

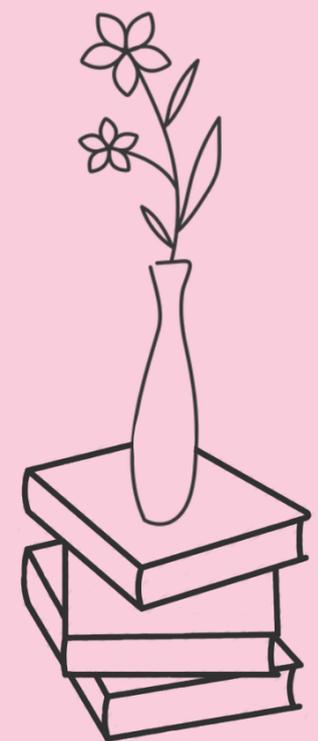
# SCREEN TO STREET

*Films that influenced Fashion*

**Alyssa Davis**

**Prof Don Levy**

**FASM 430**



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# Introduction

A Fashion Marketing and Costume Design student discovered during her studies that Fashion within

Film greatly influenced the trends worn by consumers both on the street and on the runway. This college

student also realized there was no visually appealing source, digital or physical, that described in detail

this close and influential relationship. Thus, she created the coffee table book, *Screen to Street: Films*

*that Influenced Fashion* that would educate and entertain the public about specific trend setting films.

# Proposal

*Screen to Street: Films that influenced Fashion* is an illustrative coffee table book created by a SCAD senior. This product is an visual guide to the relationship between the fashion industry and costume designers. Sections of the book include brief overviews of consumer culture, trend forecasting, and the top trend setting films in America. It will be self published by 2021 and sold within various book and retail stores.

## The goal of this product is to:

Fill the gap within the coffee table industry by publishing a topic first of its kind

Educate the public about the long lasting relationship between Hollywood and the Fashion Industry

Show how impactful the film industry is on retail sales

Create an interactive book that entertains consumers and intices them to display as decoration

# The Problem



## LACK OF COMPETITORS

Within the coffee table book industry, subject matter pertains to only fashion or only film/costume. There are none about the joint relationship between fashion and costume design. And specifically, none that describe trend setting films.



## TEXT HEAVY COMPETITION

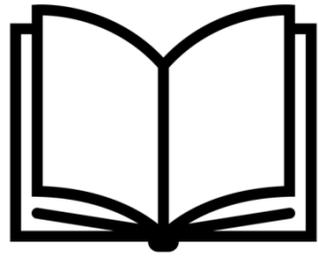
The books that do speak about the interconnected relationship between fashion and film are lengthy and include minimal or no visuals.



## LESSER KNOWN TOPIC

Findings from my study showed that many people are aware that fashion trends have been influenced by films. However, many could not remember specifics and noted they would be interested in knowing more.

# The Solution



## SATISFYING MARKET

*Screen to Street* will be the first book of its kind to talk specifically about trend setting films. This product will fill the gap within the coffee table book industry and satisfy the market interested in this topic.



## VISUAL BASED EDUCATION

Unlike competitors who touch on this topic, this product will be less text heavy and more visual/ illustration based.



## SPOTLIGHT ON TOPIC

*Screen to Street* will catalog the top trend setting films and provide a brief overview of the interconnected relationship between fashion and film. This product will give consumers the knowledge about this universally adopted topic.

# Market & Competition





# Industry Overview

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## About Coffee Table Books

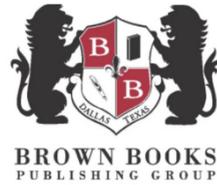
- Coffee table books are large, illustrative or picture based books that focus on a specific subject.
- Designed to be a light read as well as being a decorative element.
- While magazine and book publishing companies have made the switch from print to digital, the coffee table book industry continues to flourish.
- The last recorded sales from 2012 showed that art books increased 70% from the last year.

## Why they're thriving

- It thrives within the digital age because it is a tactile and design based product.
- They are a vital design element within a home as well as being a representation of the owner in regards to their interests and aspirations.

Physical bookstores are declining but coffee table books are the key to keeping books sales alive since the majority of the population believes there is an allure to a physical, art book that cannot be translated to e-books.

# Top Coffee Table Book Publishers



Founded in 1994, Signature Books subsidiary created in 2017

Publishers weekly named #2 Fastest growing independent publishers

**Revenue 2020: 4,672,000**



Began Publishing in 1974

Has become a leader in fashion, interior design, culinary, art, architecture, & photography fields

Publishes wide variety of topics with engaging and beautiful designs

**Revenue 2020: 28,005,000**



**ABRAMS**  
The Art of Books

Founded in 1949

First company in U.S. to specialize in publishing art & illustration books

Dedicated to publishing stunning visual books including art & fashion

**Revenue 2020: 37,500,000**



Dedicated to providing sophisticated reader with the ultimate experience in informational high arts & sciences literature, modern and post modern artist biographies, and luxury coffee table books

Believe in the power of books to dazzle and delight

**Revenue 2020: 4,058,000**



World's leading publisher and distributor of books and digital products in the creative arts

Beautiful, Illustrated books are treasured worldwide for their outstanding content and award winning production

**Revenue 2020: 15,268,000**



"The Fashion's crowd favorite book publisher" - WWD

Invested in the promotion of culture and actively contributes to growth of illustrated market by creating the highest quality, contemporary books

**Revenue 2020: 31,117,000**

# Market Trends

Books have a better chance of capturing a buyers attention in a specialist store than in a general bookstore

**Sales of individual monograph art books up 70%**  
2011

Art gallery market booming- Publishing programs vital to art book business

Top 6 art book dealers continue to grow

Last 3 years, the Rizzoli Bookstore in NY has seen sales increase by double-digit numbers

Traditional Bookstores account for 15% of overall sales in U.S. & Canada  
Quarto Publishing

Independent Bookstore orders for Travel books increased 23%  
Ingram Content Group, 2012

**Digital Book sales have fallen 4.5%**  
2019

**Independent Bookstore orders for Art Books increased 12%**  
Ingram Content Group, 2012

Net Revenue of Trade Books increased 5.7%  
2019

Independent Bookstore orders for Design Books increased 20%  
Ingram Content Group, 2012

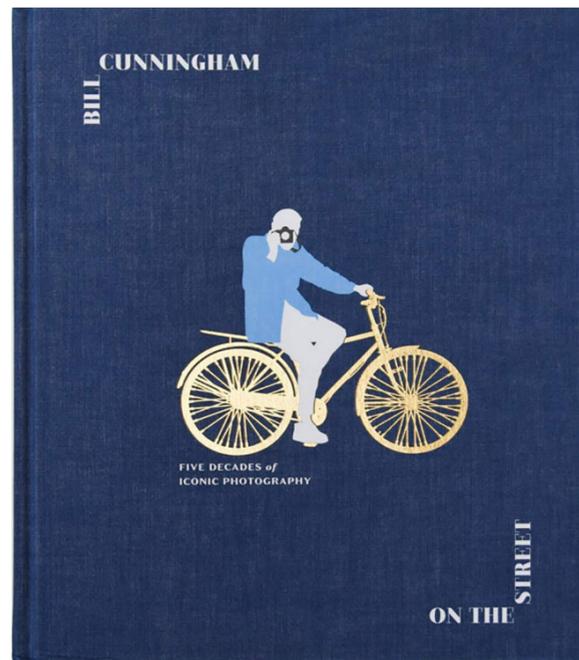
Traditional publishers release 15 to 20 art books a year

Hardcover book sales increased 7.8%  
2019

Publishers finding a younger audience of book admirers and collectors  
2019

# Top Competitors

## *Fashion Books*



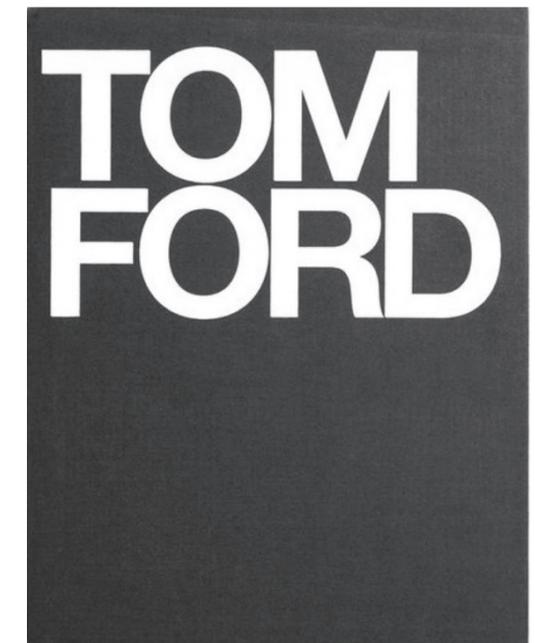
**Bill Cunningham: On the Street**  
**\$65.00**



