

The Journal of Dress History:

Editorial Styleguide



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Introduction

This is the official editorial styleguide of The Journal of Dress History (JDH), the academic publication of The Association of Dress Historians (ADH) through which scholars can articulate original research in a constructive, interdisciplinary, and peer reviewed environment. The ADH supports and promotes the study and professional practice of the history of dress, textiles, and accessories of all cultures and regions of the world, from before classical antiquity to the present day. The ADH is Registered Charity #1014876 of The Charity Commission for England and Wales.

The Journal of Dress History is published quarterly. It is circulated solely for educational purposes and is non-commercial: journal issues are not for sale or profit. The Journal of Dress History is run by a team of unpaid volunteers and is published on an Open Access platform distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is cited properly. Complete issues of The Journal of Dress History are freely available on the ADH website, www.dresshistorians.org/journal.

Please direct any questions or comments about this editorial styleguide to journal@dresshistorians.org.

Editorial Styleguide

Authors of articles, book reviews, and exhibition reviews must ensure that their submitted work adheres to the following editorial styleguide, specified in alphabetical order.

abbreviation

Spell out abbreviations at the first appearance in the article; thereafter, only the abbreviation can be used; for example:

The Victoria and Albert Museum, London, England (V&A).

No full stops [periods] in academic or monetary abbreviations; for example:

MA
PhD
GBP

Full stops included in abbreviated titles and names; for example:

Dr.
T.S. Eliot

Do not abbreviate “etc.” Instead, write “et cetera.”

Use the following abbreviations (i.e. and e.g.) wisely:

i.e.
is short for the Latin phrase *id est*, meaning “that is.”

e.g.
is the abbreviation for the Latin phrase *exempli gratia*, meaning “for example.”

- ampersand** Do not use an ampersand [&] unless it is absolutely required, as part of a formal book/magazine title or the name of a company.
- Ampersands can be used as an accepted form of identification; for example: the V&A (but only after first using the full name, The Victoria and Albert Museum).
- artefact** Write artefact (not artifact)
- articles** Refer to your “article,” not the “paper.”
- Definite articles (“the”) must always be included in proper titles, such as *The New York Times*, The Savoy Hotel, The University of Brighton.
- Indefinite articles (“a” or “an”) before a word that begins with the letter, h, must be written as follows:
An historic
- article title** Articles submitted to The Journal of Dress History must include a descriptive title that includes the research topic, a date, and geographical reference; for example:
- Feminists in High Heels: The Role of Femininity in Second-Wave Feminists’ Dress in Finland, 1973-1990
- Appearance, National Fashion, and the Construction of Women’s Identity in Eighteenth Century Spain
- avant-garde** Hyphenate “avant-garde” when used as an adjective; for example:
- ...the avant-garde movement of early twentieth century art...
- bibliography** Authors are not required to submit a bibliography with the article. The editors of The Journal of Dress History will generate a new bibliography as soon as the article is edited and all footnote issues (if any) have been resolved.
- case** Use a mixture of uppercase and lowercase letters. Do not type titles or headings in solely UPPERCASE letters.

- century** Write centuries without hyphens or numbers; for example, write:
- The mid twentieth century design of...
- circa** Fully write out “circa;” for example:
- circa 1870
circa 1722-1728
- Do not write c.1870, for example.
- clarity** Clarity of writing is essential. Ensure that each word and each sentence are clearly written (and/or explained), so every reader understands the intended meaning. Write for the reader who does not know your specific research topic. Educate the reader of your article by defining words and explaining concepts.
- Ensure that each sentence follows in a logical sequence, and each paragraph naturally flows to the next paragraph.
- When referring to a particular country or region of the world, consider, when necessary, including a map in order to illustrate geographical locations, so the reader will clearly understand.
- Ensure that the overall article has employed clarity of organisation (with a clearly defined introduction, body, and conclusion). Ensure that the introduction to the article serves as the roadmap of the article. The introduction must include a thesis statement or brief overview of the entire article.
- collections** Write fashion collections as such:
- Zandra Rhodes’ acclaimed Conceptual Chic 1977 collection was a landmark.
- colon** Do not capitalise the word following a colon [:]; for example:
- The work of Watteau also raises another question: could he have inspired subsequent fashions?

