). *Portrait of a Young Woman Artist*. 15,060. Oil Painting

J. Smeatham (1863). *The New Zealand Chiefs in Wesley's House*. 13,395. Oil Painting

Photographs

The photography collection at Hocken has over one million images. There are many photographs relating to clothing, textiles, and dress available via Hocken Digital Collections <https://hocken.recollect.co.nz/>, and include images from Alliance Textiles, the Burton Brothers Collection, the Otago Peninsula Museum, and the Tily collection.

Hocken's photographic collections of clothing, textiles, and dress are often located within individual and group portraits. To find these images, try a keyword search on Hākena with the terms:

- Clothing
- Textiles
- Dress

Limit the results using the 'photographs' facet. Collections where clothing and dress are featured include:

Album 368 Dunedin Public Library: Cutten, Harris and Cargill families (c. 1870-1880 (P1990-015/45))

This contains 28 cartes de visites, mostly portraits. Some of the portraits are named. The album primarily depicts members of the Cutten, Harris and Cargill families.

George Chance (senior): Studio collection of prints (c. 1897-1952) (P1991-023/01)

This collection includes 3000 prints, spanning Chance's career as a professional photographer from 1907 to the early 1950s. The photographs are rich in social details including photographs of costume from the late Victorian period to the 1950s.

Otago Daily Times: Glass negatives of Dunedin (P1998-012)

These 165 6x8 inch glass negatives are from the Otago Daily Times in the 1940s and include images of fashion and dress advertisements.

There are also significant holdings of photographs in the archives collection that show examples of clothing and dress. Photographs relating to clothing, textiles, and dress are in the Avis Bowbyes Papers (ARC-0335), the Hallenstein Brothers Limited Papers (ARC-0041), and the University of Otago Department of Food Science, Clothing and Textile Sciences Records (ARC-0755), among others.

Other institutions

Dunedin Public Libraries

New Zealand's first free public library, the Dunedin Public Library opened in 1908. Dunedin Public Libraries have a wide range of material on clothing, textiles and dress, including books, magazines, film and documentary, and ephemera <https://hail.to/dunedin-public-libraries-k-kete-wnaka-o-tepoti/article/Y10HQj0>. During Dunedin iD Fashion Week, the Dunedin Public Libraries offers tours of its fashion-related resources and materials <https://www.dunedinlibraries.govt.nz/whats-on/tours>.

Otago Museum

Otago Museum opened to the public in 1868, moving into its current location of 419 Great King Street in 1877. The museum houses many artefacts and treasures, including collections of clothing, textiles, and dress items, many of which are on display in the People of the World, and Southern Land, Southern people galleries. More information is located here: <https://otagomuseum.nz>.

Toitū Otago Settlers' Museum

Toitū Otago Settlers' Museum (formerly the Otago Early Settlers' Museum) opened in 1908, the museum's brief to cover the history of the Otago province. Examples of clothing, dress and textiles are in the 'Material Culture' area, which showcases examples of locally made clothing and textiles, from the 1860s to the 1980s, as Dunedin has a history of textiles industry. For further details, contact the museum - <https://www.toituosm.com>.

Waitaki Museum & Archive

Waitaki Museum & Archive holds early business records for the Waitaki district. These include the historical records for Alliance Textiles, and its predecessors from the Oamaru Mill onwards. For more information, search the Waitaki Museum & Archive website here <https://www.culturewaitaki.org.nz/waitaki-archive>.

Museum of New Zealand Te Papa Tongarewa

Museum of New Zealand Te Papa Tongarewa began life as the Colonial Museum in 1865, before becoming the Dominion Museum in 1905, and later, the National Museum in 1972. In 1998, Museum of New Zealand Te Papa Tongarewa opened in Cable Street, Wellington. The Textiles and Dress collection at Te Papa contains over 700 pieces, of local and international origin, from the 18th Century to present day. See

<https://www.tepapa.govt.nz/search/clothing%20textiles> for more details.

Websites

Costume and Textile Association of New Zealand <https://costumeandtextile.co.nz/> aims to promote interest in all aspects of contemporary dress and textiles in New Zealand. The association is open to all who share a strong interest in dress and textiles. The website includes information about membership, and the annual symposium.

Fashion Quarterly <https://www.fq.co.nz/fashion> is the online home for the periodical *Fashion Quarterly*. With information on fashion, beauty, life and culture, the website offers information on New Zealand and international fashion both from the print publication, and beyond.

iD Dunedin Fashion Festival <https://www.idfashion.co.nz/> is the home of all information relating to Dunedin's annual iD Fashion Festival. Information on events, and designers, and a gallery of images of garments from earlier iD fashion shows are included.