**Vogue: The Covers**  
**\$60.00**



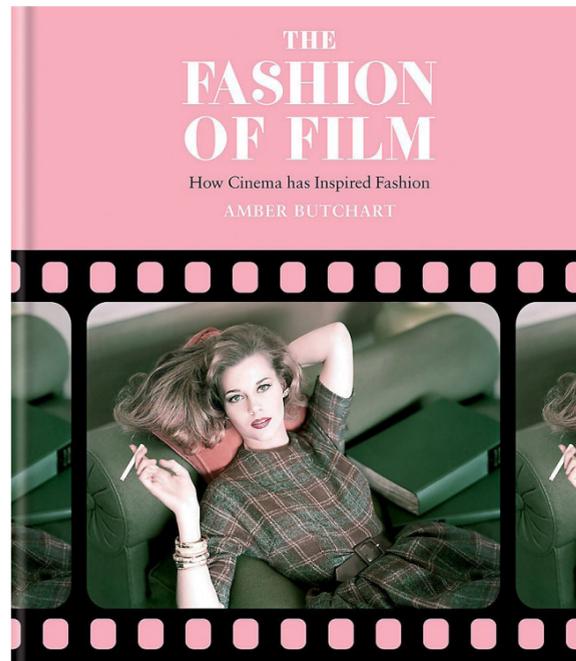
**Chanel: Collections & Creations**  
**\$40.00**



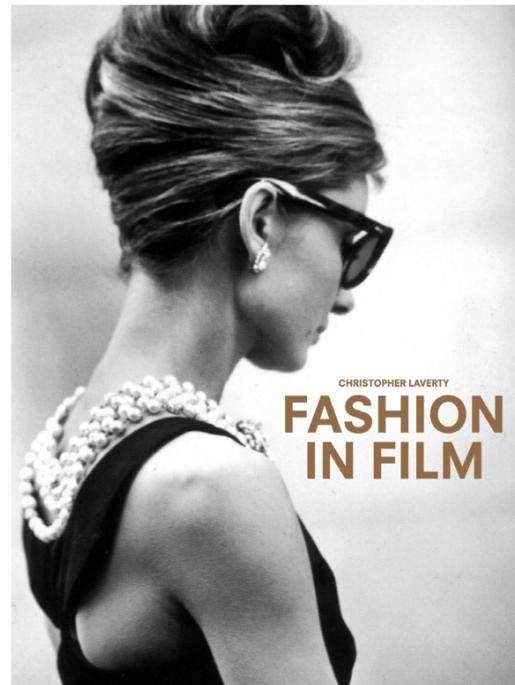
**Tom Ford**  
**\$140.00**

# Top Competitors

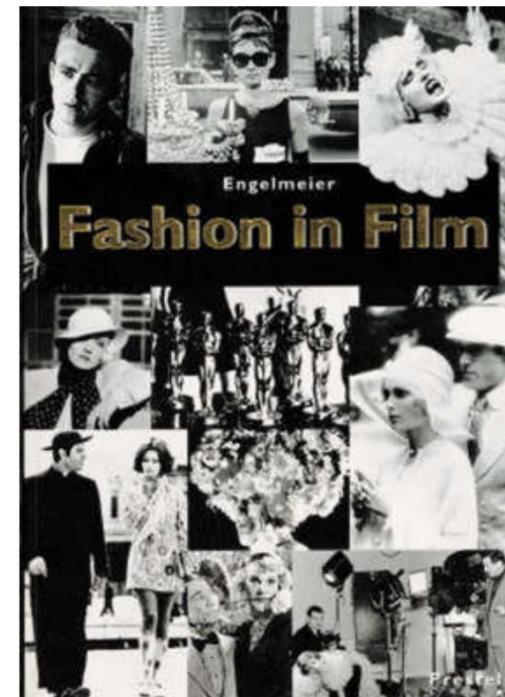
## Costume Books



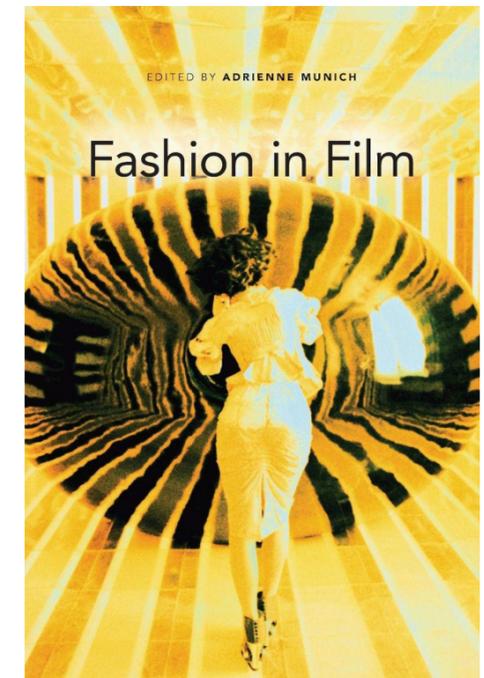
**The Fashion of Film**  
**\$39.99**



**Fashion in Film**  
**\$50.00**



**Fashion in Film**  
**\$43.19**



**Fashion in Film**  
**\$27.95**

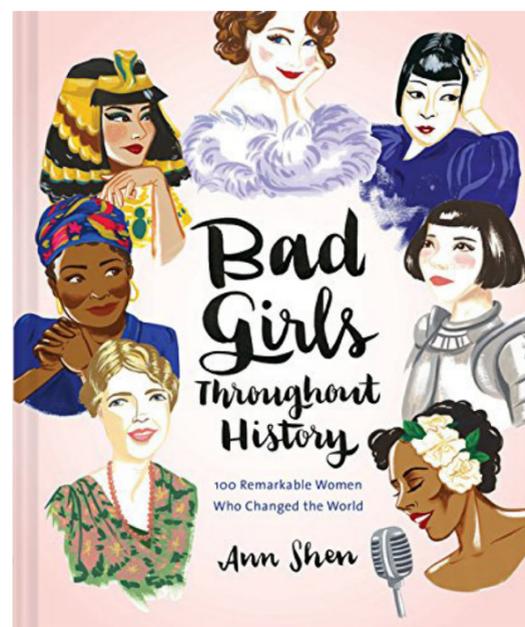
# Design Inspo



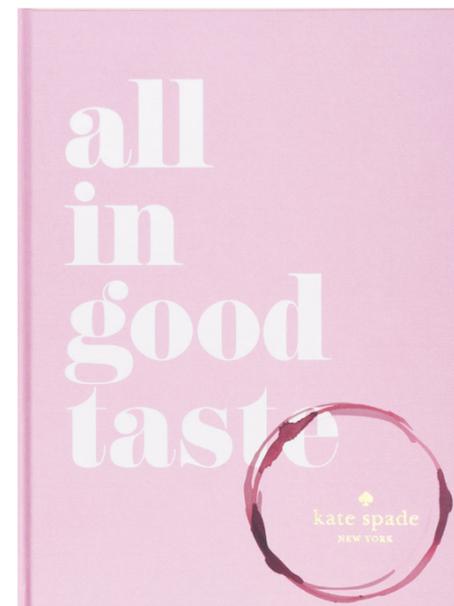
**50 Fashion Legends**  
**\$24.90**



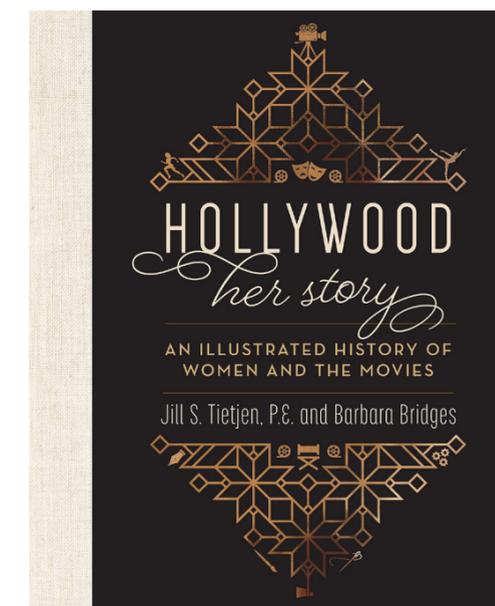
**The Hidden Facts of Fashion**  
**\$24.90**