colonial	Lowercase the word, colonial; for example: An interesting aspect of dress in colonial America....
comma	Only insert a comma in numbers that include five digits or more; for example, write: 3000 30,000 With three or more items in a series, insert a comma before the conjunction; for example: red, white, and blue
compound word	Compound words are generally treated as a single word, without spacing or hyphenation; for example: secondhand hardback, softback handcoloured handmade machinemade readymade
consistency	Consistency is a key to a professional manuscript. If in an article there is an ongoing discussion about two people or two things, then the two must consistently appear in the same order.
conclusion	All articles must conclude with a section heading, titled, Conclusion, which must be robust and comprehensive. The Conclusion must not offer any new evidence or arguments but rather bring together the entire article in summary.
contraction	Avoid contractions; for example, write “it is” rather than “it’s.”
copyright	The Journal of Dress History is copyrighted by the publisher, The Association of Dress Historians, while each published author within the journal retains the copyright to their individual article.

The author is responsible for obtaining permission to publish any copyrighted material. The submission of an article for publication consideration is taken by The Editorial Board to indicate that the author understands the copyright arrangements of the journal. Specifically, work published by The Journal of Dress History retains a Creative Commons copyright license that allows articles to be freely shared, copied, and redistributed in any medium of format but must be attributed to the author and cannot be used commercially or remixed or transformed unless the licensor gives permission. More information about this license can be found here: <https://creativecommons.org/licenses/>

In the United Kingdom, copyright of images (for example, paintings, artwork, photography, text) older than the creator's lifetime plus 70 years are automatically in the Public Domain and can therefore be utilised in your article.

For example, The Royal Collection/Her Majesty Queen Elizabeth II may own a physical painting but the actual image may be out of copyright. Photographs or scans of the work that lack sufficient changes (such as colourisation or restoration) are derivative copies and do not incur any copyright in themselves. For additional information regarding copyright, visit:

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/481194/c-notice-201401.pdf

The following is a duration of Crown copyright flowchart:

<http://www.nationalarchives.gov.uk/documents/information-management/crown-copyright-flowchart.pdf>

The following is a duration of non-Crown copyright flowchart:

<http://www.nationalarchives.gov.uk/documents/information-management/non-crown-copyright-flowchart.pdf>

Authors must ensure any rights or permissions necessary have been secured prior to article submission. If authors have questions about the usage of images within an article, contact journal@dresshistorians.org.

country

Be careful when referring to modern states in a historical context; for example:

This sentence is incorrect:

Prince Albert was born in Germany in 1819.

However, this sentence is correct:

Prince Albert was born in the Saxon duchy of Saxe-Coburg-Saalfeld in 1819.

(Technically, Germany unified both politically and administratively in 1871; therefore, “Germany” should only be used from 1871 onward.)

dangling modifier

Ensure that the article does not include any dangling modifiers, which lead to confusion. For example, the following sentence includes a dangling modifier: does the word “it” refer to the book or the window?

Holding the book, Stephen walked to the window and opened it.

dash

Insert proper “en dashes” when hyphenating. Do not use the “minus” symbol on the computer keyboard. To insert an en dash in a Word document, place the cursor where you want to insert the en dash, then go to Insert, Symbol, en dash.

For long dashes in text—follow the same procedure as above yet insert an “em dash” twice.

This is an en dash -

This is an em dash —

- date** Format dates, as follows:
- 29 September 1939
920 BC to 775 AD
- Datespans and pagespans must be fully written; for example:
- 1628-1629 (not 1628-29)
pp. 348-370 (not pp. 348-70)
- Include a birthyear and deathyear when introducing a new person; for example:
- Charles Frederick Worth (1825-1895)
- If you know one date but not the other, then use a question mark, such as:
- Margaret Knox (1803?-1883)
- If both dates are unknown, then insert this sentence in a footnote; for example:
- The birthyear and deathyear of Thérèse de Dillmont are unknown.
- decade** Whenever possible, write the word “during” when describing a decade or century. Write “during the 1930s” not “in the 1930s.”
- Do not include an apostrophe for decades; for example, write:
- 1770s
- dictionary** The acceptable standard for dictionary references is *The Oxford English Dictionary* (OED), not lesser-known dictionaries or American versions, such as dictionaries published by Merriam-Webster. Hardcopy dictionary references are preferable to online sources.

