Finding Aid for the Guy Trebay Collection of Fashion Ephemera, 2000-2005

Processed by Cristina Favretto; machine-readable finding aid created by Caroline Cubé.  
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Descriptive Summary

Title: Guy Trebay Collection of Fashion Ephemera
Date (inclusive): 2000-2005
Collection number: 459
Creator: Trebay, Guy, 1952-
Extent: 9 boxes (4.5 linear ft.) 2 oversized boxes.
Language: Finding aid is written in English.
Repository: University of California, Los Angeles. Library. Department of Special Collections.
Los Angeles, California 90095-1575
Physical location: Stored off-site at SRLF. Advance notice is required for access to the collection. Please contact the UCLA Library, Department of Special Collections Reference Desk for paging information.

Restrictions on Access
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Provenance/Source of Acquisition
Gift of Guy Trebay, June 2005.

Preferred Citation
[Identification of item], Guy Trebay Collection of Fashion Ephemera (Collection 459). Department of Special Collections, Charles E. Young Research Library, UCLA.

UCLA Catalog Record ID
UCLA Catalog Record ID: 5617049

Biography
Guy Trebay is a columnist and senior editor at the New York Weekly The Village Voice. He writes frequently for The New Yorker, Vibe, Conde Nast Traveller, Grand Street, and many other national publications.

Scope and Content
Collection consists of ephemera, catalogs, publications, invitations, and other materials having to do with Trebay's involvement with the world of couture and ready-to-wear fashion from the year 2000 onwards. It also contains materials which help document his articles on fashion shows for the New York Times, the Village Voice, and other publications. Particular emphasis is placed on French, Italian, and U.S. designers, although other countries are represented.

Organization and Arrangement
Arranged in the following series:
1. Fashion ephemera, Invitations
2. Publications.

Materials are in English, Italian, French and Japanese.

Physical Characteristics and Technical Requirements
COLLECTION CONTAINS DIGITAL MATERIALS: Special equipment or further processing may be required for viewing. To access digital materials you must notify the reference desk in advance of your visit.

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

Subjects
Trebay, Guy, 1952--Archives.
Clothing and dress --History --21st century --Archival resources.
Fashion shows --Archival resources.
Genres and Forms of Material
  Ephemera.

Fashion ephemera 2004-2006
  Scope and Content Note
  Includes brochures, invitations, promotional films, lists, posters, and pamphlets pertaining to
  the New York, Milan, Paris, and London fashion shows spanning primarily the fall, winter, and
  spring men's and women's collections. Designers and groups represented include
  Balenciaga, Roberto Cavalli, Christian Dior, Etro, Fendi, DSquared, Stella McCartney, Anna
  Sui, Louis Vuitton, Yohji Yamamoto and others.
  Physical Characteristics and Technical Requirements
  SERIES CONTAINS DIGITAL MATERIALS: Special equipment or further processing may be
  required for viewing. To access digital materials you must notify the reference desk in
  advance of your visit.
  Arrangement
  Alphabetical by designer name.

Box 1, Folder 1  Abercrombie & Fitch n.d.
  Physical Description: Catalog

Box 1, Folder 2  Ardrover, Miguel 2004
  Scope and Content Note
  Electronic media--one DVD entitled "The Surreal World", one CD entitled "The Americans"

Box 1, Folder 3  A.P.C. Catalog 2005 Winter
  Scope and Content Note
  Spiral bound winter line collection catalog

Box 1, Folder 4  Atwood, Brian 2005 Spring-Summer
  Scope and Content Note
  Cloth bound shoe catalog

Box 1, Folder 5  Balenciaga 2005
  Scope and Content Note

Box 1, Folder 6  Berardi, Antonio 2005 Spring-Summer
  Scope and Content Note
  3-d glasses and bookmark invitation to Berardi's pret-a-porter collection show.

Box 1, Folder 7  Burberry n.d.
  Scope and Content Note
  Fold out map of Milan center, bound in Burberry plaid.

