

EUROPEANA FASHION

disclosing European fashion
heritage online

in a nutshell

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Europeana Fashion
International Association

@eurfashion
@mrendina

Collezioni digitali aperte: iniziative italiane ed europee
Roma, 20 giugno 2017



Connected to



EUROPEANA FASHION in a nutshell



- **General introduction**
who we are and what we do
- **Our partners**
the composition of our aggregator
- **Our activities**
the portal, the editorial activities, **edit-a-
thons**



Who we are

The **Europeana Fashion International Association** is a non-profit organisation established in 2014 in order to bring together and engage fashion institutions (both GLAMs and creative industries) in the valorisation and exploitation of fashion heritage online. It has now **29 supporting members**, of which 21 GLAMs institutions and 8 professionals.



Our aims and activities



- **Aggregate**, enrich and curate fashion digital content, creating a specialised access point for fashion heritage
- **Build** consensus and raise awareness on best practices (digitisation, metadata, IPR, social media)
- **Develop** business models for the exploitation of digital fashion material





The composition of our aggregator

The Europeana Fashion aggregator gathers more than **one million** digital fashion items coming from more than **40 public and private institutions** from **13 European countries**, which represent the leading European institutions and collections in the fashion domain.





Our main partners



RIJKS MUSEUM



WIEN MUSEUM





Our main partners



Private Archives



MISSONI

PITTI IMMAGINE



ROSSIMODA
VENEZIA 1947



Fondazione Gianfranco Ferré

BENETTON
GROUP

Technical Partner



National Technical
University of Athens

Europeana Fashion data model (EDM- fp)

Main features:

- EDM profile
- Added fashion-related elements (e.g. color)
- Suitable for non-object entities (e.g. exhibition)
- Use of specific relationships (e.g. between a dress and an exhibition)
- Use of controlled vocabularies



Europeana Fashion Thesaurus

The Europeana Fashion project has created **a multilingual thesaurus** in 12 languages, for fashion and fashion-related concepts.

We structured it in a faceted way:
Materials, Techniques, Object types and Colors.

The thesaurus has been developed:

- as an **aid for data entry**
- as a **knowledge base** (open to internal and external users)
- as a **search enhancement tool**

The Europeana Fashion Thesaurus is based on the **Art and Architecture Thesaurus (AAT)**



