

Finding Aid to The HistoryMakers® Video Oral History with Veronica Jones

Overview of the Collection

Repository:	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
Creator:	Jones, Veronica, 1946-
Title:	The HistoryMakers® Video Oral History Interview with Veronica Jones,
Dates:	May 20, 2001
Bulk Dates:	2001
Physical Description:	7 Betacame SP videocassettes (3:28:03).
Abstract:	Fashion retail entrepreneur Veronica Jones (1946 -) opened the Veronica Jones Showroom selling to Bergdorf Goodman, Neiman Marcus, Nordstroms and other high end department stores and boutiques across the country. Jones founded and operates Grandview, an upscale women's clothing store in Nyack, New York. Jones mentors young people in the fashion industry through an organization called Fashion Outreach. Jones was interviewed by The HistoryMakers® on May 20, 2001, in New York, New York. This collection is comprised of the original video footage of the interview.
Identification:	A2001_041
Language:	The interview and records are in English.

Biographical Note by The HistoryMakers®

For Veronica Jones, fashion is a way of life. Veronica Jones was born on October 3, 1946, in Camden, New Jersey. Jones's father died when she was a baby leaving her mother to raise her. Jones went on to attend college at Kent State University and the Laboratory Institute of Merchandising in New York City, with a dream of going into the fashion industry.

After graduation, Jones started out in Abraham & Straus's executive training program and from there she climbed the corporate ladder to buying positions at Gimbels in New York, and Joseph Magnin in San Francisco. She also served as a Vice President at both Gene Ewing Bis and Kenar Enterprises. Branching out on her own, she opened the Veronica Jones Showroom selling to Bergdorf Goodman, Neiman Marcus, Nordstroms and other high end department stores and boutiques across the country. Jones founded and operates Grandview, an upscale women's clothing store in Nyack, New York. Established in 1987, Grandview helped to pioneer the revitalization of downtown Nyack's commercial strip. In 2000, Jones opened a second store in the Strivers Row District of Harlem.

Believing strongly in developing African American commerce, Jones mentors young people in the fashion industry through an organization called Fashion Outreach. She hopes to increase and improve the quality of minority representation in the fashion industry. Her expertise, knowledge, and contacts have made her sought after in both the manufacturing and sales areas of the fashion industry. She is often cited as a pioneering entrepreneur and has appeared in Black Enterprise. Jones is the recipient of many awards among them the Black Achievement Award and a leadership award from the Black Retail Action Group.

Scope and Content

This life oral history interview with Veronica Jones was conducted by Julieanna L. Richardson on May 20, 2001, in New York, New York, and was recorded on 7 Betacame SP videocassettes. Fashion retail entrepreneur Veronica Jones (1946 -) opened the Veronica Jones Showroom selling to Bergdorf Goodman, Neiman Marcus, Nordstroms and other high end department stores and boutiques across the country. Jones founded and operates Grandview, an upscale women's clothing store in Nyack, New York. Jones mentors young people in the fashion industry through an organization called Fashion Outreach.

Restrictions

Restrictions on Access

Restrictions may be applied on a case-by-case basis at the discretion of The HistoryMakers®.

Restrictions on Use

All use of materials and use credits must be pre-approved by The HistoryMakers®. Appropriate credit must be given. Copyright is held by The HistoryMakers®.

Related Material

Information about the administrative functions involved in scheduling, researching, and producing the interview, as well as correspondence with the interview subject is stored electronically both on The HistoryMakers® server and in two databases maintained by The HistoryMakers®, though this information is not included in this finding aid.

Controlled Access Terms

This interview collection is indexed under the following controlled access subject terms.

Persons:

Jones, Veronica, 1946-

Richardson, Julieanna L. (Interviewer)

Bieschke, Paul (Videographer)

Subjects:

African Americans--Interviews

Jones, Veronica, 1946---Interviews

Organizations:

HistoryMakers® (Video oral history collection)

The HistoryMakers® African American Video Oral History Collection

Occupations:

Fashion Retail Entrepreneur

HistoryMakers® Category:

StyleMakers

Administrative Information

Custodial History

Interview footage was recorded by The HistoryMakers®. All rights to the interview have been transferred to The HistoryMakers® by the interview subject through a signed interview release form. Signed interview release forms have been deposited with Jenner & Block, LLP, Chicago.