For example, a footnote for the definition of “equipage” in the OED (Compact Edition), should be written like this:

James Murray, Editor, et al., “Equipage,” *The Oxford English Dictionary*, Compact Edition, Oxford University Press, Oxford, Oxfordshire, England, 1971, p. 887.

early, mid, late

Do not hyphenate with the words, “early,” “mid,” or “late;” for example:

During the early twentieth century...
Mid nineteenth century stockings...
The mid 1950s...

ellipsis

Use an ellipsis to indicate an omission of a word (or words) in a quotation; for example:

“The shirt was pink...and made of linen.”

If you [the author] add an ellipsis to a direct quotation, then it must be cited in a footnote by stating:

An ellipsis was added by the author of this article, Sally Ford.

email

Authors are required to include their email address in the published article, alongside the copyright information.

Situate the following information after the end of the article but before your 150-word author’s biography:

Copyright © 2021 Your Firstname Lastname
Email: abc@xyz.com

The purpose of including the email address is to enable correspondence between the public and the author of the article. Therefore, authors should consider including a permanent email address, rather than a temporary email address (which could be, for example, an email address attached to temporary employment or student status).

figure

Every article must include at least three images. (If there is an issue with this requirement, authors are encouraged to write to journal@dresshistorians.org.)

Within the article text, there must be a reference for each figure within the text, for example (Figure 1). Refer to figures in the text before the figures appear on the page.

See “image caption,” below, for examples of correctly formulated captions.

footnote

Footnotes (not endnotes) are required in articles. (To insert a footnote in a Word document, simply place the cursor where you wish the footnote number to appear. Select References in the Word menu, then Insert Footnote.)

When appropriate, footnotes must contain page numbers to denote the exact location of the reference.

Footnotes must be used primarily for referencing; however, inclusion of explanatory language in footnotes is permitted in order to educate the reader.

Examples of correct footnoting formats include:

Footnote for journal articles:

Cary Karp, “Defining Crochet,” *Textile History*, The Pasold Research Fund, London, England, Volume 29, Issue 2, 2018, pp. 209-210.

Footnote where consecutive references are exactly the same:

Ibid.

Footnote where consecutive references are the same but with a different page number:

Ibid., p. 213.

Footnote for a book with one author:

Janet Mayo, *A History of Ecclesiastical Dress*, Batsford, London, England, 1984.

Footnote for online sources:

Scarlett Conlon, “Burberry Reveals Runway To Retail,” 20 September 2016, <http://www.vogue.co.uk/article/burberry-see-now-buy-now-runway-to-retail>, Accessed 7 October 2016.

Footnote for a book with two or more authors:

Linda Welters and Abby Lillethun, *Fashion History: A Global View*, Bloomsbury, London, England, 2018, p. 43.

Footnote for a work that was previously (but not consecutively) footnoted. Notice how this footnote refers to Janet Mayo’s book, above:

Mayo, *op cit.*, p. 126.

Footnote for a work that was previously (but not consecutively) footnoted, and in which case the author of the work has two or more publications already cited; include the year of publication to distinguish between works; for example:

Ribeiro, 1988, *op cit.*, p. 47.

Footnote for a film:

The Way Ahead, Directed by Carol Reed, 1944, Two Cities Films, London, England.

Footnote for an advertisement:

“15 Minutes of Hero Worship—Have a Churchman’s No. I to See you Though it!” *The Times*, London, England, 3 October 1940, p. 3.

- “foreign” words** Do not italicise “foreign” words that have been “adopted” into the English language; for example, “kimono” or “zeitgeist.”
- For other “foreign” words that may not be readily understood by all readers, place the word in italics followed immediately by the English translation [in brackets]; for example:
- He also purchased a *klädesmössa* [cloth cap].
- If the author of the article has translated words or passages into English, then a footnote needs to appear at the first instance; for example:
- All translations in this article were made by the author of this article, Sally Ford.
- Also refer to the entry, language, below.
- format** Do not format the article. Do not use “text boxes,” or other formatting features. Do not “wrap” text around images.
- full stop (period)** Insert a full stop at the end of every image citation and footnote.
- In cited quotations, insert the full stop inside the closing quotation mark, with the footnote number following; for example:
- “Common assumptions are often wrong, especially in the field of fashion history, where myths can persist unchallenged for years.”⁵⁵
- heading** Only one heading level can be utilised in articles, which must include Introduction, Conclusion, and other headings in between, to separate topics. It is advised that authors view their descriptive headings separately in a list, to ensure that the headings alone make sense and offer a progressive explanation to the author’s argument. The headings alone should tell the (abbreviated) story.

hyphen

To insert a hyphen in a Word document, go to Insert, then Symbol, then select the en dash. Do not instead use the “minus” symbol on the keyboard.

