

Innovation in Fashion: Lane Bryant Case Study

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City Tech 19th Annual Poster Session

culture in the early 20th C, and reflects dominant ideas about gender, class status, race, sexuality. The business history of Lane Bryant provides insight into American

published by Rowman & Littlefield Publishers. Methodology includes intersectional analysis archival research, Joseph Schumpeter's economic theory, and an This case study is part of a larger book-length project, which will be

Lena Himmelstein, a Lithuanian woman who emigrated to the US comfortable and stylish ready-to-wear maternity apparel in New York City catering to pregnant women who were asking for women's apparel brand Lane Bryant. She started her business in 1904 when she was only 16 years old in 1895, is the founder of the plus-size

The mass production of ready-to-wear maternity apparel in the early and a move away from Victorian Era notions of fragile femininity. 20th century certainly marked a shift in ideas about pregnant women,

> types of plus-size figures an insurance company, on attention to the "plus-size" Bryant maternity wear, about two hundred store and used data, from individual customers in the research, Himmelstein and example of market market. In an early Himmelstein turned her determine three general thousand women to forty-five hundred her staff measured some After the success of Lane

Jewish Women's Archive ena Himmelstein Bryant Malsin, 1879-1951

pioneered: the pregnant and plus-size consumer. She Himmelstein recognized and met the demands of

- marketing research
- niche marketing
- innovative work practices
- progressive advertising
- mail-order merchandising

their figures to fashion, but rather bring You should never ask women to conform fashion to the figure. --Lena Himmelstein

Maternity Dress

Coats, Suits, Waists, Skirts,

Lingerie and Corsets

designed to form well balanced figure and expand as desired. Our assortment for this purpose embraces everything for the smart wardrobe.

1819 A very attractive Maternity Dress (as illustrated) made of crepe wool in any color lace yoke and sleeve-ruffs 18.50 Complete outfits for the Infant

"EXPECTATIONS and STYLES."

Lane Bryant, 25 West 38th Street

Lane Bryant ad, 1913

STOUT

How to Look Smaller **₩OMM**

Every Expectant Mother Should Wear Lane Bryant's



Write Dept., 116, New York, for complete Book of Fashions for Maternity Dresses, Coats, Suits, Skirts, and a full assortment of Baby mosts We are the largest dealers in the world in apparel for Maternity, and know every requirement of the figure.

LANE BRYANT, 5th Ave, and 38th St., N.Y. Stores also at Detroit and Chicago

Ladies Home Journal, December 1917



2014-present Lane Bryant's #PlusIsEqual ad campaign



by Gerald Leslie Brockhurst

profit-sharing plan, a pension plan, and had comprehensive health and life insurance. This was at a time when these benefits were not a common practice, especially in the retail industry. **Himmelstein** was also a pioneer in terms of employee relations. Prior to her death, company employees participated in a

equity firms buying smaller brands. Unfortunately, what is often lost in these acquisitions is the kind of innovation that we The Lane Bryant business remained in the family until it was acquired in 1999 by Charming Retail, and more recently, in 2020, Sycamore Partners acquired Lane Bryant. This is part of a trend in the fashion industry: large corporations or private

Good Housekeeping, March 1920

LANE BRYANT FIFTH AVE. NEWYORK

STYLE Satisfaction o
BOOK Our own manufact
FREE Write for your copy

Everything women wear. Sizes up to 56 bust. All ready to wear