



“AN AMERICAN VERSAILLES”

Cold War Diplomacy and the Branding of the American
National Image through the Fashion of First Lady Jacqueline
Bouvier Kennedy

Holly Carew '24



“Don’t let it be forgot, that once there was a spot, for one brief shining moment that was known as Camelot... There’ll be great Presidents again- and the Johnsons are wonderful, they’ve been wonderful to me- but there’ll never be another Camelot again.”

FOR PRESIDENT KENNEDY: AN EPILOGUE

JACQUELINE KENNEDY FOR LIFE MAGAZINE, 1963

*“The American era reached its
apogee in the Kennedy moment.”*

-Oleg Cassini, Jackie’s “Secretary of Style”

**Daily
Mirror**

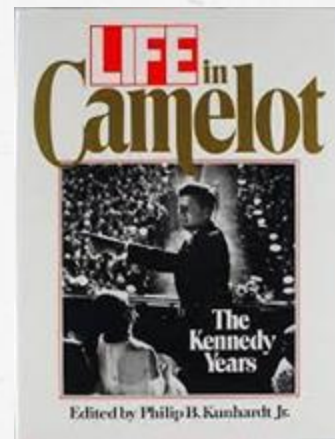
**JFK'S
CAMELOT**

By Sunday, November 12, 1962 \$1.00



THE UNFOLDING STORY OF A
PRESIDENT

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The American Cultural Offensive



