VISION STATEMENT

To be the global resource for the study of fashion--past, present, and future.
The FIDM Museum and Library, Inc., collects, preserves, and interprets fashion objects and support materials with outstanding design merit. It fosters student learning, public engagement, and recognition of the creative arts and entertainment industries by providing access to the collections through exhibitions, publications, and other research opportunities.
STRATEGIC PLAN

- **Objective 1:** Enhance the aesthetic and historical value of the Museum's collection through targeted acquisitions.

- **Objective 2:** Improve the Museum's stature in the museum community through a high level of scholarship and implementing best practices, as published by professional organizations.

- **Objective 3:** Promote the Museum's cultural presence through the use of technology and special events, such as exhibitions, lectures, and symposia.
STRATEGIC PLAN

- **Objective 4**: Provide access to collections for the purpose of education, design inspiration, and scholarship.

- **Objective 5**: Commit to strategic growth and the sustainability of the Museum through fundraising activities.

- **Objective 6**: Formulate a broad and systematic program of professional development that supports personal growth, accountability, and Museum performance.
2019.5.9AB "Amphitrite" fan, A. Rodien, Paris, c. 1889
FIDM Museum Purchase: Funds donated by Martha Nesseth and Mona Lee Nesseth
2019.5.18  Embroidered stomacher and robing, Great Britain, c. 1725-50  FIDM Museum Purchase
2019.5.50  "Les Orchidées" panel [detail], Cornille et Frères, Paris, 1894
FIDM Museum purchase in memory of Marianne Wishner
2019.5.80  Evening coat [detail], Natalia Goncharova for Myrbor Paris, 1922-26; FIDM Museum Purchase: Funds donated by The Costumer's Guild West, Inc.
2019.5.37 "Seashell" knit coat, Issey Miyake, Japan, 1985
FIDM Museum Purchase
2019.1714.1  Evening gown, Badgley Mischka, United States, c. 2015
Gift of Mark Badgley and James Mischka
FIDM Orange County Gallery, FANtasy: The Mona Lee Nesseth Fan Collection
Majesty & Mystery: Saving a Napoleonic Court Gown

February 5 - April 13, 2019
22,484 visitors
27th Art of Motion Picture Costume Design

February 5 - April 13, 2019
22,484 visitors
BA in Design Exhibition

June 5 - June 29, 2019
3,932 visitors
13th Annual Art of Television Costume Design

August 20 - October 26, 2019
8,878 visitors
FANtasy: The Mona Lee Nesseth Fan Collection
FIDM Museum Orange County

October 26, 2019 - March 7, 2020
CURATORIAL PROJECTS

- Incoming object and collection acquisition and research
- *Sporting Fashion* catalogue research and writing
- *Sporting Fashion* exhibition planning: Los Angeles premiere, plus 6 U.S. venues with American Federation of Arts and Delmonico-Prestel Books partnerships
- Rudi Gernreich object and catalogue research and photography
- Donor development
- Oral History Program contributions
SPORTING FASHION
OUTDOOR GIRLS 1800 TO 1960
CURATORIAL PROJECTS
NEW LECTURES

- Leigh Wishner, *Museums by the Yard: Artistic Textiles for Fashion and Interiors in Mid-Century America*

- Leigh Wishner, *Imagineering California Sportswear: Textile Science and Artistry, 1940 - 1960*

- Meghan Hansen, *Fashion in Motion: Michel Arnaud and the Technical Artistry of Runway Photography, 1970s-1990s*

- Joanna Abijaoude, *Photoplay, Costume Design, and Consumerism in the Golden Age of Hollywood*
CURATORIAL FUNDRAISING

- Tours
- Individual Donor Development
- Lectures
- Fan Association of America Grant
- 2 Funded Graduate Student Summer Study Grants
COLLECTIONS MANAGEMENT PROJECTS

- Physical re-housing and inventory of Decades and Labeled sections
- Individual boxed storage solutions for select accessories
- Continued freezing and vacuuming protocol for incoming objects
- Pulling/Putting away objects for research appointments
Storage Solution, Fan Mount, FIDM Museum Storage
REGISTRATION PROJECTS