Europeana Fashion Thesaurus

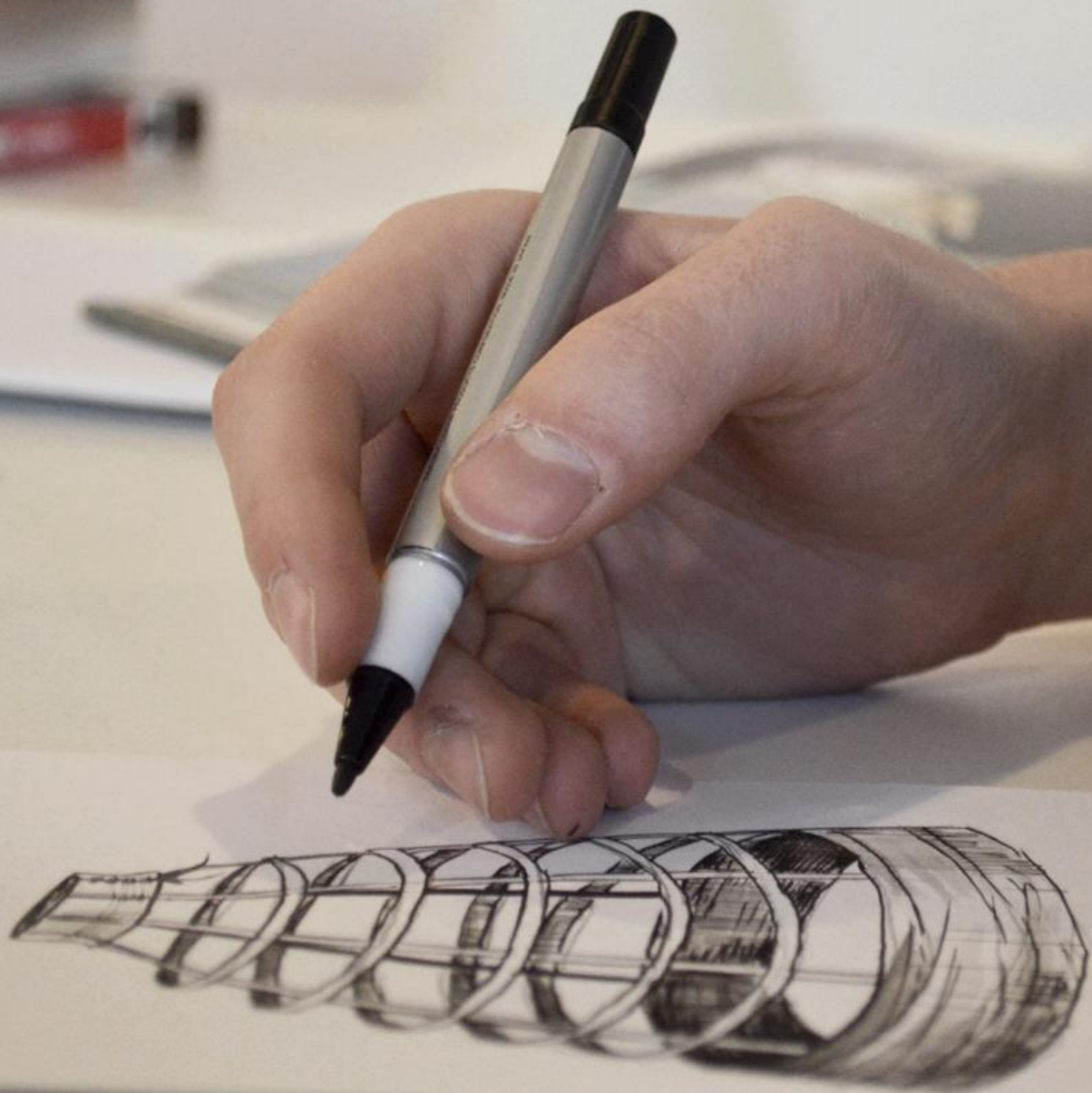


Managing Multilingual Terms & Contents



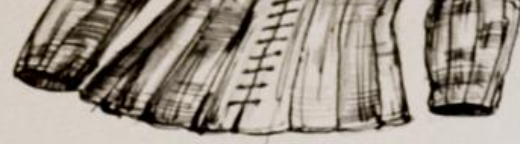
SAPATOS DE BALTO ALTO
ZAPATO DE SALÓN
SALONKE CIPELE
DECOLLETÈ
ESCARPIN
נעלי עקב
ΓΟΒΕΣ
PUMPS







10015 JEWELRY



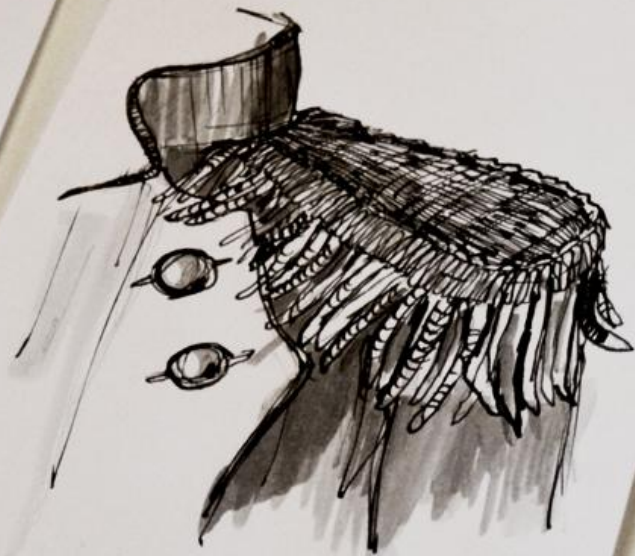
10015 LAMPREON



10003 HALTHA



T-RAIN



10501 EPALLETTE



10004 BAHUAN



Fashion Collection website



[Collections](#) ▾ [Explore](#) ▾ [Exhibitions](#) ▾ [Blog](#) ▾

OUR SITES

LANGUAGE ▾

[Return to Home](#) / [Europeana Fashion](#)

Search by keyword here



EUROPEANA

FASHION

DESIGNER



[Emilio Pucci](#)



[Yves Saint Laurent](#)



[Chanel](#)



[Valentino](#)



[Christian Lacroix](#)



[Christian Dior](#)



[Givenchy](#)

TECHNIQUE



[Weaving Techniques](#)



[Embroidery](#)

Explore fashion - historical clothing and accessories, contemporary designs, catwalk photographs, drawings, sketches, plates, catalogues and videos - from museums and archives across Europe.

