

**Contextual Framework:** This sample was a research assignment in my Advanced Reporting course. I was tasked with researching a specific topic for an assigned publication (NYT) and turning it into a multimedia story. The original online formatting could not be changed in the link below however the sample provides enough information. This sample showcases my ability to:

- **Write in AP style**
- **Effectively research information**
- **Fact-check information**
- **Photo editing and formatting**

Fashion Through the Ages: The New York Times

By Cindy Sanchez

*The New York Times*, otherwise known as the NYT, is a New York based Newspaper that was founded on September 18<sup>th</sup>, 1851. First known to the public as the New-York Daily Times, the publication has grown to be recognized all around the world, making its rank at 17<sup>th</sup> by circulation count. Among its historical value and population, The New York Times has won 127 Pulitzer Prizes due to its belief of thoroughness over time. Since the 1970s, The New York Times has expanded its layout by adding special weekly sections on various topics, such as the news, editorials, sports, and features.

Today the paper presents sections such as; News, Editorials/Opinions-Columns, Local (New York) News, Business, Sports, Arts, Science, Travel, Fashion, and Lifestyle. Since Arthur Hays Sulzberger's leadership, the paper began to expand, leading to sections like the Crossword becoming a weekly regular in the paper in 1942. It wasn't until 1946 that fashion reports earned their own section in The New York Times.

The New York Times has always held a strong grasp on the reporting of politics, also known for its lack of photos it has been named, "the gray lady." So, in the 1970s when the paper began to add numerous lifestyle sections, such as Weekend and Home, the paper was heavily

criticized. As the paper attempted to bring in more revenue through advertisers and readers with these new sections, many felt as though they were abandoning their original mission.

As the years went on The New York Times, much like its layout, began to evolve in forms of publishing. On January 22<sup>nd</sup>, 1996, The New York Times began publishing daily stories online. As a result of declining print advertising revenue, the paper began to offer subscriptions to its digital readers. This would also produce a new form of revenue in not only readers, but advertisers as well. As of November 2018, The New York Times reported that they had more than three million paid digital-only subscribers; culminating more than four million subscribers in total.

As The New York Times' approach to its audience has evolved immensely from its start we must focus on its evolution on reporting. Much like the Times, fashion is forever evolving. Each season society has a new theme, trend, color palette, and style to follow. Considering the fact that The New York Times is based in one of fashion capitals of the world, New York, it would make sense for it to have a strong fashion section.

It was common in the 1920s for The New York Times to have a Fashion-Society section in its Sunday paper. It wasn't until the mid 1940s that it became something more prominent in the regular daily paper. This section was mainly aimed towards a female audience based off of the advertisements that accompanied the articles on the page.

The New York Times' target audience varies because they are such a large publication. Based off some of their articles in regard to society and Manhattan news we can tell that they heavily target local New Yorkers. In addition to New Yorkers, they target wealthy readers in a higher society and move down the chain to just about anyone. As the paper evolved and changed editors, they've modified their organization and topics in writing to appeal to a larger audience.

Today, the NYT now provides more of a variety of articles that are informational and entertainment based.

The New York Times is known as “The Gray Lady” for its lack of photos and emphasis on text. Aside from the numerous advertisements many of the fashion articles use descriptive terms when discussing clothing. This is a heavy theme that is seen in the early 1920s fashion articles in the Sunday edition. Articles such as, “Paris Presents Her Latest Fashions” and “Fashions Made in America,” highlight the varying trends between the two fashion capitals of the world. These articles can be found in the March 21, 1920, Sunday Edition of The New York Times.

Upon highlighting these major differences, much like today, the articles give a rundown on what fashion trends to expect as well as the trends and similarities around the world involving fashion. While fashion articles today aim for a larger and more diverse audience it is noticeable that these early New York Times issues aim to a larger female audience. With advertisements aiming towards high heels, corsets, and even kitchen and housing appliances.

For years The New York Times wrote articles on fashion as reviews and expectations of what fashion should be. Once the fashion section began to grow into its own, it was rewarded a spot in the regular daily paper. By 1946 the paper was printing fashion news about shows, trends, and reviews using photos in addition to text. Unlike today the March 27, 1946 issue shortly describes the fashion show event and presents a photo of two models wearing Arpad designs. The models are not named or credited in the caption contrasting today’s detail of naming the model and clothing they are wearing and prices.

A popular notion in fashion writing revolved around accessorizing. Rather than fully reporting on outfits and larger concepts in fashion, the articles in The New York Times focused

on the smaller details. By the [1950s experts of fashion](#) were being brought in. Still heavily influenced by local fashion, The New York Times focused on stores and designers located within the city of Manhattan. Since the paper is aimed at a higher society the fashion sections involved a lot of high fashion icons that we know today to be the stores located along Fifth Avenue in New York City.

