

FOR IMMEDIATE RELEASE:

History San José Presents

Fashion to Die For: A Shopper's Dilemma

Opens to the Public Sunday, March 19, 2017; 12:00pm – 4:30pm
at the Leonard & David McKay Gallery in the Pasetta House
at History Park in Kelley Park

San Jose, CA – March 2, 2017 -- Explore the fashion industry's past, and its unintended consequences and victims, at History San José's newest exhibit, *Fashion to Die For: A Shopper's Dilemma*, featuring selections from History San José's extensive textile collection. The exhibit will open to the public Sunday, March 19, 2017; 12:00pm – 4:30pm at the Leonard & David McKay Gallery in the Pasetta House at History Park.

From dangerous labor conditions, to the use of lethal chemicals and the killing of innocent animals in the name of fashion, this exhibit explores the clothing and garment industry's past - with a particular focus on San Jose; from the 19th century woolen mills, to downtown department stores and the burgeoning shopping centers on the outskirts of town.

Uncover the unintended repercussions from the fashion boom of the 20th century, as well as the problems that still plague this industry and shoppers today. "This exhibit highlights mid-century textiles in History San José's Collection while drawing attention to dilemmas that face consumers of those 'must-have' fashions. We hope to raise awareness of the various issues surrounding retail clothing today", said Cate Mills, Curator of Library & Archives at History San José.

Fashion to Die For: A Shopper's Dilemma will be open until December 31, 2017 on Saturdays and Sundays from 11:00am – 4:30pm.

Special thanks to our exhibit sponsors: Bonnie and Marvin Bamburg, Elizabeth and David Monley and Kathleen Watson.

Visit www.historysanjose.org for more details or call 408.521.5034.

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