

F.I.T. E-Museum Expands Online Collection



The Museum at FIT Corset and stomacher in mauve silk brocaded with floral and ribbon design in polychrome silk and metallic thread.

The Museum at the Fashion Institute of Technology expanded its [online collection](#) earlier this month with an additional 875 images of more than 600 couture dresses, shoes, accessories and other objects included in the overhaul, more than doubling its existing inventory.



The Museum at FIT The "Mondrian" dress: a sleeveless chemise in ivory wool jersey with pieced geometric design of black stripes and single red color block.

The upgrade stems from the planning stages of the museum's trilingual book, "Fashion Designers, A-Z: The Collection of The Museum at FIT," which is to be published in November by Taschen. "Because of the photography and writing involved, we thought what a wonderful opportunity to put new photographs of our clothes online and vastly enlarge our collection," said Dr. Valerie Steele, the museum director.

The expansion marks the beginning of a series of additions to the museum's Web site. Starting in September, the museum will introduce 50 additional objects each month. F.I.T. also plans to present exhibitions featured over the last 15 years by next year. By spring, the e-museum will post a Shoe Obsession exhibition to publish images of some of their 4,000 shoes.

In the immediate future, the museum plans to synchronize with [its Pinterest account](#) (holding 67 boards and 1,811 pins as of this posting) and integrate a "pin it" button on each image.





The Museum at FITA ballgown in black velvet and satin with contrast ivory satin skirt.

In addition to high-quality images, the redesign includes a search box, allowing viewers to access its previous collections with ease. Categories include menswear, accessories, 18th and 19th century clothing, and a host of apparel from other time periods.

“The overall concept is to keep it as simple as possible” and get viewers “excited about learning about new objects and making connections between the objects,” said Tamsen Schwartzman, the museum’s media manager.

Online visitors will also be able to curate their favorite images through the password protected MYCollections feature, a tool permitting art enthusiasts to share their findings with others.

“We are excited to share these wonderful objects with fashion followers around the world,” Ms. Schwartzman said. “We don’t feel proprietary about the images; we hope people will use them for learning and sharing.”

Correction: The previous version of this post incorrectly stated that by February, F.I.T.’s e-museum will post a Shoe Obsession exhibition to display more than 4,000 shoes. There are 4,000 shoes in the entire exhibition, but only a fraction will be add to the e-museum in the spring.