Europeana Fashion - launched with a new look in May 2017 - brings together the digitised collections of more than 30 European public and private institutions.

CURATED BY

[Europeana Fashion International Association](#)

EXHIBITION

PAST TO PRESENT: FASHION RE-INTERPRETATIONS



GALLERY



BLOG



GALLERY



FEEDBACK

Fashion Galleries

FASHION



Clothes for the Ballroom



13 images



FASHION



Flowergems



9 images



FASHION



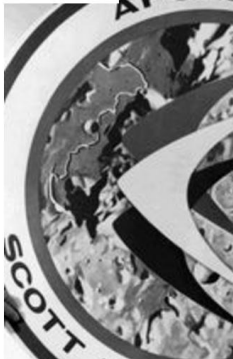
Eccentric Fashion



20 images



FASHION



FASHION

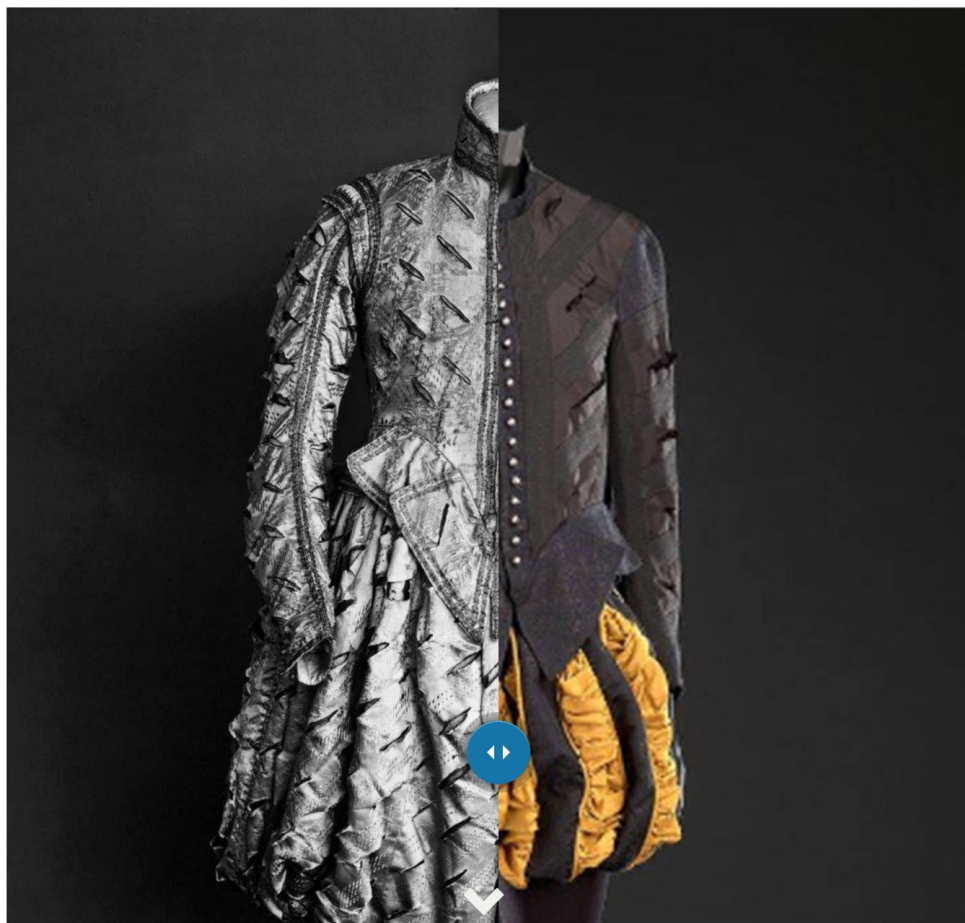


FASHION



Fashion virtual exhibitions

time and space, this exhibition draws directly from the collection and showcases some of the most interesting links, illustrating the bond between past and present. Crossing many collections from a number of European institutions, the exhibition also wants to demonstrate how influences and inspirations are able to cross both physical and chronological barriers.



New **Tumblr curations** have been published every month and curated by our partners.



Follow @europeanafashion

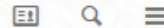
1000+ followers

Segui europeanafas

Segui europeanafashion

tumblr.

Install Them



europeana
fashion

Model wearing shirt, trousers, belt and necklace all by Emilio Pucci, 1950/1951. The silk shirt is printed with Pucci's design "Scorci Capresi". See more on Europeana Fashion: <http://bit.ly/1PmbztS>.