Box 1, Folder 8  Caovilla, Rene n.d.
  Scope and Content Note
  Invitation to fashion show in the shape of a Venetian mask
| Box 1, Folder 9 | Celine n.d. | Scope and Content Note  
| Postcard invitation to Summer 2005 fashion show in Paris. |
| Box 1, Folder 10 | Chalayan, Hussein 2005 | Scope and Content Note  
| Postcard invitation to spring/summer 2005 fashion show in Paris. |
| Box 1, Folder 11 | Chanel 2004/2005 Winter/Spring | Scope and Content Note  
| Publicity booklet for launch of new Chanel Cristalle Gloss lipstick, prêt-à-porter portfolio of b&w photographs. Includes one CD of images. |
| Box 1, Folder 12 | Circolo Marras n.d. | Scope and Content Note  
| "Reclaimed" sheet music with announcement to Circolo Marras fashion show in Milan. |
| Box 1, Folder 13 | Commes des Garcons 2005 | Scope and Content Note  
| Various invitations to Comme des Garcons in Paris, large poster of CdG show at Brooklyn Academy of Music and other locations. |
| Box 2, Folder 1 | Demeulmeester, Ann 2004, October 7 | Scope and Content Note  
| Large poster on onionskin paper announcing Demeulmeester's fashion show in Paris (10/7/05). |
| Box 2, Folder 2 | Dior Homme 2004-2005 | Scope and Content Note  
| Publicity materials advertising the Dior Homme 2004-2005 prêt-à-porter collections. Includes 3 CDs for Summer '05 collection, store opening in Paris; and store opening in Japan. |
| Box 2, Folder 3 | DKNY 1195-1996 and n.d. | Scope and Content Note  
| Various catalogs advertising DKNY ready-to-wear collections. |
| Box 2, Folder 4 | Dolce & Gabbana n.d. | Scope and Content Note  
| A musical greeting card advertising performances by Madonna, Everlast, and Deepdish at the Roseland Ballroom in NYC, with a "Cyber Roundup Installation by Dolce & Gabbana." Note  
| Musical card no longer works. |
| Box 2, Folder 5 | Dsquared 2005-2006 Fall/Winter | Scope and Content Note  
| Embroidered patch advertising fall/winter 2005/2006 women's line; program notes from fashion show; Dsquared press release (2005); "Hot Stories" mock-magazine advertising Dsquared line of clothing. |
Box 2, Folder 6  **Ellis, Perry 2002**  
Scope and Content Note  
Folder of individual photographs of items from Perry Ellis' men's and boy's clothing collections.

Box 2, Folder 7  **Etro 2004-2005**  
Scope and Content Note  

Box 2, Folder 8  **Fendi 2005-2006 Fall/Winter**  
Scope and Content Note  

Box 2, Folder 9  **Ford Modelling Agency 2004, spring/summer**  
Scope and Content Note  
loose cards advertising Ford Agency models; photograph/name on front and measurements on recto of card.

Box 3, Folder 1  **Generra n.d.**  
Scope and Content Note  
Fashion catalog: Generra Polaroids by Kelly Klein 
Note signed by photographer

Box 3, Folder 2  **Gibberson, Tess n.d.**  
Scope and Content Note  
Fashion catalog showcasing models in Gibberson fashions

Box 3, Folder 3  **Gibo Spring/Summer 2005**  
Scope and Content Note  
Invitation to fashion show and poster with map of location (Milan).

Box 3, Folder 4  **Grant, Martin Autumn/Winter 2005-2006**  
Scope and Content Note  
Invitations printed on original Polaroids by mark Borthwick.

Box 3, Folder 5  **Greige Autumn/Winter 2005**  
Scope and Content Note  
"Look Book" of men's casual fashions.

Box 3, Folder 6  **Gucci 2004**  
Scope and Content Note  
Fashion ephemera: Gucci invitation fo fashion show printed on photo of Anne Frank.

Box 3, Folder 6  **Heatherette Tuesday, February 12, no year**  
Physical Description: poster  
Scope and Content Note  
Poster/invitation announcing Heatherette fashion show at Maospace in New York City.
Box 3, Folder 7  \textbf{Hermes October 2004}
Scope and Content Note
Invitation to spring/summer 2004 show; small portfolio containing color images of Hermes dog leashes and collars; portfolio of images for launch of Hermes Cape Cod watch by Koto Bolofo.

Box 3, Folder 8  \textbf{Kokosalaki, Sophia March 1, 2005}
Scope and Content Note
original lithographed invitation to Kokosalaki fashion show in Paris.

Box 3, Folder 9  \textbf{Lagerfeld Gallery Autumn/Winter 2005/2006}
Scope and Content Note
Invitation to Lagerfeld show at Salle Delorme in Paris; two packets of Lagerfeld Gallery Canderel artificial sweetner with silhouette of Karl Lagerfeld; portfolio of images from A/W 2005 fashion show; copy of Lagerfeld's book _The Sled_.