LIFE

PORTRAIT OF OUR PLANET: III
THE ANTARCTIC
NEW ERA IN GOVERNMENT

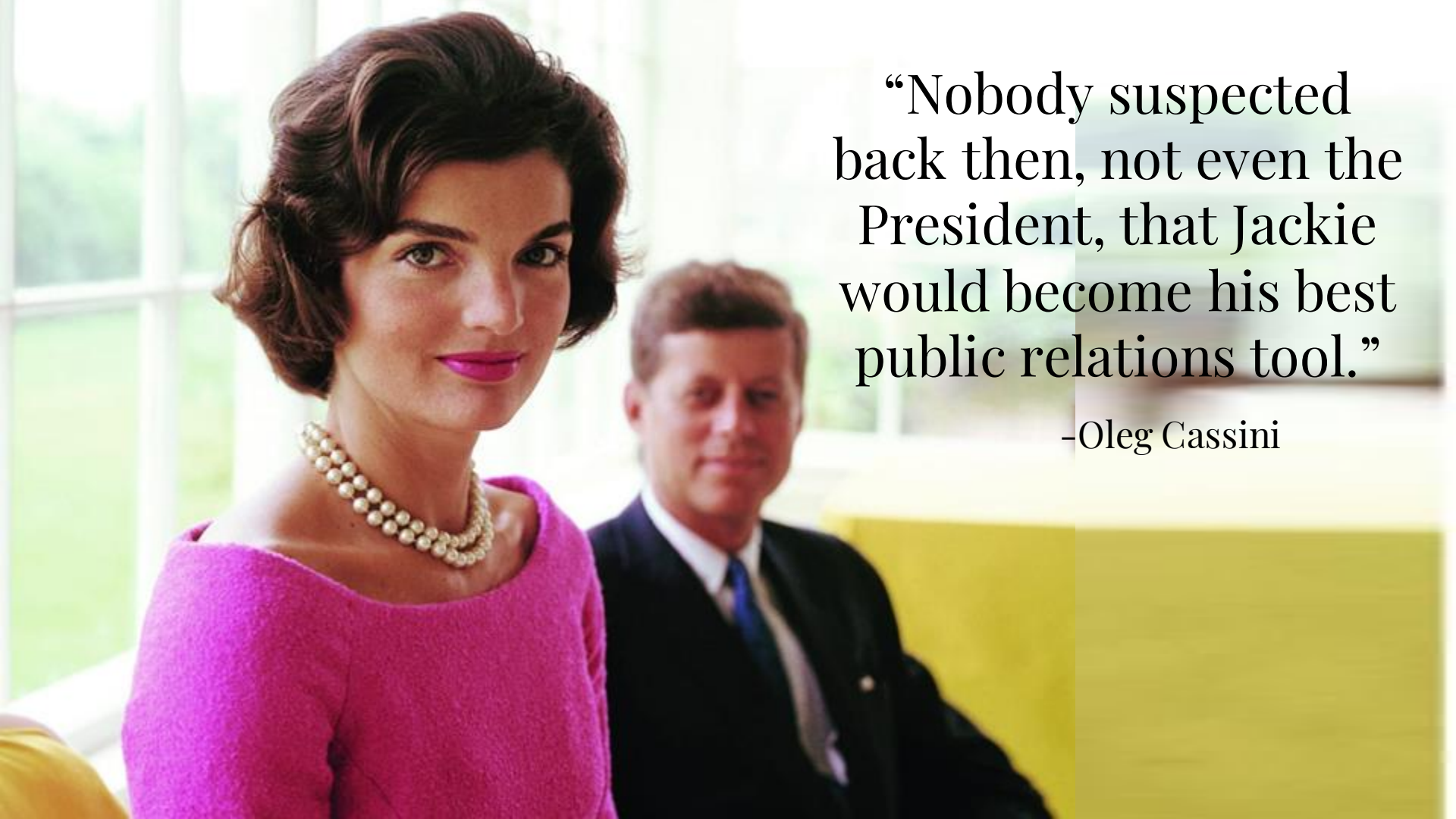


THE VICTORIOUS
YOUNG KENNEDYS

NOVEMBER 21, 1960

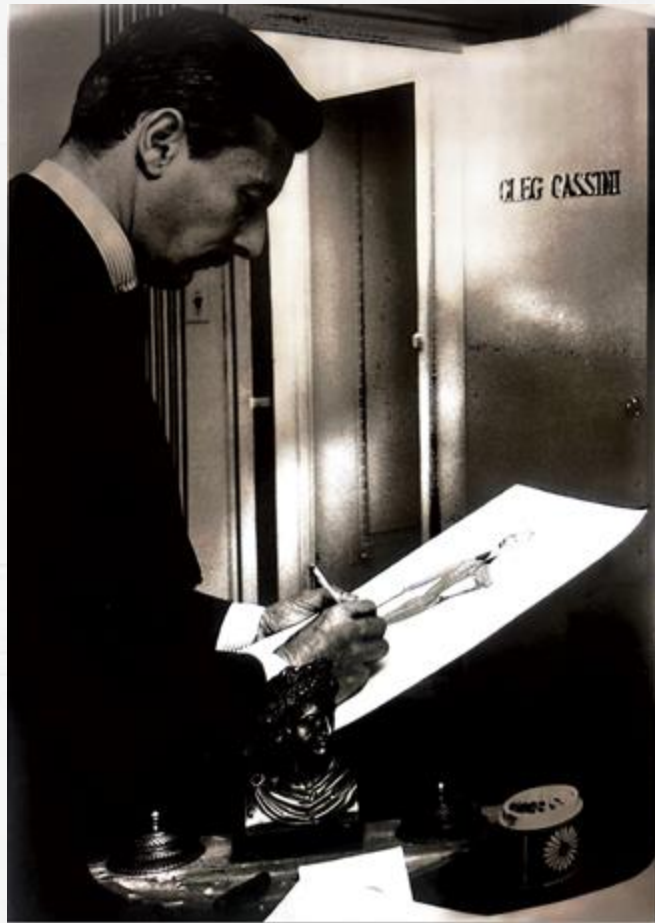






“Nobody suspected back then, not even the President, that Jackie would become his best public relations tool.”

-Oleg Cassini





“You have an opportunity here... for an American Versailles.”



*The
Inaugural
Gala*

January 19th, 1961



“A full-length evening gown of great graphic simplicity, but in a sumptuous Swiss double satin.”



Kennedy Inauguration

January 20th, 1961



International State Visits

Trip to Canada &
European Tour,
1961

“In anticipation of State Visits we would go over her itinerary, we would go over her itinerary and discuss the upcoming trip- whom she would be meeting, the local customs, climate, etc. We used the itinerary as we would use a shooting script for a movie, planning each appearance and how she would look. I would think of her in vignettes, and imagine how she would stand out as the star. I was always thinking like a film director when I worked with Jackie- envisioning how she would look in close-ups or from a distance. I could see the pictures in my mind.”

OLEG CASSINI





Canada

May, 1961



Paris

May-June, 1961



Vienna

June, 1961



London

June, 1961









Thank you!

Jacqueline Kennedy