
Finding Aid to the Koret of California Records, 1941-2004

Finding Aid written by Jeffrey P. Sahaida

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Collection Number: BANC MSS 2010/774

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Date Completed:

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Collection Summary

Collection Title: Koret of California records

Date (inclusive): 1941-2004

Collection Number: BANC MSS 2010/774

Creator: Koret of California

Extent: Number of containers: 17 oversize boxes, 2 cartons, 1 box
Linear feet: 9.7 linear feet

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Abstract: The Koret of California records document the fashion history of the company, as represented in its rich collection of photographs, portfolios, and advertisements - all of which illustrate the cultural impact and longevity of the company in the fashion industry.

Languages Represented: Collection materials are in English

Physical Location: Many of the Bancroft Library collections are stored offsite and advance notice may be required for use. For current information on the location of these materials, please consult the Library's online catalog.

Access

Collection is open for research.

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Preferred Citation

[Identification of item], Koret of California Records, BANC MSS 2010/774, The Bancroft Library, University of California, Berkeley.

Alternate Forms Available

There are no alternate forms of this collection.

Indexing Terms

The following terms have been used to index the description of this collection in the library's online public access catalog.

Koret of California--Archives

Koret, Joseph, d. 1982

Koret, Stephanie, d. 1978

Fashion--California--History--20th Century

Jews--California--San Francisco Bay Area

Photographs.

Clippings.

Acquisition Information

The Koret of California records were transferred to The Bancroft Library from the Judah L. Magnes Museum in 2010.

Accruals

No additions are expected.

System of Arrangement

Arranged to the folder level.

Processing Information

Processed by Jeffrey Sahaida in 2013.

Organizational History

In 1938, Joseph and Stephanie Koret founded Koret of California, a women's apparel company, in San Francisco, California. Joseph was the salesman and promoter for the company, while Stephanie was in charge of the design end of the business. In 1946, the company introduced the Koret Trikskirt, a pleated skirt, which sold several million pieces.

In the early 1960s, Koret made a major breakthrough when it developed the Koratron permanent press process, which was used to put permanent pleats into clothing. Koret, soon after, licensed the process to many companies, including Levi Strauss. By the mid-1960s, Koret's royalty revenues from its Koratron process had overtaken revenues from its clothing sales. As such, the company went public and changed its name to Koracorp Industries, Inc. In 1966, Stephanie Koret retired from the company. She later died in 1978.

Over the next several years, royalty revenues from the Koratron patent declined as other companies developed their own processes. After a series of unsuccessful acquisitions, the company was near bankruptcy by 1973. Joseph Koret persuaded Thaddeus Taube, a board member and friend, to take over as CEO in an effort to revitalize the company. Joseph Koret took the post as chairman emeritus. By the mid-1970s, Koracorp had recovered value, thanks to real estate investments and new clothing lines, such as the denim sportswear line - Koret City Blues. Joseph Koret died in 1982.

In 1979, Levi Strauss bought Koracorp. Under Levi Strauss, the Koret label continued - developing new profitable lines, such as the Flatter Fit pant. In 1986, Koret management, along with other investors, acquired the label from Levi Strauss, through a leveraged buy out.

Throughout the 1990s, Koret remained an independent private company and continued producing its various women's wear lines. In 1999, Kellwood Company acquired Koret as a subsidiary.

Scope and Content of Collection

The Koret of California Records consist primarily of administrative and advertising materials. The records are divided into two series:

- Series I: Administrative
- Series II: Publicity

The administrative files consist of materials documenting the administrative and functional mission of Koret of California. Administrative files include: organizational files, financial materials, clothing design photographs, and clothing line portfolios.

The publicity files contain a variety of materials relating to the public relations and advertising functions of Koret of California including clippings, articles, news releases, catalogs, scrapbooks, photographs, and video cassettes.

Series 1 **Administrative 1941-2004**

Physical Description: Carton 1; Carton 2, folders 1-6; Oversize Boxes 1-7; Oversize Box 8, folder 1; Oversize Boxes 9-14

Arrangement

Folders are arranged in alphabetical and/or chronological order, where appropriate.