**Bad Girls Throughout History**  
**\$19.95**

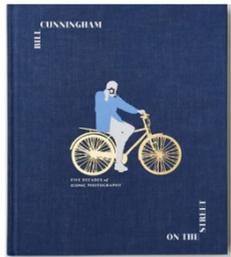
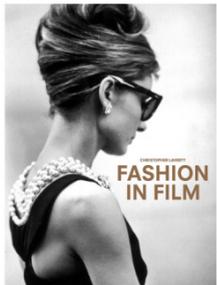
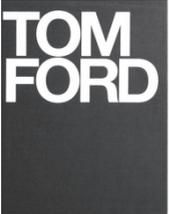


**All in good taste**  
**\$28.00**



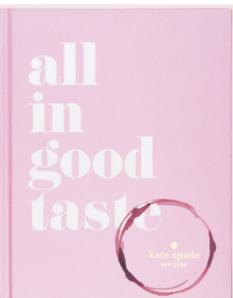
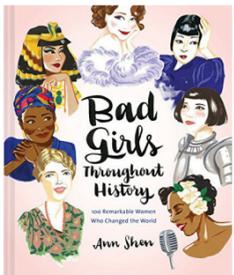
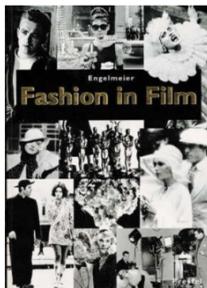
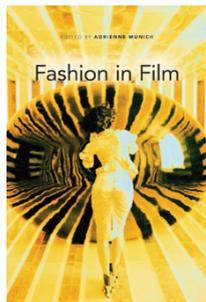
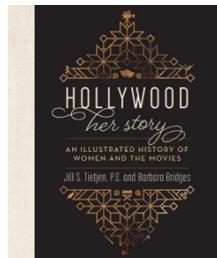
**Hollywood: Her Story**  
**\$35.00**

\$\$\$\$



Least popular

Most popular



\$\$



# Position in Industry

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## Problem

The Coffee Table book industry is currently missing the subject category of films that impacted the fashion business. The books that do cover this topic are not visually stunning and mostly talk about the iconic looks within films rather than the outfits that have impacted sales within retail.

## Solution

*Screen to Street* will fill the gap within the industry. Additionally, the topic will appeal to both markets interested in fashion and film/costume thus increasing the opportunity for profit. This niche product will satisfy the needs of the market with its appealing visuals and due to the lack of competition.



# Target Market

*psychographics*

## Who:

- Marketed towards creative Millennial and Gen Z females
- Newcomers within their industry and are currently exploring their interests and career paths

**Age:** 18-29

**Interests:** Style and Pop Culture

**Income:** \$20,000 - \$70,000

**VALS:** Innovators and Experiencers

This market is largely influenced by media and enjoys spending their time with technology and entertainment platforms.

They are always learning, confident, and have a heightened sense of visual stimulation. Additionally, they are heavy shoppers and trend adopters.



# Target Profiles



Ashley Woods  
Savannah, GA

**Age:** 22  
**Income:** 60,000  
**Occupation:** UX designer for Fashion company  
**Education:** SCAD Bachelor in Fine Arts  
**VALS:** Experiencer  
**Interests:** She loves traveling, Playing tennis, and watching vintage films  
**Purchasing:** She purchases *Screen to Street* as a design accent for her apartment



Carmen Smith  
Los Angeles, CA

**Age:** 29  
**Income:** 70,000  
**Occupation:** PR strategist for Who What Wear  
**Education:** Bachelors in Communication, USC  
**VALS:** Innovator  
**Interests:** Enjoys visiting museums, hosting parties, and shes a pescatarian.  
**Purchasing:** She purchases *Screen to Street* as a design accent for her apartment



Kyemah McEntyre  
New York, NY

**Age:** 19  
**Income:** 20,000  
**Occupation:** Sales Associate at Boutique  
**Education:** Bachelors in Communication, USC  
**VALS:** Innovator  
**Interests:** She loves trying new foods, thrifting, and designing clothes.  
**Purchasing:** She is given *Screen to Street* as a gift from her friend

# Primary Research

Conducted via Instagram Polls

Feb. 2020

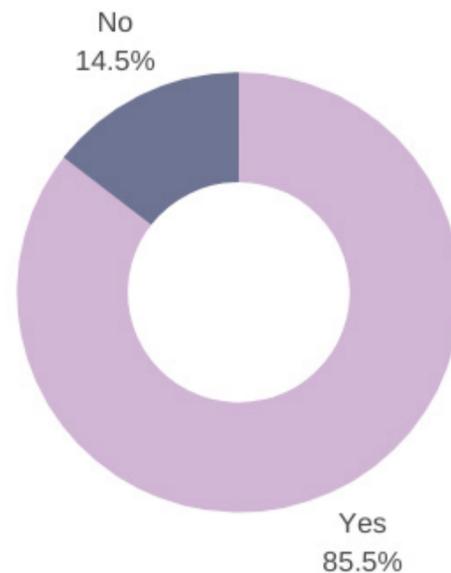
72 Participants

82% female, 17% male

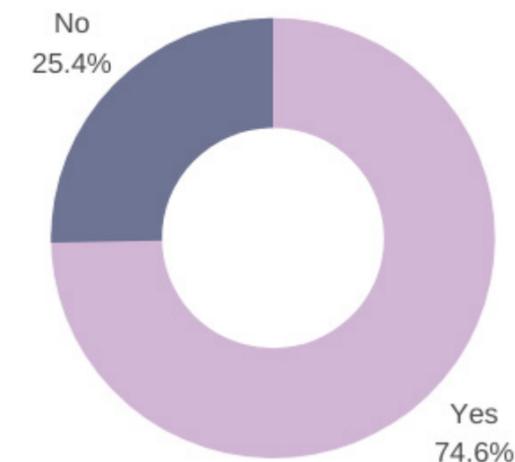
Majority age: 20-25

USA based

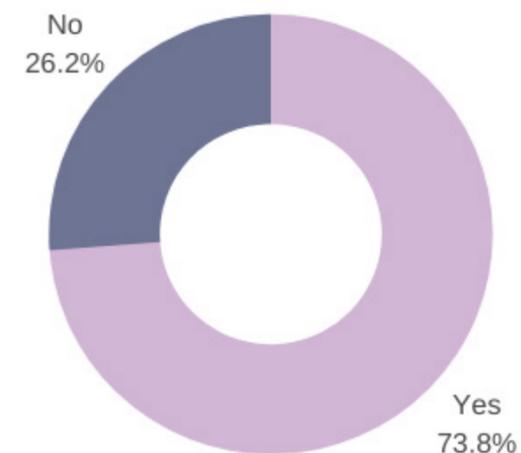
Do you think fashion trends are influenced by films/Hollywood?



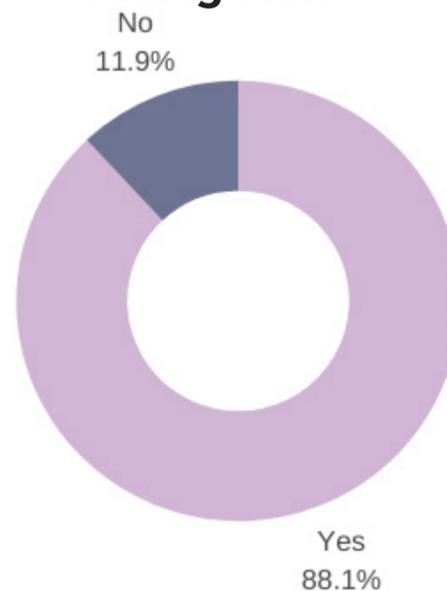
Has your style been influenced by a specific film before?



