



The Maryland Center for History and Culture Partners with Designer Tory Burch

*Tory Burch draws inspiration from the Claire McCardell Collection at MCHC
and supports new fashion fellowship*

BALTIMORE, Md. (October 25, 2021) – The [Maryland Center for History and Culture](#) (MCHC) is pleased to announce a partnership with [American designer Tory Burch](#) who drew inspiration for her Spring/Summer 2022 collection from Maryland-born fashion designer Claire McCardell. Earlier this year Burch spent time at MCHC researching the Fashion Archives and McCardell’s private collection. MCHC has partnered with the New York-based designer to establish the [Tory Burch Claire McCardell Fashion Fellowship](#) at MCHC, with applications now being accepted.

Claire McCardell (1905-1958), from Frederick, Maryland, shaped the way American women dress today. In a time when all designers were looking to replicate the fashions on the runway in Paris, McCardell dared to ask “why?” Her novel philosophy for designing was simple — women should wear clothes they look good in but shouldn’t have to think about constantly. Known as the mother of “The American Look,” McCardell used the working American woman as her model, including pockets in every dress, side zippers for ease in dressing, and separates that could be mixed and matched. She is also credited with many innovations that remain staples in fashion, including designing cat-eye sunglasses, pedal pushers, spaghetti strap ties, and ballet flats.

McCardell’s legacy lives on at MCHC, both in the Fashion Archives and in the H. Furlong Baldwin Library special collections. The [Fashion Archives](#) at MCHC proudly holds one of the largest collections of Claire McCardell designs, including dresses worn by the designer herself, and some that were never produced for sale. [The Claire McCardell Collection](#) in MCHC’s H. Furlong Baldwin Library includes professional and personal correspondence, notes and news clippings accumulated by her family, photographs, and the original manuscript for her 1956 book, *What Shall I Wear?*

In a statement released the day of her New York Fashion Week show, September 12, Tory Burch said:

“Our Spring/Summer 2022 collection is inspired by Claire McCardell’s ingenuity and her legacy of American sportswear which revolutionized the way women dress. She discarded the rules of what women should wear, instead problem-solving for the reality of their lives. Her designs instilled a sense of freedom, encouraged self-expression and empowered women with a casual elegance that is as relevant today as it was in the late 1940s.”

The Tory Burch Spring/Summer 2022 collection is expected in stores in early spring 2022. [See the McCardell-inspired designs](#) showcased during New York Fashion Week.

Allison Tolman, VP of Collections & Interpretation at MCHC, said, “Tory and Claire view fashion as both empowering and fun as represented through their timeless, beautiful and wearable collections.”

To support the preservation of Claire McCardell's legacy, MCHC has partnered with Tory Burch to establish the Tory Burch Claire McCardell Fashion Fellowship at MCHC. The fellowship will, as its two namesakes do, empower women, and inspire design through their work. The year-long fellowship,

beginning in early 2022, will advance professionals in the museum field by giving them the opportunity to showcase their research, leadership, and creativity in MCHC's prestigious Fashion Archives, with a particular focus on research and scholarship relating to Claire McCardell. The Tory Burch Claire McCardell Fashion Fellowship will provide the chosen candidate with hands-on experience in collection management, leadership, and exhibition development. **Applications are now being accepted.** [Learn more here.](#)

For more information about Claire McCardell, the Tory Burch Claire McCardell Fashion Fellowship, and to access images from the Claire McCardell Collection at MCHC, [download the press packet.](#)

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The Maryland Center for History and Culture (MCHC) collects, preserves, and interprets the history, art, and culture of Maryland. Originally founded as the Maryland Historical Society in 1844, MCHC inspires critical thinking, creativity, and community through its Museum, Library, and education programs. Learn more at mdhistory.org.

About Tory Burch

Founded in 2004 in New York City, Tory Burch is an American luxury brand known for beautiful, timeless pieces and rich storytelling that evokes optimism and joy. Tory is a fashion designer who draws inspiration from her parents' effortless style, the worlds of travel, art and interiors, and women globally. The collections include ready-to-wear, handbags, footwear, accessories, jewelry, home and beauty. Empowering women is the company's guiding principle, underpinning the design philosophy and company culture, and driving the work of the Tory Burch Foundation.

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Media Contact:

Jennifer Michael

jmichael@mdhistory.org

443-851-0568