Scope and Content Note

This series consists of a variety of materials related to the administrative and functional mission of Koret of California - including organizational files (annual reports, asset appraisements, board minutes); financial materials; clothing design photographs (original photographs of prototype clothing); and clothing line portfolios (photographs of seasonal Koret lines, along with cloth swatches).

Organizational Files

Carton 1, Folder 1
Carton 1, Folder 2
Carton 1, Folder 3
Carton 1, Folder 4-5
Carton 1, Folder 6
Carton 1, Folder 7
Carton 1, Folder 8
Carton 1, Folder 9
Carton 1, Folder 10
Carton 1, Folder 11
Carton 1, Folder 12
Carton 1, Folder 13
Carton 1, Folder 14
Carton 1, Folder 15
Carton 1, Folder 16
Carton 1, Folder 17

Annual and Interim Reports 1966-1975**Appraisal of Koret of California 1958****Appraisal of Marlon, Incorporated 1957****Appraisal of Textile Service Company 1957****Appraisal of Textile Service Company, Sub-contract Plants 1958****Articles, By-Laws, and Board Minutes of Francisca of California 1946-1950****Articles, By-Laws, and Board Minutes of Koret Manufacturing Company 1941-1953****Bank Book, Crocker First National 1947****General Correspondence, Memorandums, Notes - includes, Identity Program and New Formats 1965-1968****Koret, Joseph - General Correspondence and News Clippings 1964, 1972-1976****Marketing, Cooperative Advertising Plan 1968****Marketing, Cooperative Advertising Program 1995****Marketing, Harvest Party 1972-1973****Marketing, Merino Wool, Korapel, Teflon Program 1997****Marketing, Terok - Champagne Vacation Promotion 1972****Marketing, Universal, Koret Promotion 1992****Clothing Design Photographs**

Carton 1, Folder 18
Carton 1, Folder 19
Carton 1, Folder 20
Carton 1, Folder 21
Carton 1, Folder 22
Carton 1, Folder 23
Carton 1, Folder 24
Carton 1, Folder 25
Carton 1, Folder 26

Two Piece Outfits, CAT #1 - CAT #194 1947-1973**Dresses, CAT #195 - CAT #300 1951-1971****Pleated Dresses, CAT #301 - CAT #328 1952-1966****Denim, CAT #329 - CAT #370 1943-1971****Jackets, CAT #371 - CAT #398 1951-1972****Tunics, CAT #399 - CAT #421 1945-1971****Francisca, CAT #422 - CAT #446 1963-1976****Skirts, CAT #447 - CAT #463 1946-1973****Swimsuits, CAT #464 - CAT #477 1946-1963**

Carton 1, Folder 27	Trix Skirt (Trikskirt), CAT #478 - CAT #490 1951-1963
Carton 1, Folder 28	Holiday, CAT #491 - CAT #555 1951-1973
Carton 1, Folder 29	Lace, CAT #556 - CAT #568 1951-1969
Carton 1, Folder 30	Popcorn, CAT #569 - CAT #606 1951-1971
Carton 1, Folder 31	Full Skirt, CAT #607 - CAT #633 1954-1960
Carton 1, Folder 32	Pleated Garments, CAT #634 - CAT #700 1946-1972
Carton 1, Folder 33	Vests, CAT #701 - CAT #727 1946-1972
Carton 1, Folder 34	Skirt, CAT #728 1959
Carton 1, Folder 35	Pants and Shorts, CAT #729 - CAT #767 1950-1973
Carton 1, Folder 36	Hats, CAT #768 - CAT #774 1973
Carton 1, Folder 37	Jackets, Dresses, Skirts, Tops, CAT #775 - CAT #783 1952-1973
Carton 1, Folder 38	Sweaters, CAT #784 - CAT #940 1945-1984
Carton 1, Folder 39	Tops and Bottoms, CAT #1411 - CAT #1439 1983-1984
Carton 1, Folder 40	Francisca, CAT #1440 - CAT 1474 1974-1984
Carton 1, Folder 41	Denim, CAT #1475 - CAT #1515 1977-1981
Carton 1, Folder 42	Top, CAT #1516 1981
	Clothing Line Portfolios, Prints and Swatches
Oversize Box 1, Portfolio 1	Koret Clothing Line Portfolio 1945-1946
Oversize Box 1, Portfolio 2	Koret Clothing Line Portfolio 1947-1948
Oversize Box 2, Portfolio 1	Koret Clothing Line Portfolio 1949-1950
Oversize Box 2, Portfolio 2	Koret Clothing Line Portfolio 1950
Oversize Box 3, Portfolio 1	Koret Clothing Line Portfolio 1951
Oversize Box 3, Portfolio 2	Koret Clothing Line Portfolio 1951
Oversize Box 4, Portfolio 1	Koret Clothing Line Portfolio 1951-1952
Oversize Box 4, Portfolio 2	Koret Clothing Line Portfolio 1952
Oversize Box 5, Portfolio 1	Koret Clothing Line Portfolio 1953
Oversize Box 5, Portfolio 2	Koret Clothing Line Portfolio 1954-1955
Oversize Box 6, Portfolio 1	Koret Clothing Line Portfolio 1955
Oversize Box 6, Portfolio 2	Koret Clothing Line Portfolio 1955

