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The Silk Ribbons of Basle



COLD weather... Restrictions...

And yet a patch of blue sky appears... the charming vogue of ribbons...

On woollen evening gowns, now in fashion, dressmakers drape large sashes of faille, gleaming satin or taffetas....

Falling softly around slim waists, Basle ribbons mold the figure most becomingly.

Rochas suggests... black and white striped faille ribbons, and other dressmakers follow the lead, each utilizing in a characteristically personal way, the vivid, warm colorings of ribbons to brighten the neutral shades of woollen frocks...

Rainbow-hued ribbons: dark reds and purple reds, fuschia and violet tones, mingling with emerald greens and electric blues.

And then a sober contrast: a wide range of smart black ribbons, both mat and glossy...

Sunshine comes after rain...

And fashion leaders are already secretly preparing becoming toques trimmed with Basel grosgrain, so neat and terribly chic.

Then of course, also in the front line of fashion, are those little hats in the Madras style, to which Swiss ribbons adapt themselves so well...

Swiss ribbon is durable, pliable, easily draped or knotted, uncrushable and — of course — extremely smart...

Lingerie ribbons, ribbons of washable crepe de chine, ribbons of striped silk, taffetas and satin... Swiss ribbons spread across the world their qualities of good taste and striking novelty.

A. B.