

---

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

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

UCLA Library, Department of Special Collections

Manuscripts Division

Room A1713, Charles E. Young Research Library

Box 951575

Los Angeles, CA 90095-1575

Email: [spec-coll@library.ucla.edu](mailto:spec-coll@library.ucla.edu)

URL: <http://www.library.ucla.edu/libraries/special/scweb/>

© 2008

The Regents of the University of California. All rights reserved.

---

## **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.

**Abstract:** The collection consists of invitations, designer "look books", promotional material, and other fashion ephemera pertaining to the Milan, London, Paris, and New York City fashion shows spanning the years 2001-2005.

**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**

COLLECTION STORED OFF-SITE AT SRLF: Open for research. Advance notice required for access. Contact the UCLA Library, Department of Special Collections Reference Desk for paging information.

### **Restrictions on Use and Reproduction**

Property rights to the physical object belong to the UCLA Library, Department of Special Collections. Literary rights, including copyright, are retained by the creators and their heirs. It is the responsibility of the researcher to determine who holds the copyright and pursue the copyright owner or his or her heir for permission to publish where The UC Regents do not hold the copyright.

### **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**

Loose-leaf "look book" of Balenciaga pret-a-porter collection, empty 2-pocket folder.

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 Garçons 2005**  
                              **Scope and Content Note**  
                              Various invitations to Comme des Carçons show 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**  
    Catalog of 2004-2005 men's ready-to-wear collection.
- Box 2, Folder 8      **Fendi 2005-2006 Fall/Winter**  
    **Scope and Content Note**  
    Plastic envelope with Fendi logo; folder containing loose photographs. One CD of Fendi 2005-2006 men's collections.
- 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 hashion 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      **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      **Kokosalaki, Sophia March 1, 2005**  
    **Scope and Content Note**  
    original lithographed invitation to Kokosalaki fashion show in Paris.
- Box 3, Folder 9      **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 sweetener 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     **Levi's n.d.**  
    **Scope and Content Note**  
    Small brochure with images from Levi's Vintage collection.
- Box 3, Folder 11     **LoveSexMoney October 2004**  
    **Scope and Content Note**  
    Invitation to LoveSexMoney fashion show for S/S 2004 collection, in Milan
- Box 3, Folder 12     **Luca Luca Fall/Winter 2004**  
    **Scope and Content Note**  
    Images from F/W 2004 collection.
- Box 4, Folder 1      **Maharishi Autumn/Winter 2004**  
    **Scope and Content Note**  
    Cloth-bound accordion book of images from men's and women's collections for 2004.
- Box 4, Folder 2      **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      **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      **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      **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.
-

- Box 4, Folder 6      **Me & Ro 2003**  
                                 **Scope and Content Note**  
                                 Look book of Me & Ro jewellery embedded in piece of painted plywood.
- Box 4, Folder 7      **Meltin' Pot n.d.**  
                                 **Scope and Content Note**  
                                 Catalog of Meltin' Pot fashions.
- Box 4, Folder 8      **Miele, Carlos Fall/Winter 2005**  
                                 **Scope and Content Note**  
                                 2 mounted photos by Guillermo Rodriguez of kettle drum player.
- Box 4, Folder 9      **Miyake, Issey Autumn/Winter 2005/2006**  
                                 **Scope and Content Note**  
                                 Brochure of Issey Miyake's men's fashions; photos by Naoki Takizawa.
- Box 5, Folder 1      **Nike Spring/Summer 2005, Fall/Winter 2005-2006**  
                                 **Scope and Content Note**  
                                 Two hardcover catalogs of Nike men's and women's fashions.
- Box 5, Folder 2      **Nudie Jeans 2004**  
                                 **Scope and Content Note**  
                                 Promotional information and brochure about naked Jeans Co. (London).
- Box 5, Folder 3      **Owens, Rick March 2004**  
                                 **Scope and Content Note**  
                                 Invitations to A/W shows in Paris.
- Box 5, Folder 4      **Palombo, Alessandros September 2003**  
                                 **Scope and Content Note**  
                                 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 "Christianity, meet Islam."
- Box 5, Folder 5      **Pellat-Fine, Lucien Autumn/Winter 2004/2005**  
                                 **Scope and Content Note**  
                                 "Gangs" look book of casual fashions; announcement for "Gangs" fashion launch (includes mss. list of music played during fashion show in N.Y.C.)
- Box 5, Folder 6      **People of the Labyrinths Autumn/Winter 2004-05**  
                                 **Scope and Content Note**  
                                 Catalog of POTL men's and women's fashions.
- Box 5, Folder 7      **Prada Spring/Summer 2005**  
                                 **Scope and Content Note**  
                                 Invitation in the form of window decals of a variety of household objects.
- Box 6, Folder 1      **Quiksilver n.d.**  
                                 **Scope and Content Note**  
                                 Product catalog in the form of a "surf novella" entitled "What We Do Is Secret."

- 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**  
Invitation to Rochas S/S 2004 fashion show in Paris, printed on textured cardboard.
- 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 RdIP S/S show in Milan.
- Box 6, Folder 8      **Rykiel, Sonia 2004**  
**Scope and Content Note**  
Black & White catalog of F/W 2004-2005 collection.
- 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**  
                                 **Physical Description:** poster  
                                 **Scope and Content Note**  
                                 Images from VPL "morphology" collection.
- Box 7, Folder 6      **Vuitton, Louis Spring/Summer 2005, Autumn/Winter 2004-2005**  
                                 **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 Parisand 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**  
                                 **Physical Description:** Variety of fashion ephemera in various formats.  
                                 **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**

Hard-bound program for Council of Fashion Designers of America awards for 2003.

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**  
    Press kit for "Kibosh" book of erotic fashion photographs in black folder. Includes one CD of images.
- 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.
-

Box 9, Folder 9

**Yelland, Tobin: "Laugh Now, Cry Later." n.d.**

**Scope and Content Note**

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