- Processed incoming purchases and donations
- Processed outgoing loans
- 3,977 object records in PastPerfect Online
- Reorganized and expanded physical donor files and collection documentation files.
LOAN PROGRAM

- **Tudors to Windsors: British Royal Portraits**  
  Bendigo Art Gallery (Australia), March 16 - July 14, 2019

- **Gender Bending Fashion**  
  Museum of Fine Arts, Boston, March 21 - August 25, 2019

- **California Dreams: San Francisco A Portrait**  
  Bundeskunsthalle (Germany), August 1, 2019 - January 31, 2020

- **Esther Williams: The Swimming Queen of the Silver Screen**  
  Catalina Island Museum, September 6, 2019 - March 8, 2020
FIDM Museum Objects Installation, *Tudors to Windsors: British Royal Portraits*
Bendigo Art Gallery, Australia
RESEARCH APPOINTMENTS AND TOURS

- 33 research appointments, 17 digital

- Select researchers:
  - Historic Royal Palaces
  - Metropolitan Museum of Art
  - Ohio State University
  - Harewood House
  - LACMA
  - CalArts
  - Art Institute of Chicago
  - Brooklyn Museum

- 32 exhibition tours
FIDM MUSEUM OBJECTS IN PUBLICATIONS

Marie-Clemence Barbe-Conti, *Duveilleroy: Treasures of the Parisian Couture Handfan*
Jonathan Fairs, *Fur: A Sensitive History*
Museo de la Moda, *Musings on Fashion*
Betsey Johnson and Mark Vitulano, *Betsey*
Henriette Pleiger, *California Dreams*

*Mae West: Dirty Blonde*, PBS Documentary
166 Total Appointments, including: In-class presentations, Exhibition tours, Student Activities workshops and fairs, and Outside researchers.

Oaxacan Blouse, c. 1950
2019 Donation
FIDM Museum Study Collection
SOCIAL MEDIA

BLOG
- 1,868,742 lifetime views and 1,077,708 sessions
- 2019: 87,645 page views and 58,509 sessions

INSTAGRAM
- 40,000 followers (21% increase from 2018)
- 217 posts in 2019
- Continued popular Unboxing series with 44 episodes

FACEBOOK
- 11,139 followers (17% increase)
- 11,089 page “likes”

TWITTER
- 5,631 followers (15% increase)
- 5,456 tweets, replies, retweets
Playtime Is Gaytime

A two piece knit and short made of SANFORIZED Sport Mist, a fine quality mixture.

The two piece knit is basic shaping the group of stitches in a diagonal design, 'Blue' over the shoulders and buttons in the back.

The short design of the toe is with buttons placed, inserted, shaped in rows and bunched for added extra. These are balanced at below with more stitching as on the toe top. White stitching on the darker blue and red off-color on the white fabric.

Style 817 is interchangeable with style 816. Includes the knit can be worn with either for style 817. The short for 817 can be worn with the skirt for 816.

The SANFORIZED material is washable.

Style 817
Sizes: 10 - 12 - 14 - 16 - 18 - 20

PRICE: $9.99
Discount: .45
Balance: $3.35

Top Instagram Post: 4,705 likes
FIDM Museum Special Collections
PROFESSIONAL DEVELOPMENT

- Costume Society of America individual memberships
- ICOM Costume Committee individual membership
- American Alliance of Museums institutional membership
- California Association of Museums institutional membership
- SoCal Museums
Projects include:

- Labeling Objects
- Collection Research
- Digitization
- Digital Asset Management Data Entry
- Exhibition Condition Reports and Installation
- Inventory
- Object Vacuuming
- Costume Exhibition Installation
- Image Rights Research
- Sporting Fashion Project Research
Conducted yearly staff check-in re: Strategic Plan

Continued work on Emergency Plan

Collections Management, Special Collections, Registrar, Study Collection, Social Media procedure manuals written and/or updated