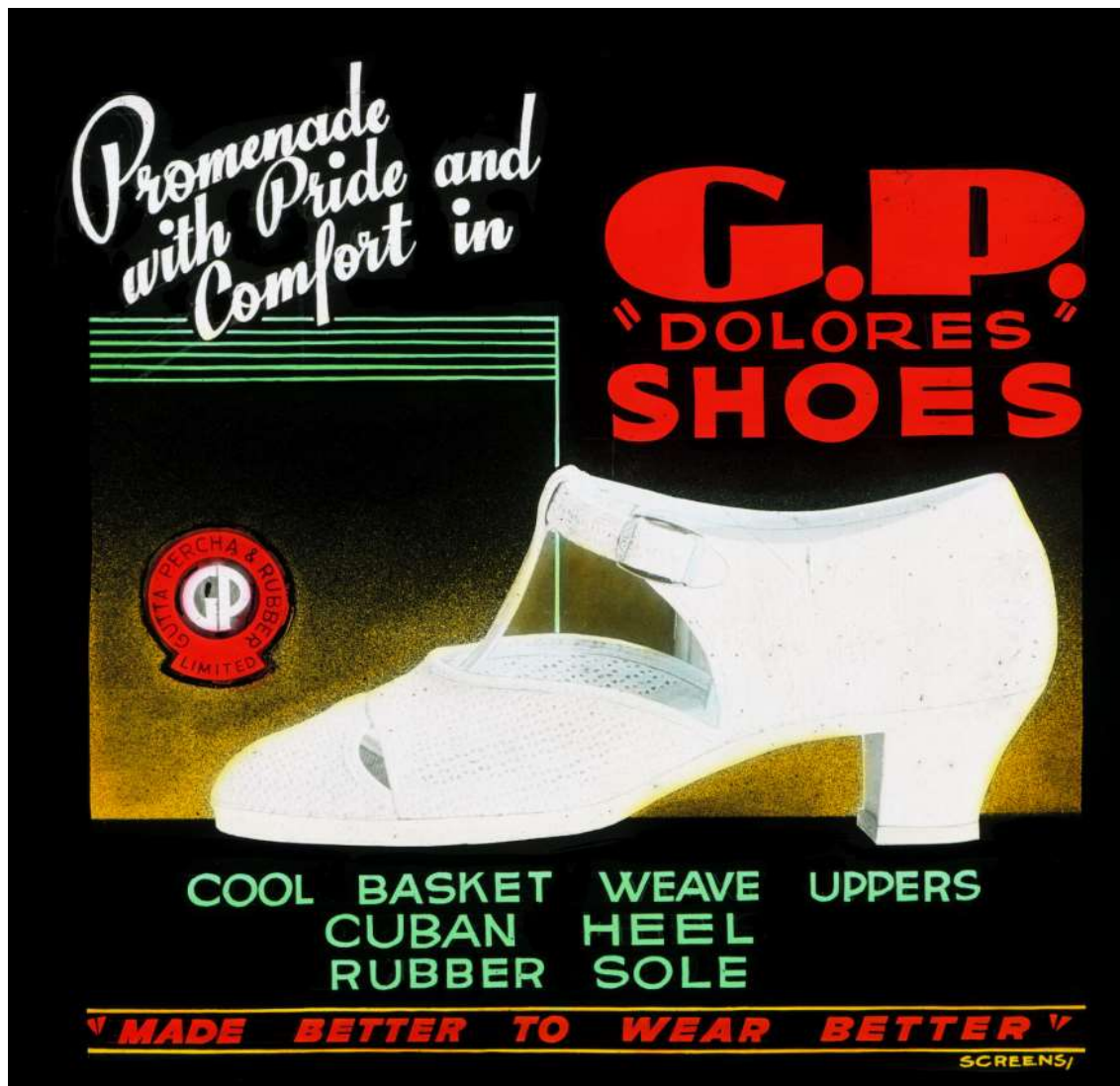
New Zealand Fashion Museum <https://nzfashionmuseum.org.nz/> is an online museum dedicated to preserving New Zealand's fashion heritage. The museum, established in 2010, is an online presence only, compiling images taken from fashion collections around New Zealand. The Fashion Museum curates pop up exhibitions around New Zealand in appropriate spaces.

New Zealand Fashion Week <https://nzfashionweek.com> is a trade event, established in 2001 to present future autumn/winter collections to international buyers, the media, and industry.

The Fashion week site provides details on New Zealand Fashion Week, the function's partners, international and local delegates, and designers featured.

Fashion Industry New Zealand (FINZ) <https://www.facebook.com/finz.co.nz/> is a not-for-profit organisation established in 2002 by the fashion industry to provide professional industry for industry members. Members of the organisation are from all parts of the fashion industry.

Te Ara The Encyclopedia of New Zealand includes a story: *Fashion and Textile Design* <https://teara.govt.nz/en/fashion-and-textile-design> that provides an overview on numerous subjects, including a history of fashion and textile design, beginning from the time of the Second World War.



Advertisement slide 'Promenade with pride and comfort in G.P. "Dolores" shoes.'
Hocken Photographs Collections, P2005-010.

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