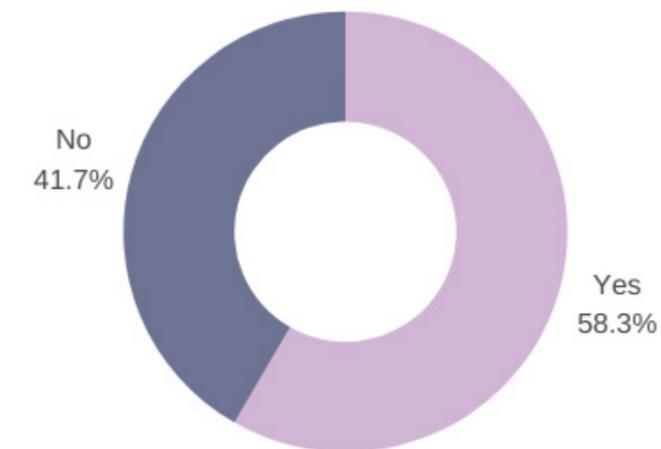
Would you purchase a coffee table book about trend setting films?



Would you be interested in learning more about trend setting films?



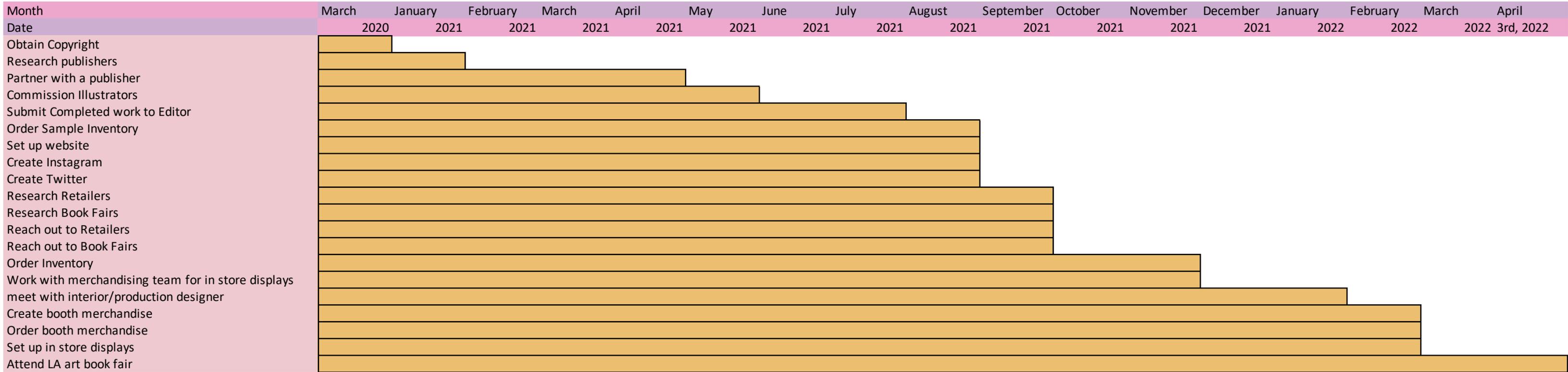
Have you purchased a coffee table book within the past 3 years?



# Design & Development



# Time & Action



# Publisher

First company in the U.S. to specialize in publishing art & illustrated books

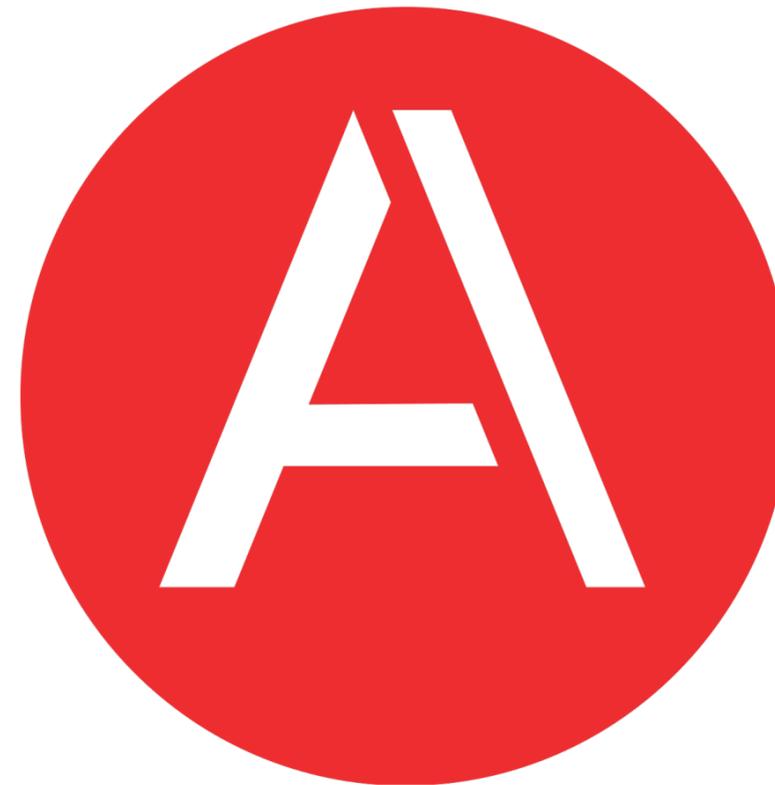
---

Currently publish stunning visual books on a wide variety of subjects

Continually publish Bestselling & Award winning titles

Revenue 2020 : 37,500,00

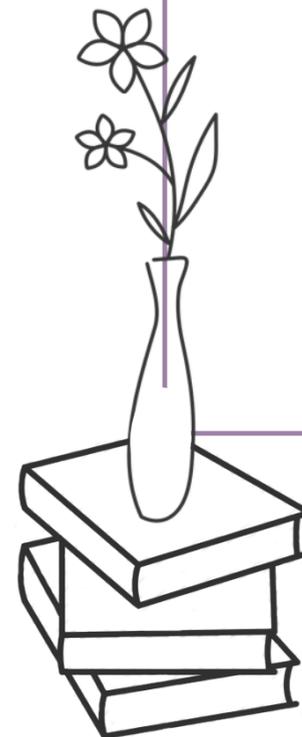
**ABRAMS**  
THE ART OF BOOKS SINCE 1949