Box 3, Folder 10  \textbf{Levi's n.d.}
Scope and Content Note
Small brochure with images from Levi's Vintage collection.

Box 3, Folder 11  \textbf{LoveSexMoney October 2004}
Scope and Content Note
Invitation to LoveSexMoney fashion show for S/S 2004 collection, in Milan

Box 3, Folder 12  \textbf{Luca Luca Fall/Winter 2004}
Scope and Content Note
Images from F/W 2004 collection.

Box 4, Folder 1  \textbf{Maharishi Autumn/Winter 2004}
Scope and Content Note

Box 4, Folder 2  \textbf{Margiela, Martin October 2004}
Scope and Content Note
Shaped invitation to Margiela fashion show in Paris; "Special Edition" catalog of Margiela fashions.

Box 4, Folder 3  \textbf{Marras, Antonio June 2004}
Scope and Content Note
Announcement for fashion show printed on cardboard and bound with shoelaces; invitation to Marras show printed on wax and bound in frayed crimson ribbon.

Box 4, Folder 4  \textbf{McCartney, Stella Spring/Summer 2002}
Scope and Content Note
Small glossary of Cockney-English and English-Cockney terms; note from McCartney to guests at her fashion show regretting not being able to be there (she had just had a baby); catalog of Stella McCartney for Adidas fashions in perspex box.

Box 4, Folder 5  \textbf{McQueen, Alexander March 2004}
Scope and Content Note
Invitation to McQueen fashion show in Paris; 2 playing cards (one with map of location, another with figure of Joker)' rubber cd holder with invitation to A/W 2004 show.
<table>
<thead>
<tr>
<th>Box 4, Folder 6</th>
<th>Me &amp; Ro 2003</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scope and Content Note</td>
<td></td>
</tr>
<tr>
<td>Look book of Me &amp; Ro jewellery embedded in piece of painted plywood.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 4, Folder 7</th>
<th>Meltin' Pot n.d.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scope and Content Note</td>
<td></td>
</tr>
<tr>
<td>Catalog of Meltin' Pot fashions.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 4, Folder 8</th>
<th>Miele, Carlos Fall/Winter 2005</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scope and Content Note</td>
<td></td>
</tr>
<tr>
<td>2 mounted photos by Guillermo Rodriguez of kettle drum player.</td>
<td></td>
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<tbody>
<tr>
<td>Scope and Content Note</td>
<td></td>
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<tr>
<td>Brochure of Issey Miyake's men's fashions; photos by Naoki Takizawa.</td>
<td></td>
</tr>
</tbody>
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<thead>
<tr>
<th>Box 5, Folder 1</th>
<th>Nike Spring/Summer 2005, Fall/Winter 2005-2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scope and Content Note</td>
<td></td>
</tr>
<tr>
<td>Two hardcover catalogs of Nike men's and women's fashions.</td>
<td></td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th>Box 5, Folder 2</th>
<th>Nudie Jeans 2004</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scope and Content Note</td>
<td></td>
</tr>
<tr>
<td>Promotional information and brochure about naked Jeans Co. (London).</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 5, Folder 3</th>
<th>Owens, Rick March 2004</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scope and Content Note</td>
<td></td>
</tr>
<tr>
<td>Invitations to A/W shows in Paris.</td>
<td></td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th>Box 5, Folder 4</th>
<th>Palombo, Alexsandro September 2003</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scope and Content Note</td>
<td></td>
</tr>
<tr>
<td>Invitation to Women's S/S 2004 collection (with images of Diana Princess of Wales and Dodi El Fayed); two brochures with religious/political imagery interspersed with Palombo fashions. Theme of show is &quot;Christianity, meet Islam.&quot;</td>
<td></td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th>Box 5, Folder 5</th>
<th>Pellat-Fine, Lucien Autumn/Winter 2004/2005</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scope and Content Note</td>
<td></td>
</tr>
<tr>
<td>&quot;Gangs&quot; look book of casual fashions; announcement for &quot;Gangs&quot; fashion launch (includes mss. list of music played during fashion show in N.Y.C.)</td>
<td></td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th>Box 5, Folder 6</th>
<th>People of the Labyrinths Autumn/Winter 2004-05</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scope and Content Note</td>
<td></td>
</tr>
<tr>
<td>Catalog of POTL men's and women's fashions.</td>
<td></td>
</tr>
</tbody>
</table>

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<tr>
<th>Box 5, Folder 7</th>
<th>Prada Spring/Summer 2005</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scope and Content Note</td>
<td></td>
</tr>
<tr>
<td>Invitation in the form of window decals of a variety of household objects.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 6, Folder 1</th>
<th>Quiksilver n.d.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scope and Content Note</td>
<td></td>
</tr>
<tr>
<td>Product catalog in the form of a &quot;surf novella&quot; entitled &quot;What We Do Is Secret.&quot;</td>
<td></td>
</tr>
</tbody>
</table>
Box 6, Folder 2  
**Rabanne, Paco Spring/Summer 2005**  
Scope and Content Note  
Fashion show invitation and program printed on clear mylar; catalog of Paco Rabanne women's fashions and accessories.

