



LIM COLLEGE

TIMELINE

- 1939 Founded by Maxwell F. Marcuse (as the Laboratory Institute of Merchandising) and initially located at 45 West 34th Street
- 1941 Seventy-nine women comprise the first graduating class
- 1959 LIM College moves to 677 Fifth Avenue (between 53rd and 54th Streets)
- 1965 LIM College moves to its current flagship location (The Townhouse) at 12 East 53rd Street
- 1971 LIM College officially becomes co-ed
- 1972 Second generation: Adrian G. Marcuse assumes the presidency
- 1977 Middle States accreditation
- 1977 LIM Fashion Education Foundation founded
- 1982 Bachelor of Professional Studies degree granting powers authorized
- 1996 Bachelor of Business Administration in Fashion Merchandising degree granting powers authorized
- 1998 Bachelor of Business Administration in Marketing approved
- 2002 Third generation: Elizabeth S. Marcuse assumes the presidency
- 2003 Bachelor of Business Administration in Visual Merchandising approved
- 2003 Second location opens at 226 East 54th Street (now The Center for Career Development)
- 2004 Third location opens at 216 East 45th Street (Maxwell Hall)
- 2005 Bachelor of Business Administration in Management approved
- 2006 Fourth location opens at 545 Fifth Avenue at 45th Street (Fifth Avenue)
- 2008 Master of Business Administration degree granting powers authorized
- 2009 Enrollment grows to approximately 1,300 undergraduate and 40 graduate students
Name of institution officially changes from Laboratory Institute of Merchandising to LIM College
- 2010 LIM College adds Professional Certificate programs
- 2011 LIM College's Townhouse at 12 East 53rd St. designated as a New York City landmark