The New York Times being a well-known publication had access to all of the most anticipated events in the city, many of which being fashion shows. Every season designers in the city would gather up models and showcase their latest collections for an audience in hopes of appealing to buyers and promoting themselves. By the 1950s when The New York Times decided to expand the targeted audience and started reporting on the latest fashion trends for teenagers specifically. Most likely due to teenagers being the largest population at the time following the baby boom after the second world war this was a great chance for The New York Times to expand.

Articles discussing the involvement of models from local universities all the way to local women of wealth trying on these outfits before they are even showcased. The New York Times has followed up with these trends and has given them a far more glamorous appeal due its audience.

The New York Times gives readers a better look at high end clothes with more detailed reviews regarding it. Early in its fashion reports the main players were department stores that are now huge names such as Macy's and Neiman Marcus. Once higher fashion hit in the 1960s and 1970s we started to see a growing number of articles praising Valentino, Chanel, Givenchy, and Saint Laurent. It's names like these that are known to the target audience that provide The New

York Times with its readers. But this doesn't mean that other people won't be looking at The New York Times to have a peak at a world that is unknown to them.

There is something intriguing about fashion and the people it serves that brings in readers from all social backgrounds to read up on it. That is why when The New York Times began publishing daily articles online the easy access provided them with an influx of new readers and subscribers. By 1996 The New York Times had launched its online version of the print paper and made itself available globally at a touch of a button. Today the paper is now seen as an archive for all of the article it has printed in the past and a source for articles that will inspire the future.

The fashion section in The New York Times' digital version is now found under the style tab and given its own page. The website continues to report on informational articles based on current fashion trends and reviews. A similar section to the articles from the 1950s and 1970s is the "On the Runway" section. This section focuses on the news happening in the fashion industry from business decisions to actual designer moves. In addition to the business aspect of the runway and these designers we see commentaries on what is expected of certain brands trends in the future. These articles are published weekly by Vanessa Friedman, the fashion director and chief fashion critic for The New York Times.

The sleek website follows the same minimalistic approach as the paper for its organization and design. With an easy to navigate browsing tab the website provides its readers with weekly shopping tips and news articles. Readers are able to easily find the latest articles in terms of trends, fashion shows, and other interesting op-ed stories that may be of interest to the reader.

A major difference to the fashion reporting today compared to that of the past is that these articles focus on what to expect in the future of fashion while in the past they focused on

the current. The diversity of these articles has also expanded since the start of the paper with new feature stories focusing on fashion trends and designers from other countries. This contrasts the focus on solely New York fashion that the New York Times had when it first started reporting on fashion. They now give more attention to the [cultural aspect](#) that is tied to fashion and how it impacts people around the world.

The increase in number of subscribers The New York Times has acquired in recent years is only a reflection of its expanding publication and focus. Fashion was once something so limited and focused to a group of people when it came to designers but now it is something larger. The now inclusive fashion reporting done by The New York Times provides its readers with fashion inspiration and tips whether its high fashion or not. There are easy ways to mimic these trends by just observing and reading the important highlights these articles make. Whether the articles focus on trends, patterns, designers, displays, or business we see that The New York Times has come a long way since its early start in publishing [United States vs France fashion](#) articles in the 1920s.

TEEN FASHION  
New York Times (1923-Current file); Aug 26, 1950, ProQuest Historical Newspapers  
pg. 10

## TEEN FASHION



Bright red wool jersey blouse, with winged sleeves and fringed trim, tops dark navy skirt with ballpoint pencil and pad attached to belt. Gimbels Teen World.

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Chanel suits sold briskly in same tweed as original. This one, \$150.



Mrs. John E. Swearingen in Lancellotti coat and pants

### SEEN YESTERDAY AT FASHION SHOWS



A figure-molding dress of gray and white striped wool worn under a cape that has the back. A Zoe de Salle design seen at her spring and summer presentation. Right: A shirt and halter lines of brown chambray are joined by a copper leather belt. A is attached to a leather pouch. Shown by Ardad at the Ritz-Carlton Hotel.

Image courtesy of The New York Times archives. -

These photos from The New York Times fashion articles mentioned in this article. The collage presents photos from the following years; 1946, 1950, 1970, and 2019. This collage culminates the change in not only fashion but the way it has been portrayed in the media since the news coverage began. <https://315digitalstorybycindy.tumblr.com/> (To see it formatted)

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Sources:

The New York Times archives via Proquest

NYTimes.com

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