Examples of properly placed hyphens include:

a cross-cultural examination of...
long-established museum collections
long-term investment in...
(yet there is no hyphen in: a longstanding ADH member)
She was the then-favourite of Louis XIV...
an ill-fated journey
non-professional embroiderers
post-revolutionary Cuba
present-day Denmark
a world-famous collection

Hyphen usage with adjectives versus objects:

- They are well-known researchers.
 - (Insert hyphen when used as an adjective)
- He is well known.
 - (No hyphen when used as an object)

Likewise for “out-of-date:”

- The computer utilises out-of-date technology.
- After the French Revolution, the aristocratic *négligé* became out of date.

Note this rule for the words “everyday” versus “every day:”

- He wore his everyday clothes.
- He ate an apple every day.

image

Every article must include at least three images. Within the article text, there must be a reference for each figure (in parenthesis) within the text, for example (Figure 1). The image caption must appear directly underneath the image as plain text (not text within a text box).

The following is a sample of a complete image reference:

Dish and Stand, James Dixon & Son, Sheffield, South Yorkshire, England, circa 1898-1899, © The Royal Collection, London, England, RCIN 47039.

image caption

Image citations must include a title (in italics), author/painter, date, medium, dimensions (if applicable; and in centimeters, if possible), venue/collection, city, county/state/province (if applicable), country, and the unique identifying number (such as an inventory number, accession number, or museum identification number).

The purpose of a citation within the article is to enable the image or item to be located by a reader.

Sample image captions for paintings:

A High Country Surveyors' Camp in Bleak Conditions, Otago, Edward Immyns Abbot, circa 1847-1849, Watercolour on Paper, 24.1 x 34.9 cm, © The Alexander Turnbull Library, Wellington, New Zealand, B-155-010.

Sample image captions for works of art in manuscript collections:

Three Studies of a Woman, Antoine Watteau, 1717, Sanguine on Paper, 16.5 x 24.8 cm, © The National Museum, Stockholm, Sweden, NMH 2824/1863.

Sample image caption for art in historic pamphlets:

A Most Certain, Strange, and True Discovery of a Witch, Pamphlet Title Page, Artist Unknown, 1643, Printed by John Hammond, London, England, © Ferguson Collection, The University of Glasgow, Glasgow, Scotland, Sp Coll Ferguson A1-x.57.

Sample image captions for artefacts:

Needle Case/Chatelaine/Bodkin, Thornhill & Co., 1838, Cut Steel, © The British Museum, London, England, 1978,1002.68.b.

Detail, *Christening Veil*, Maker Unknown, circa 1820, Silk and Linen, Appliqué Net Lace, Brussels Lace, 120 x 109 cm, Donated by Mrs. V.P. Loeliger-Salomonson, Photographed by Joost Kolkman, 22 October 2019, © The Textile Research Centre, Leiden, The Netherlands, TRC 2014.0831.

If a researcher has photographed inside an archive, the image caption must include who photographed the item and on which date; for example:

Chatelaine Shield and Monogram, Maker Unknown, circa 1863–1885, Cut Steel, © The Victoria and Albert Museum, London, England, M.32–1969, Photographed by Gill MacGregor, 9 July 2019.

If the artefact has no identification number:

Wool Paisley Shawl, circa 1850–1875, © Sma' Shot Cottages, Paisley, Scotland, No Accession Number.

Sample image captions for photographs:

Five Generations on Smith's Plantation, Beaufort, South Carolina, Timothy H. O'Sullivan, 1862, © The Library of Congress, Prints and Photographs Division, Washington, DC, United States, 98504449.

Sample image captions for items in a magazine:

Front Cover, *The Model of a Blue Wedding Dress*, Milena Pavlovic Barilli, 1 April 1940, © *Vogue*, New York, New York, United States.

Advertisement, *Fall Collection of Eldridge de Paris*,
Rolling Stone Magazine, Special Men's Issue,
 9 October 1975, © Wenner Media, New York,
 New York, United States, p. 65.