# Design Specifics

100-200  
pages

Retail: \$25



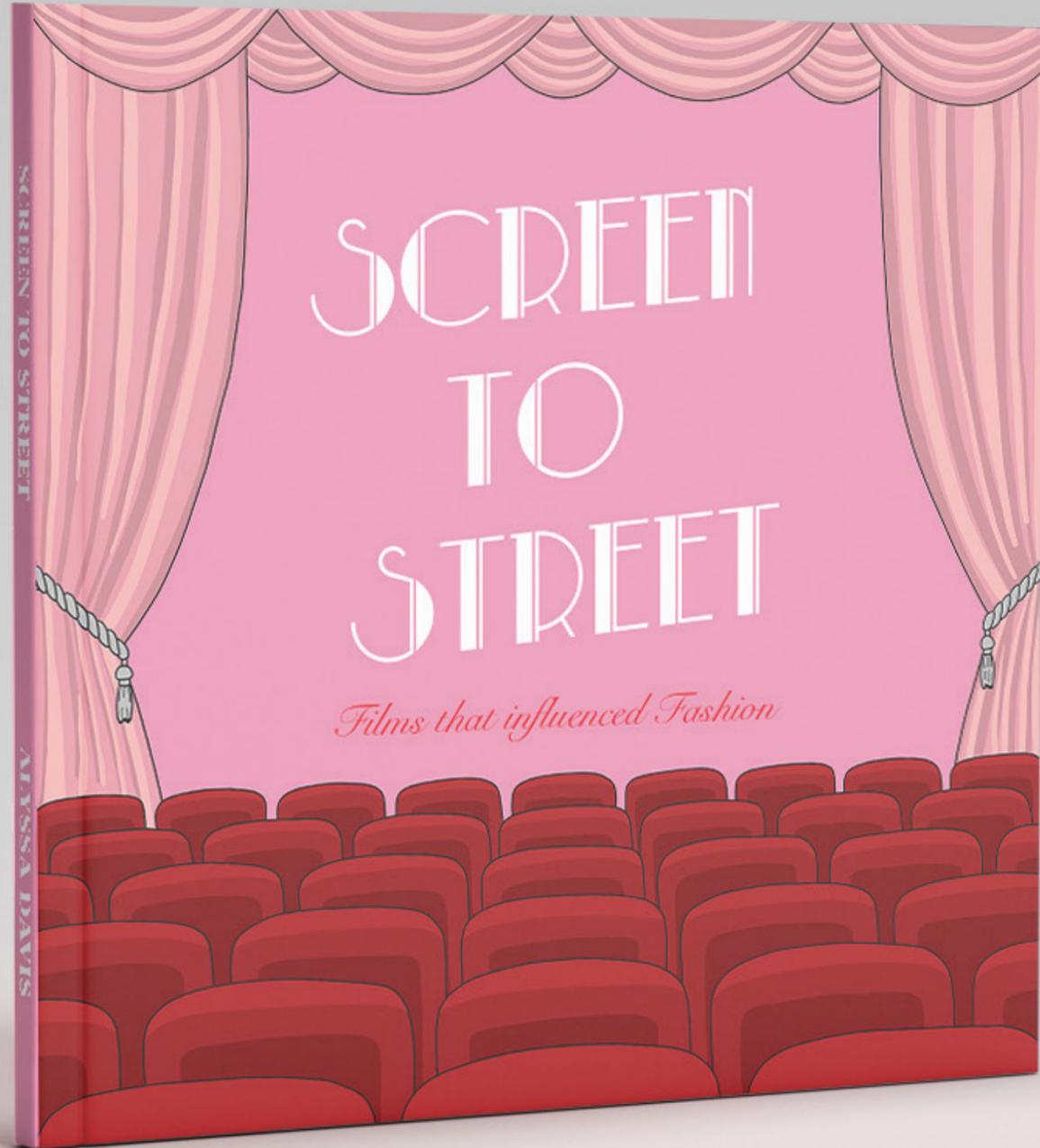
7x7 in

Small Square  
Price to print 1= \$4.65

## SPECIAL FEATURES

Silver Foil Stamping on cover  
(\$2-\$4 per cover)

Pages: Standard Printing Paper,  
Smooth- Semi Matte finish



# CONTENTS

	Introduction 8	Culture of Clothes 9		Origin of Costume Design 14		Hollywood Dress 18
Anatomy of Trend Forecasting 20		Influence of Media 25		Relationship between Film & Fashion 29		Trend Setting Films 31

“

The Cinema and the Media in general have  
a strong impact on the public: people  
identify with celebrities, who influence their  
choices on what to wear

-Giorgio Armani

”

# HOLLYWOOD DRESS

## Hollywood stars are often remembered by their signature dress

Without giving you the names of these actors and actresses you probably know who it is and what movie their specific outfit is from. This is because society has a unique fascination towards celebrities. The impact they have on the public, most specifically their adoring fans, are substantial. Millions look to them as experts in all types of fields, especially fashion. For 160 years people have relied on royalty, heads of state, Sports icons, and Hollywood movie stars for guidance on how to act, how to look, and how to feel.

### Impact of Celebrity

Cultural studies expert Leo Braudy In his book *The Frenzy of Renown*, notes that it has always been part of the human condition for us to desire fame, but that historically fame was achieved only by the elite. This could be why we are so attracted and interested in public figures. It is as if we are studying their lifestyle to subconsciously learn the ways of an elite member. At the height of a stars fame, his or her every move is on our radar. With the use of technology we are able to track their behaviors on a day to day basis. Even after a celebrity is long gone they are often remembered by their style, their lifestyles, and their public image.

This phenomenon is the reason why the influence of celebrity has been the most powerful marketing and promotion tool. Wheaties is probably one of the grossest tasting cereals, but smack an NBA player on the box and it'll probably fly off the shelves. The same tactic is used by fashion designers in advertising and influencer marketing. An unplanned example of this was in 2018 when Megan Markle, Duchess of Sussex was seen sporting a crossbody bag by the Scottish brand, Strathberry, within minutes the product sold out and had a waiting list of over 3,000 people.



“

What Hollywood designs today,  
you will be wearing tomorrow

-Elsa Schiaparelli

”

# TREND SETTING FILMS



# LETTY LYNTON

Date: 1932  
Director: Clarence Brown  
Costume Designer: Adrian Adolph Greenberg  
Main Stars: Joan Crawford, Robert Montgomery, Nils Asther

## Letty Lynton

Date: 1932  
Director: Clarence Brown  
Costume Designer: Adrian Adolph Greenberg  
Main Stars: Joan Crawford, Robert Montgomery, Nils Asther

**E**dith Head described the iconic Letty Lynton dress as “the most important fashion influence in film history.” Ironically, probably the most impactful film on the fashion industry is also unavailable to the public. Since the 1930s, a court ruled that the plot was plagiarized from an uncredited play *Dishonored Lady* (1930) and took viewing privileges away from the public.

Letty Lynton was the beginning of the era that brought silver screen looks into the closets of ordinary women. It is usually mentioned as the fashion within a movie to be widely copied and sold all over the U.S. This was a sign to manufacturers and store buyers that Hollywood could be more influential than Paris when it came to women’s clothing.

The most iconic look from the film is the white organza dress with extravagant ruffle sleeves. Throughout the late 1920s and 1930s slim hips were fashionable and one way to get the illusion of this was to widen the shoulders. The Costume Designer, Adrian is credited for spreading this style throughout mass audiences in America. After the film’s release clothing manufacturers rushed copies of the dress into production, creating a huge hit. Every woman who saw Letty Lynton became drawn to the romantic silhouette and the way it made their hips smaller. Vogue articles that came out around this time also



talked about this emerging trend with articles titled "Shoulder Frills in the Ascendant" and "Wide Shoulders are Unanimous." This dress became so in demand that a few months after the film was released, even at the height of the stock market crash Macy's sold 15,000 copies of the gown. Eventually the department store claimed that an estimated 500,000 copies were sold in stores nationwide. The "Letty Lynton" look was also replicated by Sears and used as inspiration for fashion patterns.



Letty Lynton didn't just influence retail but also impacted the way people thought. Shortly after the film's release a British Vogue article from April 1933 gave the film full credit to its influence on film culture asking the question "Does Hollywood Create?" The article also validated Hollywood costume and moved it away from the stigma of being vulgar and fashion. Adrian spoke of this impact saying "The first time I became conscious of the terrific power of the movies was some months after Letty Lynton was released. I came to New York and found that everyone was talking about the Letty Lynton dress...who would have thought that my entire reputation as a designer would rest on Joan Crawford's shoulders"

# Trend Setting Films

The films I am featuring have been the most impactful on trend adoption.

They are primarily from the 19th century with some from the 20th century.

**Rebel without a Cause - 1955**

**The Seven Year Itch - 1955**

**Letty Lynton - 1932**

**Bonnie and Clyde - 1967**

**It Happened One Night - 1934**

**Breakfast at Tiffanys - 1961**

**Basic Instinct - 1992**

**Saturday Night Fever - 1977**

**Pretty Woman - 1990**

**Stormy Weather - 1943**

**Annie Hall - 1977**

**American Gigolo - 1980**

**The Great Gatsby - 1974  
& 2013**

**Dr. No - 1962- 2020**

**Morocco - 1930**

**Casablanca - 1942**

**Sabrina - 1954**

**A Place in the Sun- 1951**

**My Fair Lady - 1964**

**Dirty Dancing - 1987**

**Cry Baby - 1990**

**Out of Africa - 1985**

**Moonrise Kingdom - 2012**

**Pretty in Pink - 1986**

**Wizard of OZ - 1939**

**The Hunger Games - 2012**

**Twilight - 2008**

**Black Panther - 2018**

**Desperately Seeking Susan - 1985**

**American Hustle - 2013**

**Gone with the Wind - 1939**

**Pretty Woman - 1990**

**Roman Holiday - 1953**

**Clueless - 1995**

**Flash Dance - 1983**

**Fast Times at Ridgemont High - 1982**

**Belle de Jour - 1967**

**Foxy Brown - 1974**

**High Noon - 1952**

**Once upon a time in Hollywood - 2019**

**The Big Sleep - 1946**

**Back to the Future - 1985**

# Implementation Plan



# Marketing Strategy

1



## PUBLISH BOOK

- Partnering with a publisher is the first step
- Need to go through the approval and editing process before I can order any product.

2



## ONLINE PRESENCE

- *Screen to Street* at the beginning of marketing will focus primarily on generating online sales & increasing brand awareness.
- Profiles on Instagram, and Twitter
- Utilizing influencers on Instagram & Tik Tok.

3



## RETAIL PARTNERS

- We will partner with specific retailers & have in store displays
- This will bring in foot traffic & reach a wider audience.

4



## BOOK FAIR

- *Screen to Street* will attend the LA art book festival on April 3-5 2022.
- This will generate sales and increase awareness of the product.

