

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1947)
Heft: 2

Artikel: Footwear : an outstanding collection
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-798939>

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

Download PDF: 28.07.2025

ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>

The suppression of all restrictions on footwear manufacture has enabled **Bally S.A. of Schönenwerd (Switzerland)** to prepare a magnificent collection of spring and summer styles.

These lovely models have a distinctive simplicity and neatness of line which is the stamp of good quality and workmanship. More attention is being paid to the harmony of surface and volume, to the general line and shape, than to details of adornment (Fig. 1). There is a very youthful trend in all types of shoes. Traditional, formal styles are giving way to freedom and foot comfort which finds expression in what the Americans call «casuals» and «flats» (Fig. 2). Suppleness, flexibility, lightness of weight, comfort, but also impeccable style — these are the main characteristics of the Bally models. Comfort, lightness and a youthful note have long been the keynote of camping footwear.

A large number of models, whether flat-heeled or with Louis XV heel for afternoon wear, are of the sandal type. Several strike a Grecian note with straps across the uppers which seem to clasp the sole to the foot (Fig. 3).

Open-work is also employed to render summer shoes light and cool. Pumps, buckled or laced styles with open-work are popular among women who do not find enough foot support in sandals (Fig. 4). Open-work is now adopted for all types of footwear.

For summer and holidays, flat, toeless and open-heel sandals are preferred for wear without stockings (Fig. 5).

Nevertheless society life must also be served, and dressy models with high Louis XV heels for evening wear are still in vogue, despite the success of the flat styles. Toeless and open-heel «sling-pumps» and cut-away shoes with straps, are gaily coloured and made of the most varied kinds of leathers (Fig. 6).

The classical semi-brogue has retained its traditional quality. Its execution can be appropriately varied and it is an ideal shoe for travel, holiday excursions and sports wear. This style stresses the youthful note of the collection and will be particularly in demand among the younger generation.

In brief, apart from comfortable, practical footwear and the classical high-heeled styles, footwear this summer will consist chiefly of open-heel and toeless shoes. In order of preference, the leathers used are : nubuck, elk, suede, box calf, kid and relax calf. Fabric sandals, light and soft to the foot, still have their adepts. Here are the colours in vogue for spring wear : brown, beige, black, blue, grey, white in combination. For the summer : white, natural leather, light brown, beige, red and blue.

And, last but not least, a word about masculine footwear. Men have requirements very similar to those of their womenfolk for summer footwear : comfort, suppleness, lightness of weight, coolness and sobriety. There are few models in the Bally collection for men, but — apart from all fashionable details — the factors «quality» and «looks» are more important still.

One typical combination of strength and quality is the style with plaited leather upper. It was introduced before the war but had to be abandoned for a time, owing to the need for leather economy. Open-work shoes have definitely gained popular favour, as was to be expected (Fig. 7). This style is not a mere imitation of feminine models : on the contrary, it was in masculine footwear that the idea first originated and was later adopted for women's shoes.

Lastly, mention must be made of a few models which have proved extremely popular abroad and which have clearly and finally set the seal on the high standard of Swiss workmanship and quality (Figs. 8 and 9).

FOOTWEAR: AN OUTSTANDING COLLECTION