Preferred Citation

The HistoryMakers® Video Oral History Interview with Veronica Jones, May 20, 2001. The HistoryMakers® African American Video Oral History Collection, 1900 S. Michigan Avenue, Chicago, Illinois.

Processing Information

This interview collection was processed and encoded on 6/7/2022 by The HistoryMakers® staff. The finding aid was created adhering to the following standards: DACS, AACR2, and the Oral History Cataloging Manual (Matters 1995).

Other Finding Aid

A Microsoft Access contact database and a FileMaker Pro tracking database, both maintained by The HistoryMakers®, keep track of the administrative functions involved in scheduling, researching, and producing the interview.

Detailed Description of the Collection

Series I: Original Interview Footage

Video Oral History Interview with Veronica Jones, Section A2001_041_001_001, TRT: 0:29:00
2001/05/20

Fashion designer Veronica P. Jones begins by sharing her father and mother's family backgrounds and personalities. Jones shares memories of growing up in Camden, New Jersey, describing her family life, her personality, and her participation in Girl Scouts. Jones also describes her stepfather and his influence on her family.

Video Oral History Interview with Veronica Jones, Section A2001_041_001_002, TRT: 0:29:05
2001/05/20

Fashion designer Veronica P. Jones details her educational experiences as a child and young adult in Camden, New Jersey. Of particular note are her anecdotes about her budding interest in clothing and fashion and how it sometimes brought her both wanted and unwanted attention. Jones also describes her time at Kent State University, explaining why she attended college far from home and telling of her difficult adjustment to a new environment.

Video Oral History Interview with Veronica Jones, Section A2001_041_001_003, TRT: 0:29:53
2001/05/20

Fashion designer Veronica P. Jones talks about her developing fashion sense and her heightening interest in fashion while working in retail following college. Jones details her rise in the fashion merchandising industry, describing her stints at EJ Korvette's discount department store and the Abraham & Strauss executive training program. Jones describes her success in these posts and as a fashion buyer in New York.

Video Oral History Interview with Veronica Jones, Section A2001_041_001_004, TRT: 0:29:57
2001/05/20

Fashion Designer Veronica P. Jones details her rise as one of the first black fashion merchandisers in the industry. Jones describes the difficulties she faced as a black woman in the fashion industry as well as friends and mentors she made along the way. Davis discusses the history of the Black Retail Action Group, an organization dedicated to promoting equal rights for minorities in retail. Jones also discusses her career changes, explaining her travel to fashion shows in Europe and her position as a buyer for Joseph Magnin in San Francisco.

Video Oral History Interview with Veronica Jones, Section A2001_041_001_005, TRT: 0:29:02
2001/05/20

Fashion designer Veronica P. Jones delves into her life in fashion merchandising, describing ups and downs and changes in departments store merchandising. Jones also discusses her work as a representative for black clothing designers, helping them overcome the difficulties they face due to race, financing and economic circumstances. Jones also explains why she left San Francisco to return to New York, founding an upscale women's clothing store, Grandview.

Video Oral History Interview with Veronica Jones, Section A2001_041_001_006, TRT: 0:29:50
2001/05/20

Fashion designer Veronica P. Jones shares her thoughts on the state of black in the fashion industry today, discussing changing fashion trends and naming her favorite designers. She discusses how the lack of ownership of manufacturing companies will always hinder the ability of blacks to be more involved in the industry. She also notes that black consumers still make an impact spending 20 billion dollars a year on clothing. Jones also discusses the 'Ebony' Fashion Fair and considers her legacy.

Video Oral History Interview with Veronica Jones, Section A2001_041_001_007, TRT: 0:31:16
2001/05/20

Fashion designer Veronica P. Jones narrates her personal photographs as they are recorded on videotape.