ABOUT

NEW/EVENTS

SHOP

CONTACT

*Screen to Street: Films that Influenced Fashion*



Online sales will be the 1st marketing channel and primary point for generating profit



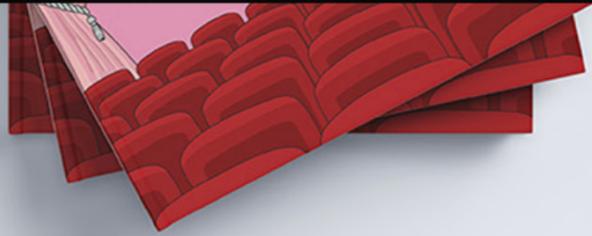


**Screen to Street is an illustrated documentation of the most influential films from the 19th and 20th century that have majorly impacted fashion trends and retail sales.**

We'll make the cutest accent for your home, a great gift, or the perfect addition to your personal collection

*you're invited to*





We'll make the cutest accent for your home, a great gift, or the perfect addition to your personal collection

*you're invited to*





## SCREEN TO STREET

*Films that influenced Fashion*

★★★★★ 10 Reviews

**\$25.00 USD**

- 1 +

 ADD TO CART

From James Dean in *Rebel without a Cause*, Alicia Silverstone in *Clueless*, and John Travolta in *Saturday Night Fever*--Specific styles within films have significantly impacted fashion trends and retail sales. Stylishly illustrated, smartly written, this book will educate and



From James Dean in Rebel without a Cause, Alicia Silverstone in Clueless, and John Travolta in Saturday Night Fever--Specific styles within films have significantly impacted fashion trends and retail sales. Stylishly illustrated, smartly written, this book will educate and entertain.

**Details:**

+

# *Preview Book*



# Preview Book



# Social Media Strategy

Social Media Marketing will begin in August 2021 after being approved by the editor and the first samples have been ordered.

We will have profiles on Instagram and Twitter.

At the beginning launch of Screen to Street the online channels will be the primary area for sales and brand awareness.

Alyssa Coscarelli



Instagram

Taylor Hage



Tik Tok

## INFLUENCERS

- *Screen to Street* will partner with specific fashion & social influencers on Instagram and Tik Tok
- This will promote & endorse the product.

## POSTS

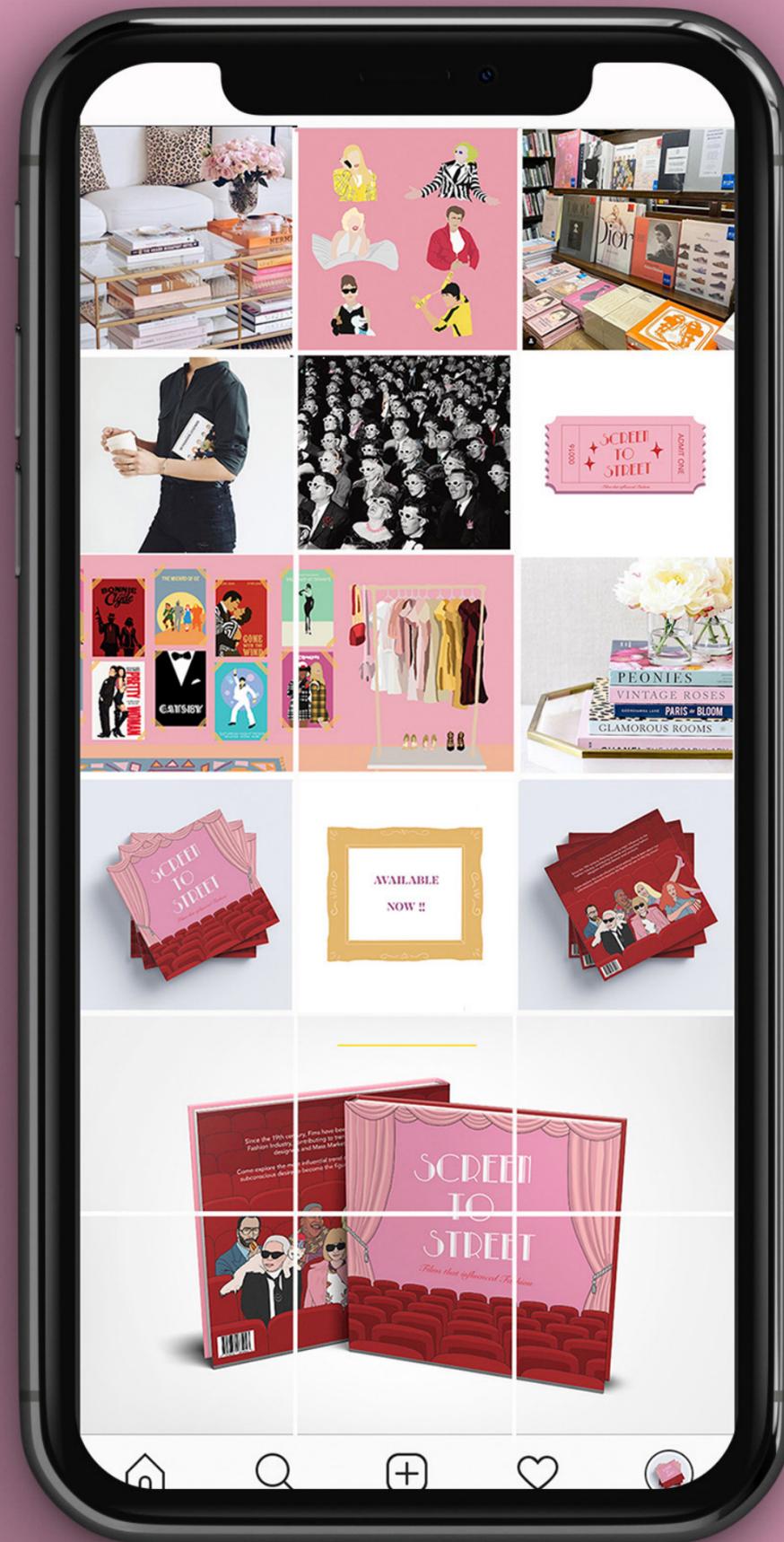
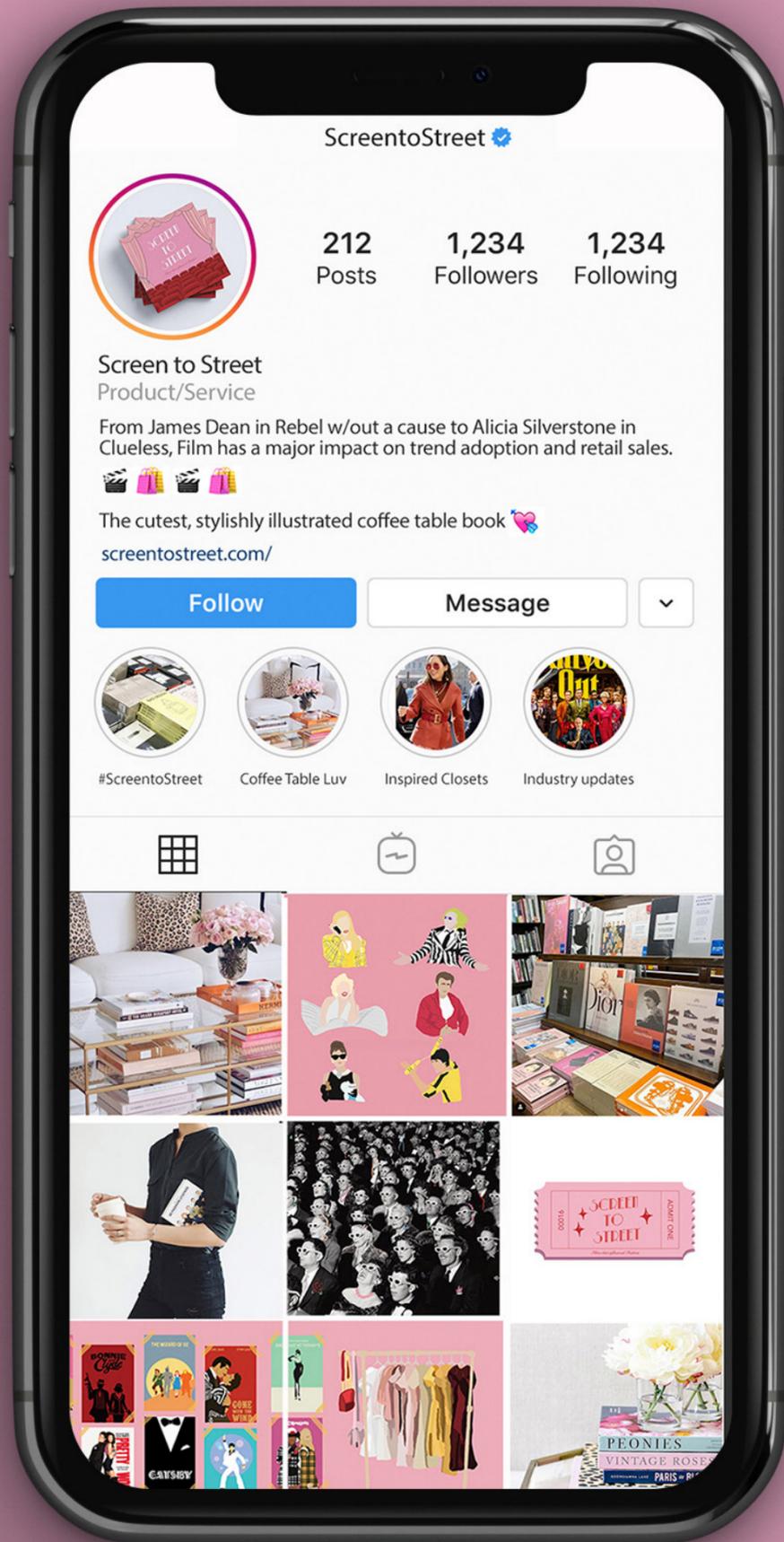
- Posts will be design heavy
- Visually appealing layouts & lifestyle images.
- Targeted to Gen Z and Millennial
- Lighthearted & Personality posts.