Box 6, Folder 3  
**Replay October 2004**  
Scope and Content Note  
Press release in the form of a "connect the dots" coloring book (announcing Milan 2004 fashion show).

Box 6, Folder 4  
**Nina Ricci Spring/Summer 2005**  
Scope and Content Note  
Program for Ricci fashion show.

Box 6, Folder 5  
**Rochas October 2004**  
Scope and Content Note  

Box 6, Folder 6  
**Ruffo 2004**  
Scope and Content Note  
Spiral-bound catalog of Ruffo F/W 2004-2005 collection, showcasing leather and fur garments and accessories.

Box 6, Folder 7  
**Ruiz de la Prada, Agatha 2005**  
Scope and Content Note  
Invitation to RdlP S/S show in Milan.

Box 6, Folder 8  
**Rykiel, Sonia 2004**  
Scope and Content Note  

Box 6, Folder 9  
**Saint Laurent, Yves July 2004**  
Scope and Content Note  
Poster for Fondation Pierre Berge/YSL depicting vintage YSL mini-dress.

Box 6, Folder 9  
**Sander, Jil 2005**  
Scope and Content Note  
Three catalogs from Spring/Summer 2005 shows; one with fold-out close-up photos of models' faces.

Box 6, Folder 10  
**Spade, Kate 2005**  
Scope and Content Note  
Two duodecimo catalogs for Kate Spade Autumn 2005 accessories collection; one is titled "Collect Your Thoughts," the other "Razzle Dazzle."

Box 6, Folder 11  
**Sui, Anna 2005**  
Scope and Content Note  
List of models and dresses from Fall 2005 Anna Sui fashion show.

Box 7, Folder 1  
**Tsumori, Chisato Autumn/Winter 2005-2006**  
Physical Description: plastic toys  
Scope and Content Note  
Two inflatable figures of girls wearing Chisato designs.
Box 7, Folder 2  
**Valentino 2004**  
Scope and Content Note  
Invitation to Valentino R.E.D. Fall 2004 show in NYC, printed on red rubber; graffiti-colored paper bag.

Box 7, Folder 3  
**Versace February 26, 2004/2005**  
Scope and Content Note  
Program for F/W 2004/05 Versace show in Milan.

Box 7, Folder 4  
**Victor & Rolf n.d.**  
Scope and Content Note  
Special issue of "V&R" magazine, which consists of ten years worth of the designers' favorite clippings from magazines and newspapers.

Box 7, Folder 5  
**VPL Fall/Winter 2004**  
Scope and Content Note  
Images from VPL "morphology" collection.

Box 7, Folder 6  
Scope and Content Note  
Two folders containing information on clothes and models in LV Paris fashion shows.

Box 7, Folder 7  
**Wilhelm, Bernhard February 2005**  
Scope and Content Note  
Poster/invitation to Wilhelm fashion show in Paris.

Box 7, Folder 8  
**Yamamoto, Yohji Fall/Winter 2000/2001**  
Scope and Content Note  
Hard-bound volume of clothes from Yamamoto collection and random images (there is an origami paper mask bound in at end of volume); catalog of images from YY collections (n.d.); invitations to YY/Adidas shows in Paris and Milan.

Box 7, Folder 9  
**Zucca Spring/Summer 2005**  
Scope and Content Note  
Accordion-folded poster on gold foil; 2004 "Zucca Travail" catalog.

Box 10, Folder 1  
**Oversized Box 1 1997-2004**  
Scope and Content Note  
Oversized fashion portfolios from MAC cosmetics, Yohji Yamamoto, DKNY Hollywood, (empty) paper and cloth portfolio from Jack Spade show; invitation to Chloe' fashion show printed on sheet of chocolate; small portable fan with "Stella" printed on propeller; pair of Roberto Cavalli men's underwear; Mihara Yasuhiro snow globe, "deck" of Dover Street Market cards.
Box 11, Folder 1

**Oversized Box 2 2003-2004**

- **Physical Description:** boxes containing ephemera
- **Scope and Content Note**
  "mirrored" boxes containing dried rose petals and invitation to Lloyd Klein Spring/summer 2005 collection ("Reflections of madame Gres"); uncategorizable object titled "episode one" from "Surprise Pack" depicting a faux-wooden weighted egg carved with initials on a base depicting a root system.