Oversize Box 7, Portfolio 1	Koret Clothing Line Portfolio 1955
Oversize Box 7, Portfolio 2	Koret Clothing Line Portfolio 1955
Carton 1, Folder 43	Kellwood's Beliza Line 2003-2004
Oversize Box 8, Folder 1	Beliza Sketch Designs 2004
Carton 1, Folder 44	Colored Key Portfolio undated
	Clothing, General
Carton 1, Folder 45-46	Hang Tags and Labels circa 1970-2000
Carton 2, Folder 1-2	Hang Tags and Labels (continued) circa 1970-2000
Carton 2, Folder 3	Hang Tags and Labels, Botany Line 1959
Carton 2, Folder 4	Hang Tags and Labels, Koratron 1968
Carton 2, Folder 5	Hang Tags and Labels, Koratron Pre-Print Inventory Blank 1968
Carton 2, Folder 6	Loose Hang Tags and Labels circa 1950-1970
	Financial Ledgers
Oversize Box 9, Ledger 1	Billing and Transfer Ledger 1943-1947
Oversize Box 9, Ledger 2	Vouchers Payable Ledger 1943-1947
Oversize Box 10, Ledger 1	Koret Knit Contractors, Backing Sheets 1945
Oversize Box 11, Ledger 1	Textile Service Company, Cash and Journal Ledger 1945-1947
Oversize Box 12, Ledger 1	GEM Realty Corporation Ledger 1945-1963
Oversize Box 13, Ledger 1	Cash in Bank Ledger 1950-1961
Oversize Box 14, Ledger 1	General Journal Ledger 1959-1963

Series 2 **Publicity circa 1945-2004**

Physical Description: Carton 2, folders 7-47; Oversize Box 8, folders 2-5; Oversize Boxes 15-17; Box 1

Arrangement

Folders are arranged in alphabetical and/or chronological order, where appropriate.

Scope and Content Note

This series consists of materials related to the public relations and advertising functions of Koret of California - including advertising campaign materials (clippings, articles, news releases); catalogs; scrapbooks; photographs (for public release and of internal functions); and video cassettes (production videos, sales presentations, focus groups, and various other promotions).

Advertising - Campaign Clippings, Articles, News Releases

Oversize Box 15, Folder 1	Advertising Clippings and Articles 1947-1948
Carton 2, Folder 7	Advertising Clippings and Articles 1949
Carton 2, Folder 8	Advertising Clippings and Articles 1951
Carton 2, Folder 9	Advertising Clippings and Articles 1952
Carton 2, Folder 10	Advertising Clippings and Articles 1953
Carton 2, Folder 11	Advertising Clippings and Articles 1954

