

Letter from Germany

Autor(en): **Kraus-Nover, Emily**

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LETTER FROM GERMANY

Cotton is undoubtedly the king of fashion this summer, in Germany as everywhere else. Never before in this season has there been such an abundance of variations. The big fashion houses and the best ready-to-wear manufacturers have given the lion's share in their collections to cotton. It must be admitted however that cotton is

rarely recognisable as such. The heavy ottomans and reps, the gabardines and tweeds of which the summer suits and very smart afternoon coats are made are hardly distinguishable, if at all, from wool. Poplin, satin, faille and cotton moire have all the sheen and the draping qualities of silk. This variety of appearances and great



**Toni Schiesser,
Frankfurt a.M.**

Organza pure soie brodé de :
Reinseidener bestickter
Organza von :

A. Naef & Co., Flawil

Photo Eric



Lauer-Böhlendorff, Krefeld

Popeline coton de :
Baumwoll-Popeline von :
Stoffel & Co., St-Gall

Photo Nehrlich

adaptability to the different demands of fashion, as well as the first-rate finishes which have almost completely eliminated all danger of creasing, justify the enthusiasm with which fashion designers and the feminine world have taken to cotton.

It is no mere chance either that when the question is asked — where does such and such a charming fabric or one with particularly high wearing qualities come from, the answer every time is Switzerland. Most of the cotton materials woven in Germany moreover are sent to Switzerland to be finished. In the shops, the windows are full of the most tempting Swiss cotton fabrics, with silky satins prevailing. The designs could almost be called primitive in their colour and line. Full tones and extremely delicate but never insipid pastel shades are combined to give effects of unsurpassable distinction. Batistes with chintz effects and amusing motifs of flowers or very realistic fruits are as original as they are becoming. Fine designs of stripes or dots radiate fresh-

Toni Schiesser, Frankfurt a. M.

Organdi blanc brodé laine de :
Weisser Organdi mit Wolle bestickt von :
Forster Willi & Co., St-Gall

Photo Rucker



Lauer-Böhlendorff, Krefeld

Popeline coton de :
Baumwoll-Popeline von :
Stoffel & Co., St-Gall

Photo Nehrlich



Charles Ritter, Lübeck

Damassé noir et blanc de :
Schwarz-weisser Damassé von :

L. Abraham & Cie, Soieries S.A., Zurich

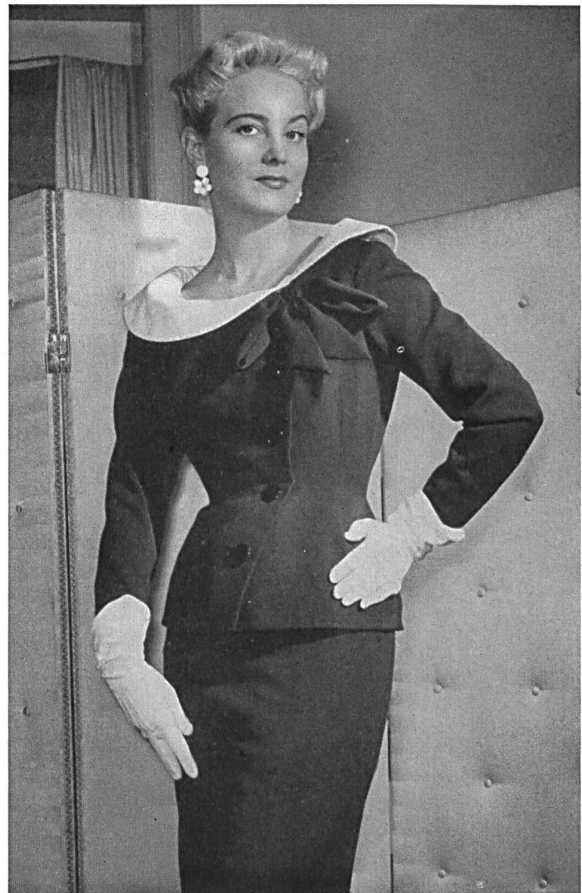
Photo Scheerer

ness and youth; here are the dreamed-of fabrics for the shirtwaist dress that is coming back into fashion.

This spring, the German cotton industry organised a gala fashion show at the Kursaal in Wiesbaden, on the occasion of the visit of the American « Cotton Queen ». This show, in which important firms, fashion houses and clothing manufacturers from Berlin and western Germany took part, was very instructive and showed the part played by cotton in German fashions. Among the firms taking part were the fashion houses of Charles Ritter from Lubeck and Toni Schiesser of Frankfurt on Maine.