**Publications 1997-2006**

- **Scope and Content Note**
  Consists of periodicals, souvenir books, and special fashion week publications printed by individual designers, design houses, and other publishers. Titles include "Black Book", "CSNA", "Flaunt", and "Modem."
- **Physical Characteristics and Technical Requirements**
  SERIES CONTAINS DIGITAL MATERIALS: Special equipment or further processing may be required for viewing. To access digital materials you must notify the reference desk in advance of your visit.

**Arrangement**

Arranged alphabetically by title of publication.

Box 8, Folder 1

**Barney's New York: The Love Book 1997**

- **Physical Description:** Perfect-bound book
- **Scope and Content Note**
  Fashion layout in the form of a black and white photographic novella. Includes poster with color photographs of clothes in story.

Box 8, Folder 2

**Bil Bok #22 n.d. [2003]**

- **Scope and Content Note**
  Subtitle: "Magazine des errance contemporaines." Modern photography and design by a variety of contemporary artists.

Box 8, Folder 3

**Black Book 2004**

- **Physical Description:** Plastic-bound books
- **Scope and Content Note**
  Two issues of "Black Book" listing restaurants, bars, clubs, and hotels in New York City and Los Angeles.

Box 8, Folder 4

**2003 CFDA Fashion Awards Monday June 2, 2003**

- **Scope and Content Note**

Box 8, Folder 5

**CSNA Magazine**

- **Physical Description:** n.d.
- **Scope and Content Note**
  Two issues, once "censored" and one uncensored, of a fashion industry publication.

Box 8, Folder 6

**Fidget n.d.**

- **Scope and Content Note**
  Issue of "Fidget" alternative fashion magazine.
Box 8, Folder 7  
**Flaunt Magazine Spring 2995**  
Scope and Content Note  
Spring fashion issue featuring Penelope Cruz. Magazine has a "Sahara" theme.  
Note  
Contains a bag of loose sand and a cotton scarf.

Box 8, Folder 8  
**Flaunt Magazine n.d. [2005]**  
Scope and Content Note  
Undated issue of "Flaunt" magazine; contains a pair of "Cuervo" flip-flops; front cover folds out into a poster with pirate-style artwork in the theme of 2005 "Pirates of the Caribbean" film.  
Note  
Contains bagged rubber flip-flops and package of silica gel.

Box 9, Folder 1  
**London Fashion Week 2005 February 13-17, 2005**  
Scope and Content Note  
Small glossy publication advertising various fashion designers showing during London Fashion Week, February 13-17, 2005. Includes short bios of designers.

Box 9, Folder 2  
**Modem Spring/Summer 2001; Autumn/Winter 2001-2002**  
Physical Description: Two spiral-bound catalogs  
Scope and Content Note  
Issues of "Modem" guides to Paris collection shows. Guides include information on fashion publicists, as well as schedules of art exhibits happening during Paris fashion weeks.

Box 9, Folder 3  
**Modem Spring/Summer 2001**  
Scope and Content Note  
Spiral-bound guide to Paris fashion collections for Spring/Summer 2001 fashion week.

Box 9, Folder 4  
**Kibosh by Terry Richardson n.d.**  
Physical Description: Press kit  
Scope and Content Note  

Box 9, Folder 5  
**Neckface: Satan's Bride 2004**  
Scope and Content Note  
Book of photographs and drawings by artist Neckface.

Box 9, Folder 6  
**Simpson, Coreen: Aboutface 1992**  
Scope and Content Note  
Exhibition catalog of new work by photographer Coreen Simpson.

Box 9, Folder 7  
**Stern, Bert: Fashion Clicks in Vogue 2004**  
Scope and Content Note  
Catalog of commercial fashion photography (mostly showing jewellery on models) by Bert Stern.

Box 9, Folder 8  
**Szabo, Joseph: "Teenage." n.d.**  
Scope and Content Note  
Publicity shot for Szabo's book of photography.

Scope and Content Note
Pamphlet of photographic images by Tobin Yelland, depicting accidents and mishaps, sponsored by Tylenol.