Collection Pucci Archive. All rights reserved.



A detail of the Emilio Pucci Pilot Collection by Massimo Giorgetti (June 2015).

Sketches of the print "Tourists in Florence". All rights reserved.



Emilio Pucci Pilot Collection by Massimo Giorgetti (June 2015)

The print on the dress is "Tourists in Florence", from an original sketch of Emilio Pucci "Tourists in Capri". Pic by Alessio



New **Pinterest** curations have been published, synchronized with other social media activities.



 Europeana Fashion

Smetti di seguire



Curation | Children's Clothing



‡ 22



Smetti di seguire

Fashion | Backstage



‡ 8



Smetti di seguire

What is Europeana Fashion?

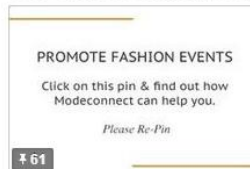


‡ 24



Smetti di seguire

Share with the Communit...



‡ 61



Segui

Fashion | Pocket Watches



‡ 21



Smetti di seguire

Curation | Eastern Inspirations



‡ 28



Smetti di seguire

Fashion | Space Age!



‡ 23



Smetti di seguire

Curation | Couture



‡ 27



Smetti di seguire

Curation | Ethnic Fashion



‡ 16



Smetti di seguire

Fashion | Portrait of a Man



‡ 21



Smetti di seguire

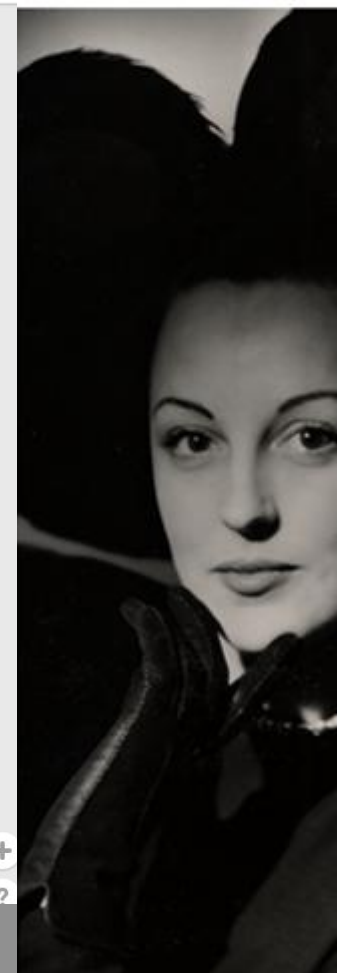
Fashion | Performances



Fashion | Winterwear



Curation | SPK Museum



Twitter activity has been increased with a frequency of more than 3 tweets per day.



Europeana Fashion
@EurFashion

#EurFashion brings together over half a million fashion and costume items from the collections of Europe's leading museums and archives on europeanafashion.eu

TWEET 1.889 FOLLOWING 1.515 FOLLOWER 1.769 PREFERITI 1.039 LISTE 4

Modifica profilo

Tweet Tweet e risposte Foto e video

Europeana Fashion @EurFashion · 24 min
Europeana Fashion workshop at #MUDEMuseum #EFworkshop
[modelisboa instagram.com/p/9TfWGwtOue/](https://www.instagram.com/p/9TfWGwtOue/)



Europeana Fashion @EurFashion · 20 ott
Have a look at the new theme selection of watches on #EurFashion! bit.ly/1KIL9mP
Photo @V_and_A CC-BY-SA



Chi seguire · Aggiorna · Visualizza tutto



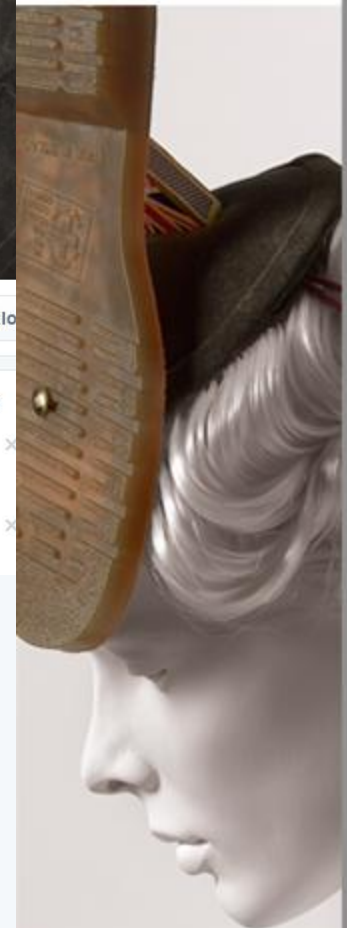
Bruno Nogueira @Corpodor...