## GIVEAWAYS

- Conducted on social media platforms
- Two giveaways within the first year of marketing.
- Will encourage customers to share a post from our page with the chance to win a free book and two free round trip tickets to Hollywood.

## INSTA SHOP

- Instagram page will be registered as a business profile
- Will be approved for Instagram Shopping
- This will allow our curated market to see our product, a description, the price, and a link that directs them to our website.





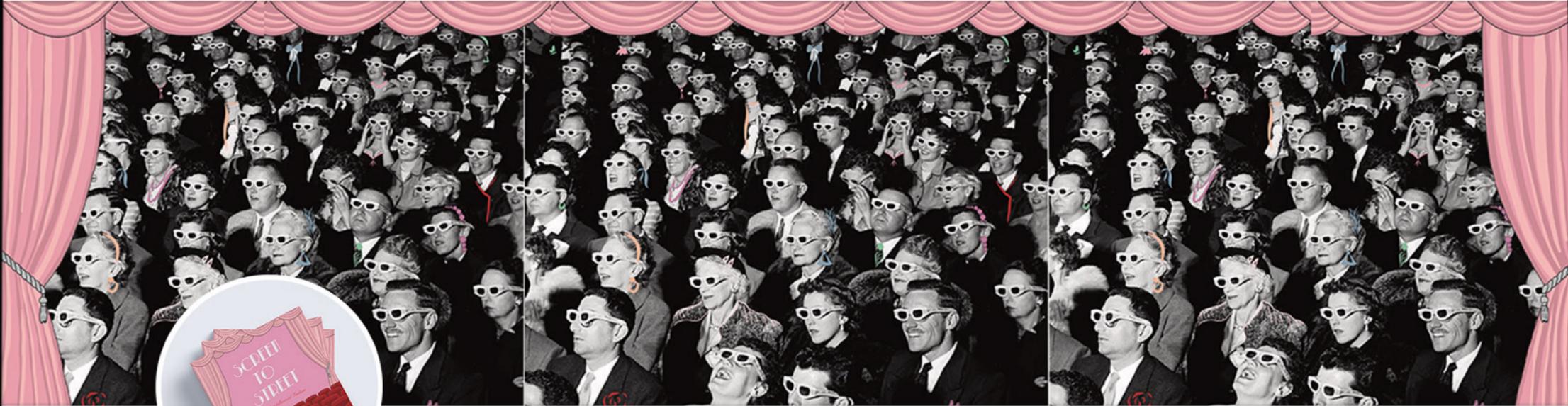
Home

Notifications

Messages

Search Twitter

Tweet



Tweets 125 Following 56 Followers 20K Likes 100

Follow

### Screen to Street

@screentostreet

From James Dean in Rebel w/out a cause to Alicia Silverstone in Clueless, Film has a major impact on trend adoption and retail sales

Hollywood, CA

Tweet to Name

Tweets Tweets & replies Media

Screen to Street @screentostreet · 1 Mar 2019  
Hollywood Stars are often remembered by their signature dress. Learn more in #ScreentoStreet



Who to follow · Refresh · View all

- StylebyLiv @Liv. Follow
- BEN-JAMIN @Ben... Follow
- FilmsbyFrank @films. Follow