Sample image captions for items in a novel or book:

Frontpiece, *Anne of Green Gables*, LM Montgomery,
 Illustrated by MA and WAJ Claus, 1908, LC Page
 and Company, Boston, Massachusetts, United States.

Sample captions for a film still or poster:

Poster, *The Little Foxes*, Artist Unknown, Directed
 by William Wyler, 1941, Samuel Goldwyn
 Productions/RKO Pictures, Hollywood, California,
 United States, © International Movie Database.

Film Still, *The Actress, Evgeniya Sabelnikova, and
 Her Real-Life Daughter*, from the Film, *Olenja
 Ohta*, Directed by Yuri Boretsky, 1981,
 © Gorky Film Studio, Moscow, Russia.

Poster, *Buck Up! — Only You Can Give Them
 Wings!* Artist Unknown, circa 1939–1945,
 Lithograph, 37.8 x 152.2 cm, Printed by Stafford and
 Company, Netherfield, Nottingham, England,
 Published by Her Majesty's Stationery Office,
 London, England, © Imperial War Museums
 Collections, London, England, Art.IWM PST 14261.

Sample image caption for a record or album cover:

Album Cover, Prince, *Dirty Little Mind*,
 Allen Beaulieu, 8 October 1980, © Warner Bros.
 Records, Burbank, California, United States.

indefinite article

Use “an” (not “a”) as an indefinite article for words
 beginning with an “h,” as in:

An historical overview

- initials** Avoid initials. Spell out authors' entire first and last names, unless the author is specifically known by initials; for example, T.S. Eliot.
- Introduction** Articles require economy of expression; however, the introduction to the article must include a statement to the effect that "...this article contributes/challenges/reappraises current debates/methodologies by arguing that..." (for example). This statement places the article into the greater research landscape.
- italics** Titles of books, museum exhibition, and images (such as paintings and photographs) must be italicised.
- If a comma follows an italicised title, then the comma too is italicised.
- The *Journal of Dress History* remains unitalicised in text (because it appears so frequently; with online publications like the *Journal*, italics are avoided when possible).
- The comma immediately following an italicised word is also italicised.
- items in a series** With three or more items in a series, insert a comma before the conjunction; for example:
- red, white, and blue
- justification** Fully justify article text but centre justify images and image captions.
- language** When possible, articles must be written in British English.
- Non-English material can be included in the article but an English translation must accompany it. To include a long passage of translated material, include the English translation into the body of the article (unitalicized), with the original non-English text in a footnote (unitalicized).
- In the footnotes, include an English translation in brackets after any identifying non-English information; for example:

Protokoll, äldre huvudserien [Minutes, Older Main Series],
 Överintendentsämbetet huvudarkiv [Main Archive of The
 Board of Works], Riksarkivet [National Archives of
 Sweden], Stockholm, Sweden, Föredragningslista [Agenda]
 A II a:2.

Also refer to the entry, foreign words, above.

lowercase

Some examples of lowercase format include:

court dress
 western attire

(yet uppercase for a geographical location, such as: in the
 West)

ly

Do not hyphenate words that end in “ly;” for example:

“...in a widely reproduced portrait of...”

“...domestically distributed propaganda material...”

movements

Capitalise art and design movements; for example:

Impressionism
 Arts and Crafts
 Cubism
 The Aesthetic movement...

not

Condense language for efficiency and clarity.
 Be aware of the usage of the word, “not;” for example:

Write “inaccessible” rather than “not accessible.”

Write “impossible” rather than “not possible.”

Write “unrestricted” rather than “not restricted.”

Write “indirectly” rather than “not directly.”

Write “unclear” rather than “not clear.”

Write “unable” rather than “not able.”

numbers

Fully spell out numbers below 10; for example:
 one, two, three, four, five, six, seven, eight, nine

- But use numerals from 10 onwards; for example:
10, 11, 12, 13, 14, 15, 16, 17
- Use numerals for chapters, such as: Chapter 1, Chapter 2
- Write out “hundreds” and “thousands;” for example:
There were hundreds of garments in the warehouse.
- origin unknown** If the artist, maker, or photographer are unknown, then specify it in the reference or footnote; for example:

Artist Unknown
Maker Unknown
Photographer Unknown
- pages** Articles must be paginated at the bottom centre page.

When referring to page numbers in footnotes, use the following format.

p. 43.
pp. 67-78.
pp. 103-123, 167.
pp. 200-203.

