

# Content

## Stories

16

### From the Royal Milliners to the Elegant Fashion Salons of the 1950s – Viennese Fashion Icons

Text: Gerda Buxbaum

36

### The Wonder of Eternal Recurrence – Traditional Costume through the Ages

Text: Gexi Tostmann

48

### Catch as Catch Can: The Little Miss Versus the Pin-Up Girl

Text: Elisabeth Längle

58

### Fur: The History and Future of an Austrian Family Business

Text: Brigitte R. Winkler

70

### An Avant-Gardist of the Modern – Rudi Gernreich and his Programmatic Everyday Fashion

Text: Brigitte Felderer

82

### Optimism, Vision & Glamour – The Fashion Spectacle of the 1980s

Text: Nicole Adler

96

### Helmut Lang

Text: Brigitte R. Winkler

130

### Burned Items – From the Archive of Helmut Lang

Text: Doris Rothauer

142

### Andreas Kronthaler – Creative Director of Vivienne Westwood Unlimited

Text: Elisabeth Längle

154

### A new Creative Class – Contemporary Fashion Design since the 1990s

Text: Daniel Kalt, Petra Percher

196

### Fashion Funding from departure, the Creative Agency of the City of Vienna

Text: Michaela Knapp

04 Foreword

## Collections

210

### The Department of Court Uniforms at the Kunsthistorisches Museum

Text: Monica Kurzle-Runtscheiner

220

### The Wien Museum Fashion Collection

Text: Regina Karner

226

### Costumes, Accessories, and Fabrics in the Textiles Collection of the MAK in Vienna

Text: Angela Völker

234

### The University of Applied Arts Costume and Fashion Collection 1 (Beginning and Evolution)

Text: Annemarie Bönsch

240

### Traditional Dress and Fashion at the Austrian Museum of Folk Life and Folk Art

Text: Margot Schindler

248

### The University of Applied Arts Costume and Fashion Collection 2 (A Prospect)

Text: Elisabeth Frottier

257

### Austrian Model Icons, “Editor’s Choice”