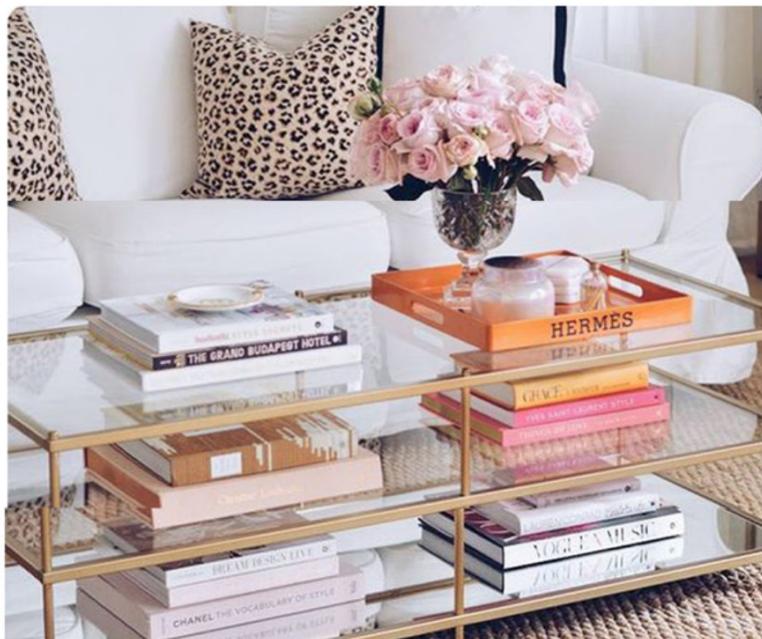
Find people you know

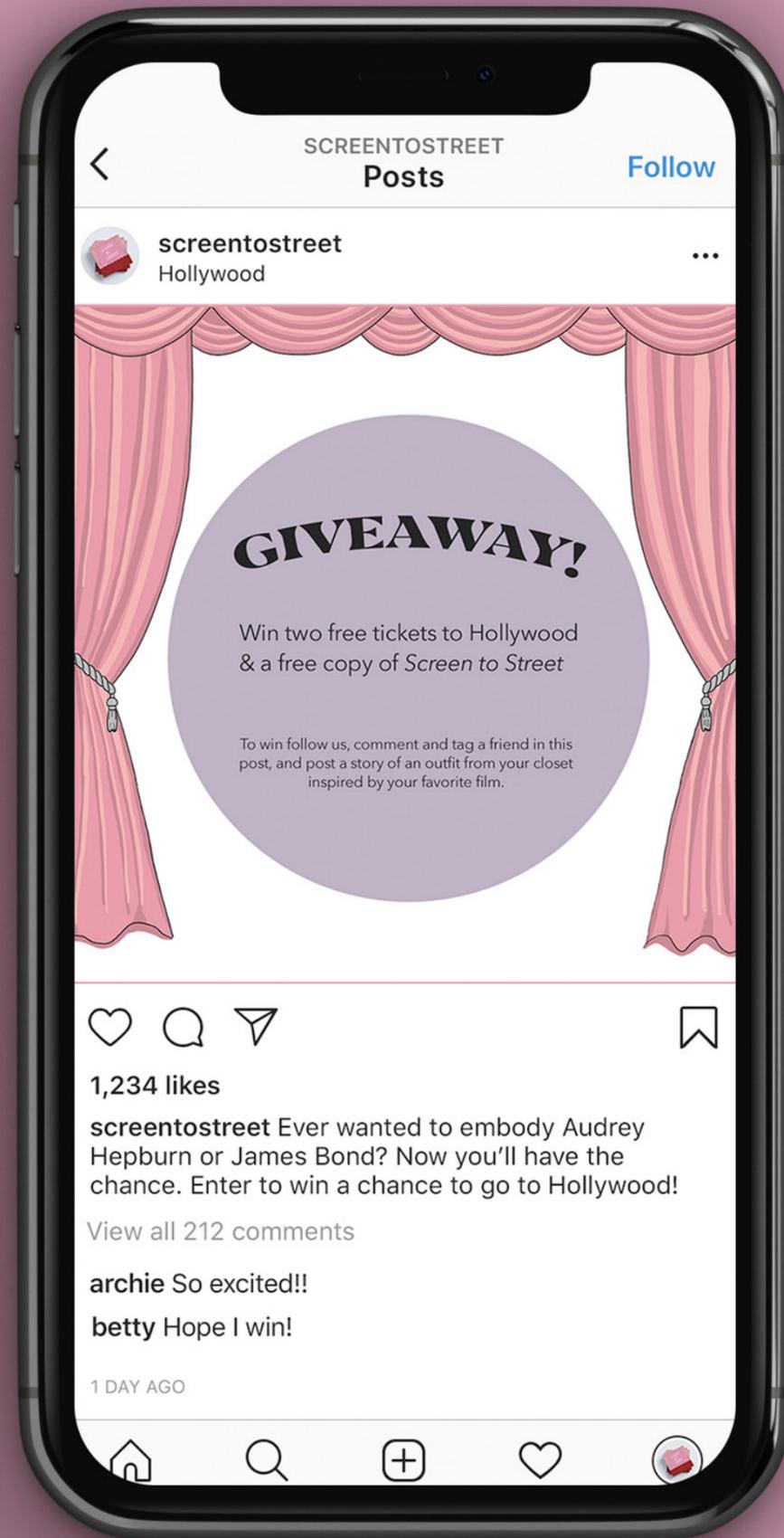




Tweets   Tweets & replies   Media

 **Screen to Street** @screentostreet · 1 Mar 2019  
Share your Stylin Coffee Table #ScreentoStreet





# Retail Partners

**BARNES  
& NOBLE**

NORDSTROM

URBAN OUTFITTERS

★macy's



TARGET

**Feb.  
5**



**Available in store**



**Beginning  
stock  
500/per  
location**

# In Store Display



# LA Art Book Fair

The Geffen Contemporary at MOCA,  
Los Angeles, CA

Friday, April 3, 1 pm-7 pm  
Saturday, April 4, 11 am-7 pm  
Sunday, April 5, 11 am-6 pm  
Free

Presented by Printed Matter, Inc.

*"weekend-long schedule of artist-led programs, including discussions, performances, workshops, book signings, and special projects, offering a dynamic view into contemporary and historical art publishing. With a commitment to diversity and representation, this non-profit event serves as a meeting place for the extended art book community"*

NY Artists Book Fair had 20,000 visitors last year and recently expanded to LA

## Booth



# S

- Niche market with customer base
- Untapped Market
- Visually appealing design
- Influential social media marketing
- Market wants to learn more about topic
- Physical books becoming preferred over e-books



# W

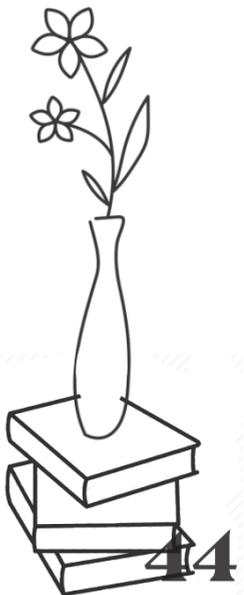
- Publishing Process
- Getting noticed within the market
- Only generating US based sales
- Generating awareness from niche market
- Coffee Table books often impulse buys

# O

- Art books appeal to consumers
- Simple read for all ages
- Online shopping successful form of retail
- Great interior design element
- Potential to expand product line

# T

- Physical bookstores declining
- Competition from more successful coffee table books
- Low product price point
- Competing with Amazon



# Financials



# Production Budget

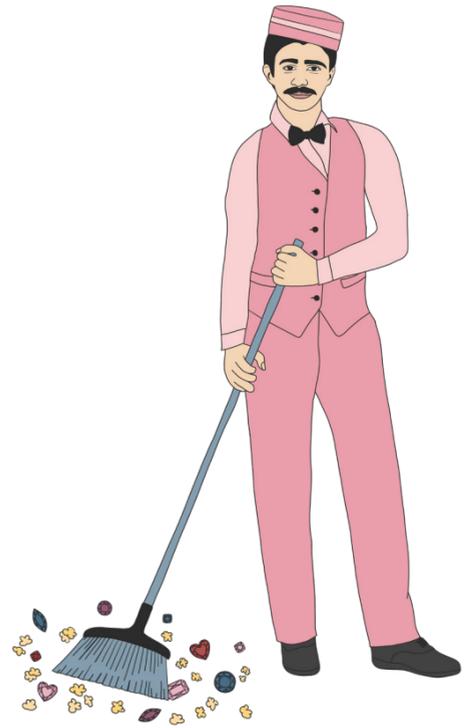
Item	\$
Copyright registration fee	35
Copyright	35-55
Illustrators	1,000
Editor	1,200
Sample order (17)	561
Inventory (100 copies)	3,300
Restock (300 copies)	9900

**Publishing  
Companies will  
pay for  
editing,  
proofreading,  
designing, and  
marketing**

# Marketing Budget

Item	\$
Website Domain	49/month
Professional Photographer	2000
Influencer compensation	50/post
Social Media Employee	20/hr
Customer Service Employee	20/hr
Giveaway merch	66
Two round trip tickets to LA	800
Interior/Production Designer	20,000
Booth merchandise	80

# Conclusion



## Sales



Annual Revenue

Cost of Goods Sold

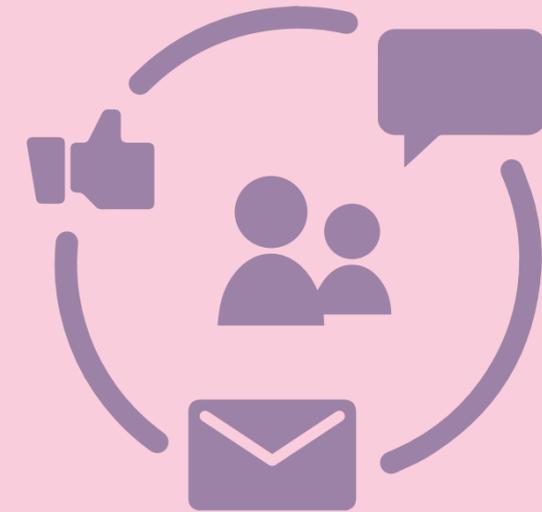
Shopping Cart Abandonment Rate

Conversion Rate

Average Margin

Number of Transactions

## Marketing



Site Traffic

Social Media Engagement

Followers on Social

Hashtag shares

# of Giveaway participants

Bounce Rate

Average session duration

Net Promoter Score

Return on Investment

# Opportunities for Growth

## Expanding Product Line

After the success of *Screen to Street: Films that Influenced Fashion*, I will begin working on the 2nd book about Television shows that influenced fashion and the 3rd book about public idols that influenced fashion.

## Sister Blog

Once engagement with *Screen to Street* consumers increases our brand will come out with a blog with weekly updates about films not mentioned in the book that influences fashion trends. This will be a more accessible channel for customers and generate traffic to our online and in store sites.

## Netflix Doc

Similar to the documentary series on Netflix, *The Films that Made Us*, our company will partner with the same producers and come out with *The Films that Made our Wardrobes*.

# Conclusion

*Screen to Street*, is a visual, illustration based coffee table created to be an easy read for all ages. The ultimate goal of the product is to shed light on niche topic and filling in a gap within the industry. It is intended to be educational yet entertaining. Success for *Screen to Street* is based on our annual revenue and profit, customer engagement, and marketing techniques. Potential challenges could be the decline of bookstores or lack of an audience.

Screen to Street expects to succeed within the coffee table book industry and expand within the next 5 years to release more books of similar topics, come out with a interactive blog, and spin off into a limited series.

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# SCREEN TO STREET

*Films that influenced Fashion*

**Alyssa Davis**

**Prof Don Levy**

**FASM 430**