+ Segui

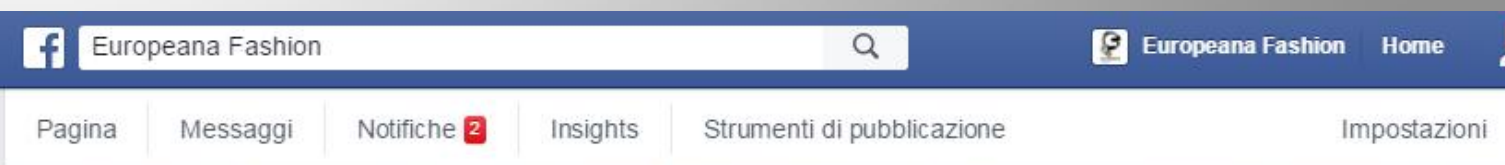


João Manzarra @Manzarra

+ Segui



Our **Facebook** page is daily populated with items from the Europeana Fashion collections.



Piace a 6138 persone +2

Copertura dei post quest

Metti in evidenza il tuo post
"Black silk..." sta ottenendo risultati migliori rispetto al 95 dei tuoi post recenti.



Europeana Fashion

Pubblicato da Dylan Colussi [?] - 5 ore fa - Modificato -

Europeana Fashion since July 2015 is on **Instagram** with daily upload of items from the Europeana Fashion archive.

Instagram

Cerca

Esci



europanafashionofficial

MODIFICA IL PROFILO

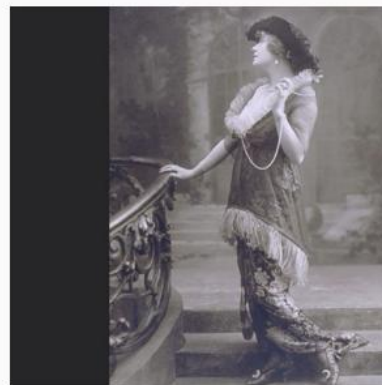
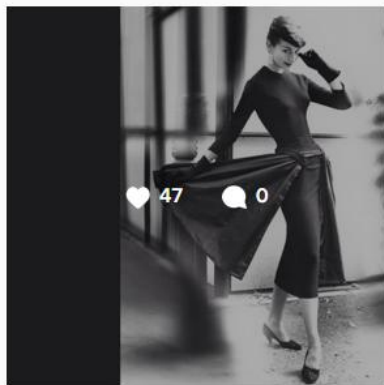
Europeana Fashion Official Europeana Fashion shows over 700.000 costume and fashion items from Europe's most prestigious institutions and brands.

www.europanafashion.eu

124 post

360 seguaci

73 persone seguite



europeana
fashion



Setting up a collaboration with Wikipedia

- We've set up a direct collaboration with **Wikimedia Chapters** in various European countries
- We organised a number of so-called **GLAM-WIKI events** around Europe





What is an edit-a-thon

An edit-a-thon is “a scheduled time where people edit Wikipedia together, whether offline, online, or a mix of both; typically focused on a specific topic, such as science or women's history” *

* https://en.wikipedia.org/wiki/Wikipedia:How_to_run_an_edit-a-thon





Wiki loves FASHION



For Wikimedia these events bring:

- more and diverse content to the encyclopedia;
- domain experts to contribute knowledge;
- and hopefully new editors (skilled Wikipedians)



FASHION loves back

For Europeana Fashion, there are several good reasons to organise these events:

- they are meant as a mean of promotion for Europeana Fashion;
- they improve public knowledge about fashion history on Wikipedia;
- they offer context to the beautiful materials we bring online;
- they connect different communities and bring them together around a shared passion.