AAM Accreditation on hold due to additional staffing needs
Fashion Council is a volunteer organization that provides support to the FIDM Museum & Galleries, a California nonprofit 501(c)3 foundation that contributes educational programming related to the importance of fashion to students, educators, industry, and the public.
FASHION COUNCIL VOLUNTEERS

- Founding Chair: Mima Ransom
- Community Outreach and Development: Mona Nesseth
- Community Programs Chair: Lori Santamaura
- Events Chairs:
  - Jeanine Abraham
  - Linda Knoth
  - Deborah Veady
  - Lori Santamaura

Total Volunteer Hours: 3,952 @ $15 per hour = $59,280 equivalent
Fashion Council Annual Tea: $9,407.00

FANtasy Opening: $900.00

Fall Lecture & Lunch: $4,230.00

Misc. Donations: $3,900.00

1804 Campaign $15,216

Event In-kind Sponsorships: $20,948.00
2011-19 Fashion Council Fundraising:
Cash, Revenue, In-kind Donations, and Volunteer Hours
$1,749,774
CURATORIAL PLANS

Future exhibitions currently being researched:

- **Worth & Bobergh: Conserving an 1860s Rarity** (History Gallery)

- **Studies in Style: Acquisitions from the Costumer’s Guild West** (History Gallery)

- **Dealer’s Choice: Two Decades of Donations by Steven Porterfield, 2000s-2020s** (Orange County Gallery)

- **Gilding the Lily: American Women and Paris Fashion, 1860s to 1910s** (corresponding catalogue)

- **Rudi Gernreich: Fashion Maverick** (corresponding catalogue)
Rudi Gernreich: Fashion Maverick
Photoshoot
Survey Goal: To evaluate what FIDM students would prioritize in FIDM Museum website redesign.

Top three choices: Event Calendar, Exhibition Information, and Ease of Navigation. Additionally, students want to know how to get involved.
COLLECTIONS MANAGEMENT PLANS

- Special Collections rehousing and inventory
- Temperature/humidity and insect logs up-to-date
- Continue AAM Emergency Plan
- Continue improving specialty storage of collections
- Mannequin inventory
- Row/box labels typed and re-applied
REGISTRATION PLANS

- Continue loading object inventory (locations and photos) into PastPerfect database
- Continue releasing catalog entries online
- Maintenance of incoming objects and loans
- Organization and digitization of object records and institutional files
- Archives processing
- Finish outstanding de-accession projects
Museum Collection, Hanging Nineteenth-Century Garments Selection
STUDY COLLECTION PLANS

- Combine San Diego Study Collection with Los Angeles Study Collection
- De-accessioning Project to strengthen collection and increase accessibility
- Update collection inventory, including additional photos
- Encourage digital appointments with FIDM students and instructors
SOCIAL MEDIA PLANS

- Complete website re-design by Fall 2020
- Integrate Typepad blog onto new Wordpress site
- Continue to promote FIDM Museum resources through social media
- Continue to grow FIDM Museum audience and engagement through social media.
LED by Joanna Abijaoude and Peter Lam, design approved in December 2019, to be completed in 2020

Willhouse Design Company selected as website design firm

- Updated color palette, responsive, live opening hours and events posted, streamlined content, robust collections online, ability to be updated by FIDM Museum staff
2019 FIDM Museum Staff:
Barbara Bundy, Museum Director
Kevin Jones, Curator
Christina Johnson, Associate Curator
Meghan Hansen, Registrar
Carolyn Jamerson, Collections Manager-Mount Maker
Joanna Abijaoude, Museum Associate-Social Media Manager
Leigh Wishner, Museum Coordinator
Peter Lam, Gallery Creative Director
Rafael Alfaro, Gallery Assistant
Mima Ransom, Fashion Council Chair

1878 Fashion Plate, 2019 Donation
FIDM Museum Special Collections
Day Ensemble, c. 1895
2019 Donation
FIDM Museum Collection
Sporting Fashion: Outdoor Girls 1800 to 1960 photoshoot
Brian Davis, Photographer

FIDMmuseum.org
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