

Menucha Libman

Dr. Adomaitis

BUF 4900

2 December 2024

Archive Webinar - Reflection

- 1. What is the name of the seminar/webinar? Who gave the webinar? What are their respective credentials to teach this professional development? When was it? Where did it take place?** The Backstage: An Unfurling of the Johnson Publishing Company webinar was hosted by the Getty Research Institute. The event was held at 10:00AM EST on the 7th of November 2024 in Zoom room #953 5372 0268 linked [here](#). Dr. Kara Olidge introduced the three panelists. First was photographer, writer, and archivist Skyla Hearn. Second, Dr. Rikki Byrd, founder of Black Fashion Archive. Third, Camille Lawrence, Founder of the Black Beauty Archive. All three activists have a background in archival work.
- 2. What was the webinar about? What was the top 3 most important items that you learned from this professional development and why?** The webinar explored various ideas surrounding Black culture, history, influence, and legacy in the United States of America. The three most important ideas stressed by the contributors was the integral part Black people played in the history of the beauty industry, the importance of the Johnson Publishing Company, and current efforts to preserve this information. Oftentimes people or societal groups do not get the credit they deserve for their contributions to various industries. Because of its rich global history and fast paced nature it is critical that initiatives like the Black Beauty Archive and the Black Fashion Archive collect and organize information to give credit to those who shaped the fashion industry. Through its popular magazines Ebony and JET, the Johnson Publishing Company is one example of an organization that shaped the beauty and fashion industries and without archives their work would be easily lost.
- 3. How does this professional development relate to the courses or degree you have studied? Explain why?** This webinar further explored some of the themes discussed in the Business and Technology of Fashion major. These topics include identity formation and expression, fashion history, and marketing. The discussion on identity and expression touched on many of the themes explored in SBS 3201 including how dress can influence society's perception of an individual. Many of the images shared throughout the presentation were copies of advertisements from Ebony and JET magazines. Although decades old, these advertisements followed many of the techniques

discussed in MKT 1214. Some additional ideas overlapped with discussions from ARTH 1204.

4. **What is the most important take-away that you have learned from this webinar and what would you tell your peers about this professional development?** The most helpful discussion in this webinar was the information shared by the archivists on their efforts to preserve fashion and beauty history. Like many creative based industries, the fashion and beauty industries rely on past experience to inspire current decisions. The best collections and marketing decisions are informed by a brand's own history. In some cases brands themselves do not have an all-inclusive archive of their own history. Archives like the ones founded by the panelists are a great tool to help fill in the missing informational gaps. These archives can be a valuable tool for Business and Technology of Fashion students and the webinar is a great place to learn about all they have to offer.