Edit-a-thon handbook



FASHION
EDIT-A-THON
HANDBOOK FOR GLAMS



<http://bit.ly/fashion-editathon>

Europeana Fashion content on Wikimedia Commons



Category:Europeana Fashion – Wikimedia Commons

https://commons.wikimedia.org/wiki/Category:Europeana_Fashion

RSS Google

Media in category "Europeana Fashion"

The following 200 files are in this category, out of 443 total.
(previous 200) (next 200)

<p>Vervaardiging van het bruidstoilet voor HKH Prinses Juliana Weeknummer 36-50 - Open Beelden - 71089.ogv 6.34 MB</p>	<p>Aina Forsberg i samedräkt som använts som sportdräkt år 1902 - Nordiska Museet - NMA.0060648.jpg 303 KB</p>	<p>Alhambra, restaurang och teater, på Djurgårdssläätten, Djurgården, Stockholm - Nordiska Museet - NMA.0050962.jpg 309 KB</p>	<p>Anders Fjellner avporträtterad i helfigur 1871 - Nordiska Museet - NMA.0040782.jpg 227 KB</p>	<p>Anna Hierta-Retzius, grundare av Stockholms arbetsstugor. Arbetsstugan bildades i januari 1887 - Nordiska Museet - NMA.0055552.jpg 206 KB</p>	<p>Annons för Nordiska Kompaniet. För män som anger tonen Bekväma raglanrockar - Nordiska Museet - NMA.0035930.jpg 601 KB</p>
<p>Annons för Nordiska Kompaniet. Vålpressade byxor varje dag - Nordiska Museet - NMA.0035929.jpg</p>	<p>Arild Gyllenstierna, Erika sitter i trädgården och dricker kaffe - Nordiska Museet - NMA.0057182.jpg</p>	<p>Ateljébild. En kvinna i samisk dräkt - Nordiska Museet - NMA.0056880.jpg 319 KB</p>	<p>Ateljébild. En kvinna i samisk dräkt med uppslagen bok - Nordiska Museet - NMA.0056882.jpg</p>	<p>Ateljébild. Kvinna i samisk dräkt - Nordiska Museet - NMA.0056890.jpg 455 KB</p>	<p>Ateljébild. Man och pojke i samiska dräkter - Nordiska Museet - NMA.0056891.jpg 451 KB</p>

2015 MUSE Award



Jurors said: *"I feel the experience is both human interaction and online experience and the project as whole looks quite impacting."* And *"This is an exciting project altogether from the heritage data point of view. Curating so much of information will surely impact the museum field a lot."*



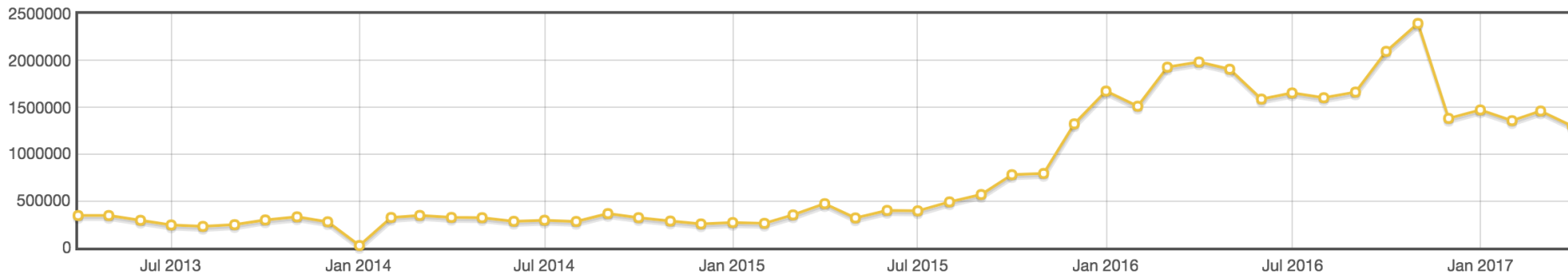
Audience in Wikipedia

<https://tools.wmflabs.org/glamtools/baglama2/index.html#gid=22&month=201601>



Category details for Europeana Fashion

49 months have a data point, with 39,402,936 page views in total. Monthly data for 2017-05 is currently being prepared. Click on individual time points in the graph to see monthly data.



Page views in 2016-11

Total monthly page views: 2,398,050. [Download this table.](#)

Site		Pages	Views
English Wikipedia	Details	120	1,940,858
Swedish Wikipedia	Details	131	113,586
Spanish Wikipedia	Details	22	94,875
Italian Wikipedia	Details	55	50,897
Dutch Wikipedia	Details	45	43,481

Thank you and follow us!



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 [@EuropeanaFashionOfficial](https://www.instagram.com/EuropeanaFashionOfficial)

<http://www.europeanafashion.eu>

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