(Do not shorten, for example, pp. 255-59.)
- paragraphs** Ensure that paragraphs are properly balanced; for example, one- or two-sentence paragraphs are unacceptable.

Do not indent paragraphs; instead, simply insert a blank line to separate paragraphs.
- percentages** Use the percentage sign instead of writing out “twenty percent;” for example, write:

20%
- person** When writing an article, never utilise first person singular (I, me, my, mine) or first person plural (we, us, our, ours).

Never utilise second person singular or plural (you, your, yours).

Instead, only utilise third person singular (he/she/it, him/her/it, his/her/its, his/hers/its) or third person plural (they, them, their, theirs).

photographs

This is the referencing format for a photograph shot by an established photographic artist or company:

Miss Fraser, Photographed by William Notman & Son, Montréal, Canada, 1897, © McCord Museum, Montréal, Canada, II-119956.

This is the referencing format for a photograph shot by a student, researcher, or museum employee:

Chatelaine Shield and Monogram, Maker Unknown, circa 1863-1885, Cut Steel, © The Victoria and Albert Museum, London, England, M.32-1969, Photographed by Gill MacGregor, 9 July 2019.

plural possessives

Ensure that plural possessives are correct; for example, write:

fifteenth century farmers' garments
tailors' journals

possession

Do not exercise possession with inanimate objects; for example, do not write this:

“Additionally, Chapter Four’s lack of images is noticeable.”

Instead, convey the idea this way:

“Additionally, the lack of images in Chapter Four is noticeable.”

prefix

Do not hyphenate words with the following prefixes.

co+ words:

coexisting, cooperate, codependent

inter+ words:

interdisciplinary, interwar, interwoven, international

multi+ words:

multipronged, multiyear, multifaceted, multicoloured

non+ words:

nonbinary (except non-professional embroiderers)

post+ words:

postgraduate, postdoctoral
(exceptions: pre-war and post-war)

pre+ words:

prehistory, preemptive

re+ words:

reexamination, recreate, reenactment, remakers, reuse

under+ words:

underrepresented, understudied

quotation marks

“Double” quotation marks must be used for “regular” quotations, with ‘single’ quotation marks used for quotations within quotations; for example:

As Steele wrote, “It is as though [critics] believe that collecting and exhibiting clothes in a museum effectively ‘kills’ their spirit.”

Quotations of more than three lines of typescript must be indented, without quotation marks.

seasons

Within the article text, the seasons are lowercased, eg., spring, summer, autumn, winter.

Write “autumn” rather than “fall.”

Delete unnecessary words during the writing process; for example, instead of writing, “By the spring of 1913...” write “By spring 1913...”

Only capitalise seasons when referring to specific published dates; for example:

“In the Winter 1926 issue of *Vogue* magazine....”

spacing

Single space all text.

Insert only one space after colons and full stops [periods].

tense

For articles published in The Journal of Dress History, history should be written in the past tense, not the present tense.

time periods

Uppercase time periods, including:

Early Modern
Enlightenment
Medieval
Renaissance

titles and headings

Titles of books and images (such as paintings and photographs) must be italicised. (See the entry, “italics,” above.)

Always capitalise the first and last words of titles and headings. Verbs must be capitalised within titles.

Definite and indefinite articles (ie., the, a, an) and conjunctions (ie., and, but) are not capitalised in titles and headings unless they appear as the first or last word.

titled

Use the word “title” instead of “entitled,” set in commas; for example:

His thesis, entitled, *Politics, Clothing and Characteristics in British Propaganda Depictions of Royal Air Force Aviators, 1939-1945*, was....

- war** Refer to the world wars as:

First World War
Second World War

(Do not write World War One or World War Two.)
- websites** All website addresses must be linked to the exact web page that has been referenced. All website references must include the date on which the website was accessed; for example:

Conlon, Scarlett, “Burberry Reveals Runway To Retail,” 20 September 2016, <http://www.vogue.co.uk/article/burberry-see-now-buy-now-runway-to-retail>, Accessed 7 October 2016.
- west** Capitalise the word, West, when referring to a geographical location; for example:

This occurred in the West...

However, lowercase the word, western, when used as an adjective; for example:

The concept of western dress emerged...
- z** Use British spelling in words that otherwise would include the letter, z, in American spelling; for example, write:

organisation (not organization)
utilises (not utilizes)