Carton 2, Folder 12	Advertising Clippings and Articles 1955
Carton 2, Folder 13	Advertising Clippings and Articles 1956
Carton 2, Folder 14	Advertising Clippings and Articles 1957
Carton 2, Folder 15	Advertising Clippings and Articles 1958
Carton 2, Folder 16	Advertising Clippings and Articles 1959
Oversize Box 15, Folder 2	Advertising Clippings and Articles 1951-1959
Oversize Box 15, Folder 3	Advertising Clippings and Articles 1958-1959
Oversize Box 15, Folder 4	Advertising Clippings and Articles circa 1951-1959
Carton 2, Folder 17	Advertising Clippings and Articles circa 1951-1959
Carton 2, Folder 18	Advertising Clippings and Articles 1960
Carton 2, Folder 19	Advertising Clippings and Articles 1962
Carton 2, Folder 20	Advertising Clippings and Articles 1964
Oversize Box 15, Folder 5	Advertising Clippings and Articles 1964
Carton 2, Folder 21	Advertising Clippings and Articles 1965
Oversize Box 15, Folder 6	Advertising Clippings and Articles 1965
Carton 2, Folder 22	Advertising Clippings and Articles, William K. Warnock 1965
Carton 2, Folder 23-27	Advertising Clippings and Articles 1966
Oversize Box 15, Folder 7	Advertising Clippings and Articles 1966
Carton 2, Folder 28	Advertising Clippings and Articles 1967
Carton 2, Folder 29	Advertising Clippings and Articles 1968
Oversize Box 15, Folder 8	Advertising Clippings and Articles 1967-1968
Oversize Box 15, Folder 9	Advertising Clippings and Articles 1970-1978
Carton 2, Folder 30	Advertising Clippings and Articles 1987, 1995
Carton 2, Folder 31	Advertising Clippings and Articles undated
Oversize Box 15, Folder 10	Advertising Clippings and Articles undated
	Advertising - Catalogs
Oversize Box 8, Folder 2	1987-1988 Season 1987
Carton 2, Folder 32	1995 Season 1994-1995
	Advertising - Scrapbooks
Oversize Box 8, Folder 3	Untitled, Botany Line circa 1959

Oversize Box 8, Folder 4	What's the Attraction circa 1960
Carton 2, Folder 33-34	Adler, Jerry Scrapbook 1961-1965
Carton 2, Folder 35	Ideas Unlimited undated
Oversize Box 8, Folder 5	Running Numbers undated
	Photographs
Carton 2, Folder 36	Art, General Photographs undated
Carton 2, Folder 37	Foster, John undated
Carton 2, Folder 38	Koret, Joseph - General Events circa 1950-1970
Carton 2, Folder 39	Koret, Joseph - Head Shots circa 1950-1970
Carton 2, Folder 40	Koret, Stephanie circa 1945-1955
Carton 2, Folder 41	Maid of Cotton, Fashion Show 1965
Carton 2, Folder 42	Partida, Richard undated
Carton 2, Folder 43	Sales Contest - Koret, Joseph; Koret, Stephanie; and others circa 1960-1965
Carton 2, Folder 44	Warnock, William K. circa 1965
	Photograph Albums
Carton 2, Folder 45	Untitled Award's Ceremony circa 1980-1989
Carton 2, Folder 46-47	Untitled Event circa 1980-1989
	Video Cassettes
Oversize Box 16, Cassette 1	Bratton, Fern - Motivator, Educator, Entertainer undated
Oversize Box 16, Cassette 2	Bratton, Fern and Kelly Burns - Muskegon Store Tour undated
Oversize Box 16, Cassette 3	California School of Professional Fabric Design, Rotary Screen Heat Transfer Printing undated
Oversize Box 16, Cassette 4	CHH Video - July 2, 1993 1993
Oversize Box 16, Cassette 5	CHH Video - August 9, 1993 1993
Oversize Box 16, Cassette 6	Design Segments - October 7, 1998 1998
Oversize Box 16, Cassette 7	Design Segments - October 7, 1998 1998
Oversize Box 16, Cassette 8	Dillard's Broadcast Rundown - March 12, 1999 1999
Oversize Box 16, Cassette 9	Essence of Retail undated
Oversize Box 16, Cassette 10	Fashion Specialist undated
Oversize Box 16, Cassette 11	Flatter Fit undated
Oversize Box 16, Cassette 12	Flatter Fit undated

