

Raymond Loewy fashion illustrations

232

Last updated on December 01, 2015.

Audiovisual Collections and Digital Initiatives Department

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Summary Information

Repository	Hagley Museum and Library: Audiovisual Collections and Digital Initiatives Department
Creator	Lowey, Raymond, 1893-1986
Title	Raymond Loewy fashion illustrations
Call number	232
Date	1926-1928
Extent	78 items
General Physical Description	39 photographic prints : b&w ; 8 x10 in. 39 negatives : b&w ; 4 x 5 in.
Location	GL Box 1.
Language	English
Abstract	Raymond Lowey (1893–1986) began his career in America as a fashion illustrator before moving into industrial design. These are reproductions of advertisements copied from Vogue magazine for Bonwit Teller, Saks Fifth Avenue, Delman Shoe Salon and I. Miller shoe stores, and Kayser textiles and hosiery.

Biography/History

Raymond Lowey (1893–1986) began his career in America as a fashion illustrator, but shortly thereafter, moved into industrial design. His designs ranged from everyday items like lipsticks, soda bottles, and cigarette packaging to machinery like railroad engines, refrigerators, and space craft. He also designed many corporate logos. Lowey created the MAYA principle—Most Advanced Yet Acceptable. He stated that "The adult public's taste is not necessarily ready to accept the logical solutions to their requirements if the solution implies to vast a departure from what they have been conditioned to accepting as the norm." Lowey also lectured on industrial design at the Massachusetts Institute of Technology, Columbia University, and the University of Leningrad. His writings include *Locomotive: Its Aesthetics*, *Industrial Design*, and his 1951 autobiography *Never Leave Well Enough Alone*.

Scope and Contents

These are reproductions of advertisements copied from Vogue magazine for Bonwit Teller, Saks Fifth Avenue, Delman Shoe Salon and I. Miller shoe stores, Kayser textiles and hosiery (all in New York). The ads show women's fashions: sportswear, evening dresses, daywear, hosiery, underwear, gloves, and shoes.

Administrative Information

Audiovisual Collections and Digital Initiatives Department

Access Restrictions

This collection is open for research.

Use Restrictions

For reproduction rights contact Wilmington (DE) Institute Free Library.

Related Materials

Related Materials

Raymond Loewy papers (Accession 2251), Manuscript and Archives Department, Hagley Museum and Library.

Raymond Loewy collection of photographs and audio-visual materials (Accession 2004.255), Audiovisual Collections and Digital Initiatives Department, Hagley Museum and Library.

Controlled Access Headings

Corporate Name(s)

- Bonwit Teller & Co.
- Saks & Company (New York, N.Y.).

Subject(s)

- Advertising--Fashion.
- Clothing and dress.
- Department stores--New York (State)--New York.
- Fashion drawing--History--20th century.