

# VERA NEUMANN

Vera Neumann may not be an artist whose name you are familiar with, but if you've ever shopped for scarves at an estate sale or thrift store, chances are you've come across some of her iconic mid-century artwork.

Back in the 1970's, when Mary Tyler Moore was making it "okay" for women to have successful careers, Vera Neumann was already an artistic rock star, designing tableware, clothing, and her ubiquitous scarves.

Her bright, cheerful designs appealed to women across the country, and on this deep love she built her multi-million dollar business with her husband, George.

They built their business from the ground up, operating out of a NYC apartment for several years, beginning in 1942.

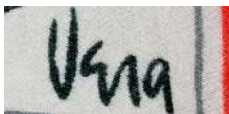


Late 1940's-  
Early 1950's

Lower case  
"vera"

Vera with a lower case "v" (sorry no photo)

Late 1950's



Vera with a capital "V"

Early 1960's



Vera + ladybug + © (where the "V" and the ladybug are approximately the same size)

Late 1960's  
to mid-1970's



Vera + ladybug + © (where the "V" is larger than the ladybug)

Early-Late  
1970's



Vera + © minus the ladybug (except for occasional use in the mid-1970's)

2000's



Vera + the ladybug (she's back!) + ®

**A Washington Post reporter in a 1978 story wrote, tongue-in-cheek:**  
*Archaeologists in the future will discover two major American artifacts: the Golden Arches of McDonald's and millions of rainbow-colored relics bearing the name Vera.*

Check out the [Vintage Shop at adirondackgirlatheart.com](http://adirondackgirlatheart.com) to buy vintage Vera scarves.