Oversize Box 16, Cassette 13	Focus Groups, May/June 2004
Oversize Box 16, Cassette 14	Focus Groups, May/June 2004
Oversize Box 16, Cassette 15	Focus Groups, May/June 2004
Oversize Box 16, Cassette 16	Home Shopping Show Clips undated
Oversize Box 16, Cassette 17	JC Penney and Koret Flatter Fit Pant undated
Oversize Box 16, Cassette 18	Korapel - June 20, 1995 1995
Oversize Box 16, Cassette 19	Korapel - January 8, 1998 1998
Oversize Box 16, Cassette 20	Korapel undated
Oversize Box 16, Cassette 21	Korapel, Koret Introduces undated
Oversize Box 16, Cassette 22	Korapel, News Clips undated
Oversize Box 16, Cassette 23	Koret, 1938-1998 circa 1998
Oversize Box 16, Cassette 24	Koret, Fall 1987 - Dupont Solos Renaissance 1987
Oversize Box 16, Cassette 25	Koret, Fall 1987 - Sales Meeting Presentation 1987
Oversize Box 16, Cassette 26	Koret, Fall 1989 1989
Oversize Box 16, Cassette 27	Koret, Spring/Summer 1988 - Women's Sizes 1988
Oversize Box 16, Cassette 28	Land's End Productions, Demo Reel - November 6, 2003 2003
Oversize Box 17, Cassette 1	Levey Marketing, Women's Apparel undated
Oversize Box 17, Cassette 2	Muppet Meeting Films undated
Oversize Box 17, Cassette 3	Napa Studio Program undated
Oversize Box 17, Cassette 4	Napa Valley, Dillard's Medialink - January 21, 1993 1993
Oversize Box 17, Cassette 5	Napa Valley, Dillard's - September 21, 1993 1993
Oversize Box 17, Cassette 6	Napa Valley, Dillard's - September 21, 1993 1993
Oversize Box 17, Cassette 7	Napa Valley, Dillard's, Kim Williams - March 30, 1994 1994
Oversize Box 17, Cassette 8	Napa Valley, Dillard's - March 18, 1997 1997
Oversize Box 17, Cassette 9	Napa Valley, Dillard's - October 14, 1997 1997
Oversize Box 17, Cassette 10	Napa Valley - March 17, 1998 1998
Oversize Box 17, Cassette 11	Napa Valley, Dillard's - October 21, 1998 1998
Oversize Box 17, Cassette 12	Napa Valley - October 1998 1998
Oversize Box 17, Cassette 13	Napa Valley - October 1998 1998

Oversize Box 17, Cassette 14	Napa Valley, Dupont Teflon (Beta) - October 1998 1998
Oversize Box 17, Cassette 15	Napa Valley - March 12, 1999 1999
Oversize Box 17, Cassette 16	Napa Valley - March 15, 2000 2000
Oversize Box 17, Cassette 17	Napa Valley, Dillard's - March 20, 2002 2002
Oversize Box 17, Cassette 18	Napa Valley, Spring/Summer 2004
Oversize Box 17, Cassette 19	Napa Valley, Spring/Summer 2004
Oversize Box 17, Cassette 20	Napa Valley Program undated
Oversize Box 17, Cassette 21	Napa Valley / Napa Studio programs undated
Oversize Box 17, Cassette 22	Petites and Women's Sizes, Individual Presentations 1988
Oversize Box 17, Cassette 23	Print Production - March 12, 1999 1999
Oversize Box 17, Cassette 24	Saks Production, January 1999 1999
Oversize Box 17, Cassette 25	Separate Impressions, American with Alka Seltzer undated
Box 1, Cassette 1	Separate Impressions, Pant Video undated
Box 1, Cassette 2	Separate Impressions, Pant Video undated
Box 1, Cassette 3	Separate Impressions, Whatever Shape - Flatter Fit undated
Box 1, Cassette 4	Webb/Rich Assoc., The Quality of Style - December 19, 1985 1985
Box 1, Cassette 5	Wessling Creative and Bars-N-Tone undated
Box 1, Cassette 6	What Having Fun is All About, Universal Studios Spot undated