Charles Ritter, who has as his clients the ladies of fashion of north Germany, has inherited from his father his preference for Swiss embroideries and silks, just as he has taken over from him the same sources of supply. He represents the last generation of the firm of Ritter silks of Lubeck, established more than a hundred and fifty years ago. He has made a name for himself since the end of the war. Recently, the government of Bavaria awarded him the gold medal for feminine fashions, which is really an honour as anyone who knows the rivalry existing between north and south Germany will realise.

Toni Schiesser for her part has succeeded during the last six years in making her couture house the most distinguished salon in the district of Maine-Rhine. She has achieved this thanks to an indefatigable zeal for work, a clear grasp of the goals to be attained, a good understanding of the possibilities and of everything to do with fashion, imagination and a great knowledge of the technical side of her profession. Everyone who is anyone comes to her to be dressed! Last year she made seven outfits for Princess Margaret of Hesse Rhine for

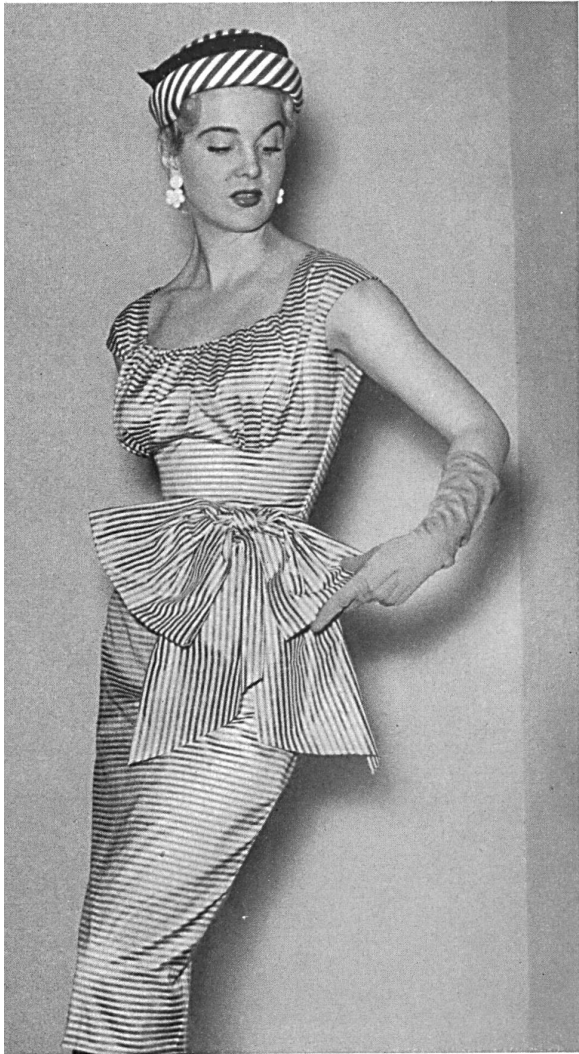


Charles Ritter, Lübeck

Givrine marine de :
Marineblaue Givrine von :

Robt Schwarzenbach & Co., Thalwil

Photo Scheerer



Charles Ritter, Lübeck
 Givrine gris asphalte de :
 Asphaltgraue Givrine von :
 Robt Schwarzenbach & Co., Thalwil

Charles Ritter, Lübeck
 Taffetas shantung rayé gris et blanc de :
 Nebelgrau-weiss gestreifter Shantung-
 Taft von :
 L. Abraham & Cie, Soieries S.A., Zurich



the coronation in London, which, although conforming strictly to court etiquette, were masterpieces of good taste. A model in pearl grey Swiss organza made entirely of bands of the material joined together, with amazing technical skill, was a dream of loveliness. In each of Toni Schiesser's collections, pure silk organzas, laces and precious embroideries from St. Gall play an important role, and the latest novelties produced by famous Swiss firms are always to be found.

These two examples are symptomatic of the development of fashion in post-war Germany. Starting from scratch in both the material and moral sense, a few courageous and talented designers have succeeded in a very short time in creating a sound reputation with both the experts and the general public, simply by their initiative, their capability and their untiring efforts.

Emily Kraus-Nover

Charles Ritter, Lübeck
 Mohair façonné noir de :
 Schwarzer Mohair façonné von :
 L. Abraham & Cie, Soieries S.A., Zurich

Photos Scheerer