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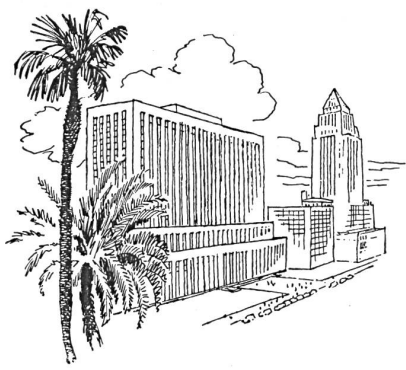
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## Los Angeles Letter

HERE COMES THE BRIDE...



Bridal gown. Embroidered organdy  
appliquéd on organdy by  
*Jacob Rohner Ltd., Rebstein.*

Photo Henry Hebermann

Fourteen thousand women, all engaged, all ready to be married, all yearning for that special loveliness that has come to be known as «a bridal gown by Cahill»... this is the number of brides-elect who attended William Cahill's personal appearance tour through ten key American cities this season.

This collection of heavenly bridal gowns was shown

only in famous shops in each of the ten cities. The brides-to-be waited breathlessly as each model emerged... and each was sure to find the basis for her «dream-come-true» dress, for from any model there would evolve an individual design, ranging in price from \$ 100 to \$ 2500, that would combine this fabric, that lace, those sleeves, a uniquely draped skirt, a special bodice, all carefully



Embroidered organdy with detached flowers by  
*Forster Willi & Co., St-Gall.*

Bridal gown trimmed with embroidery by  
*Forster Willi & Co., St-Gall.*

Photo Tom Binford

coordinated with the proper jewels, flowers, gloves and veils. In fact, perfectionist that he is, William Cahill has been known to fly three thousand miles from California to the east coast to see that every detail of elegant costuming contributed to the happiness of a bride and her entourage! And the social columns read: «The bride, wearing a gown by William Cahill, was a dream of loveliness...»

Because of such intense specialization and more than usual adherence to the idea of personal service, Cahill Rooms have been established in fine fashion stores throughout the country. In each of these rooms, a shop-within-a-shop, a highly unique service is provided; there is a Bridal Consultant, a secretary and registrar service so





Bridal gown. Embroidered organza  
by

*Forster Willi & Co., St-Gall.*

that individual plans may be worked out to help the bride coordinate her trousseau, select china, silver and linens and set up a registry for inquiring friends who are anxious to give gifts that will fit into a harmonious plan for the happy couple's home. Clever store owners have been quick to realize that the Cahill Room brings unlimited expenditures often in remotely related departments, by brides-to-be and their families and friends.

Seven years ago, William and John Cahill would have laughed uproariously if anyone had told them that women from all over the country would seek them out and demand their services. For William, at that time had recently graduated from architectural school and John, the firm's business manager, was attending the Sorbonne in Paris. Both were too young to have acquired any business experience and yet their education eminently fitted them for the careers they have chosen. However, their business start was purely personal and unpremeditated. William Cahill, on a dare, designed a wedding gown for their hard-to-please sister. The gown, a fabulous creation of lace and tulle and glamor, was more than heartily admired by one of the guests, who insisted that Mr. Cahill take his design sketches to one of the most exclusive local specialty shops. Success was immediate and has been lasting. Soon the word of the exciting new designer's talent spread and stores all over the country began the clamor for Cahill gowns.

Coupled with exclusively fine fabrics has been Mr. Cahill's use of pastel gowns, a frequent use of the creamy or ivory colored gown rather than pure white which is becoming to only a minority of brides, and the unusual use of pastel appliques and laces in delicate contrast to relieve the pure white gown which many brides still insist on.

Perhaps the definitive signature of a Cahill collection when seen en masse, is a major employment of Swiss fabrics, laces, appliques and trims. Mr. William Cahill has made several trips to Switzerland in order to have these things made to his designs and specifications, and now Swiss firms, in turn, come to him to preview their lines and ask for ideas and suggestions. The associations appear to be mutually profitable.

An interesting sidelight on the business methods of Cahill, Ltd. is the fact that finances are kept in a position to buy anything new or original or highly desirable in



Bridal gown. Fabric by

*Staffel & Co., St-Gall.*

Photo Landsdowne





Bridal gown. White sheer cotton fabric by  
*Stoffel & Co., St-Gall.*

Swiss goods although there is strict budgeting and pre-planning for domestic goods.

We asked Mr. Cahill if he objected strenuously to the delays and long waits that usually attend the purchase of foreign fabrics. This is the factor that disturbs most American designers most and influences their purchases of imports greatly. He replied that, on the contrary, he finds that the longer, more careful and accurate deliveries,

although annoying at times, do insure the individuality of the fabrics he receives, whereas fast deliveries would put these same fabrics out on the open market and thus destroy exclusivity.

It is indeed a great tribute to Switzerland that the happiness of thousands of American women has been inextricably bound up with the skills of Swiss craftsmen whose cleverness William Cahill has utilized to the



utmost. Perhaps what is considered a misfortune by other designers (slow deliveries) may very well be a most important ingredient in the success formula of Cahill Ltd., for «bridal gown by Cahill» has become a distinctive accolade bearing witness to the good taste of the wearer, emphasizing the high quality of fabrics, confirming the ingenuity and talent of the designer and conferring genuine glorification on a woman at one of the most important moments of her life... her wedding day.

*Helene F. Miller.*



Evening dress in pleated tulle by  
*Swiss Net Company Ltd., Münchwilen.*



All models are from  
**CAHILL LTD., LOS ANGELES**

Bridal gown. Silk net by  
*Swiss Net Company Ltd., Münchwilen.*

Photo David Kovar