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Letter from Germany



FORSTER WILLI & Co., SAINT-GALL

Hellgelber Organza mit Hecken-
rosenzweigen bestickt.

Organza jaune clair brodé de
branches d'églantier.

Modell/Modèle :
Jean Groh, Frankfurt a.M.

In Germany, with the opening of the season, the spring/summer fashion was in complete harmony this year with its great Parisian source of inspiration. The Empire and Princess lines, the narrow silhouette for the day and the full skirts placed at the natural waistline and abundantly gathered in the vaporous mid-summer models, are all to be seen here as in Paris. But it is above all the Parisian vogue for matching outfits that predominates everywhere, not only in the fashion houses but also in the collections of the ready-to-wear manufacturers. For every dress there is a coat to match or at least a little jacket; even the slim tailormades always have their accompanying coat or 7/8 jacket in matching fabric and colour.

This is something quite unusual in Germany, and clothing specialists and fashion writers will have to refer repeatedly to the theme and work systematically on the customer to put over this attractive and elegant fashion, which will naturally involve extra expense.

On the other hand, all the cool youthful summer dresses in Swiss fabrics have been greeted with unanimous enthusiasm: white batiste with embroidered or woven

FORSTER WILLI & Co., SAINT-GALL

Roter Organza in rot und grün bestickt.
Organza rouge brodé rouge et vert.

Modell/Modèle :
Jean Groh, Frankfurt a.M.

FORSTER WILLI & Co., SAINT-GALL

Olivgrüner Organza mit
beiger Stickerei.
Organza olive avec broderie
beige.

Modell/Modèle :
Jean Groh, Frankfurt a.M.





RUDOLF BRAUCHBAR & Cie, ZURICH

Reinseidener Taft in gelb mit schwarzen Blüten.
Taffetas pure soie jaune à fleurs noires.

Modell/Modèle :
Toni Schiesser, Frankfurt a.M.

FORSTER WILLI & Co., SAINT-GALL

Sektfarbener Duchesse-Satin mit Rosen bestickt.
Satin duchesse champagne brodé de roses.

Modell/Modèle :
Jean Groh, Frankfurt a.M.

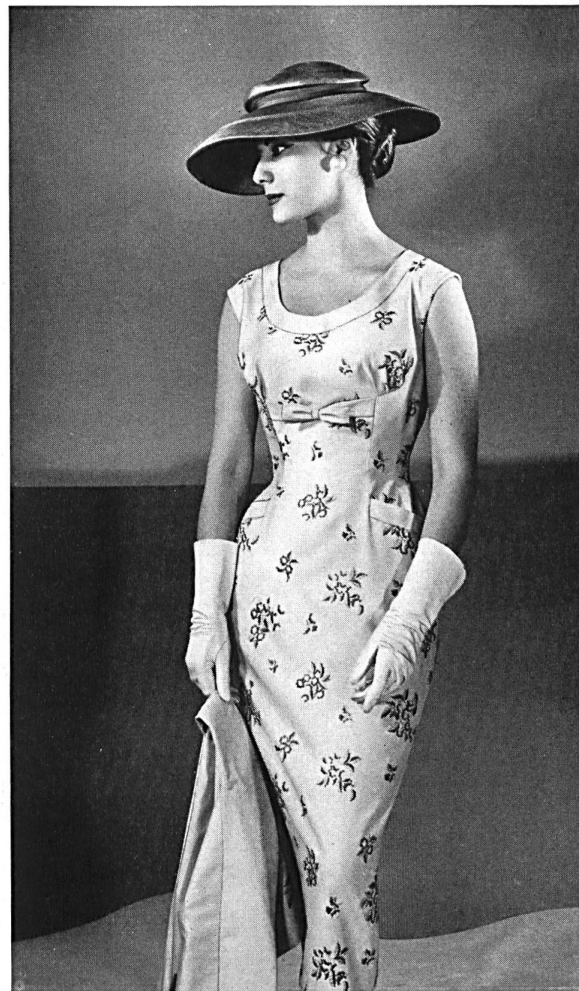


Photos
Pressebild Eric,
Frankfurt a.M.

motifs in gay colours, striped poplin and satin decorated with embroidered bouquets or rosebuds, and coloured poplin decorated with bands of white broderie anglaise (Forster Willi, Rudolf Brauchbar, Stoffel).

The lovely fabrics of Switzerland play an important part in the collections of all the well-known German fashion houses, such as Heinz Schulze-Varell (Munich), Charles Ritter (Lübeck) or Toni Schiesser (Frankfurt). The latter, in addition to her youthful summer dresses, presents outfits of a quiet elegance in turquoise or sable Swiss linen, embroidered in the same shade with woollen flowers or branches in relief (Forster Willi). The gathered and draped ankle-length evening dresses, with full skirts, in chine taffeta and embroidered organza are a veritable feast for the eyes.

In his new collection, Jean Groh (Frankfurt) takes particular delight in presenting precious embroidered silks from St. Gall (Forster Willi). With organza in « Dior red » embroidered with silver-grey branches flecked with red, or in yellow embroidered with yellow wild roses, or in olive embroidered in beige, and a magnificent duchesse satin decorated with bunches of machine embroidered



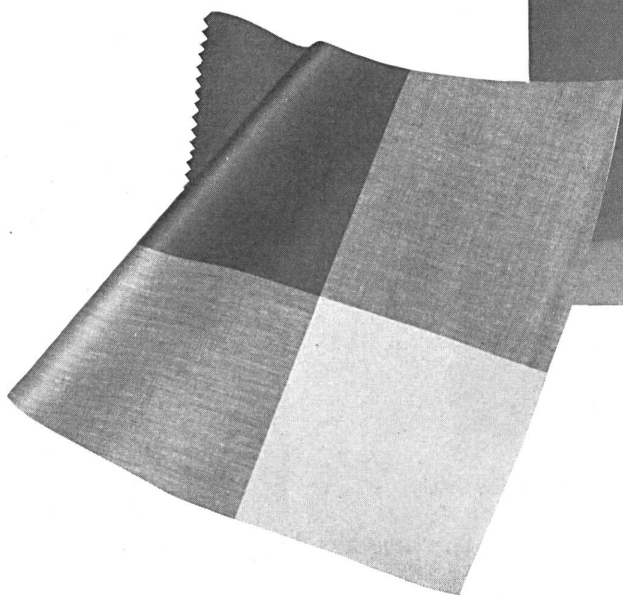
FORSTER WILLI & Co., SAINT-GALL

Beige Popeline türkis und braun bestickt.
Popeline beige, brodée turquoise et brun.

Modell/Modèle :
Toni Schiesser, Frankfurt a.M.

roses, he has made some fabulous ensembles and evening dresses.

Jean Groh is the only German importer of novelties who is not content merely to sell exclusive fabrics to high fashion. In fact, he also uses these fabrics (the sole rights for which he obtains for himself throughout Germany for a whole season) to make his own models, which follow closely the latest Paris trends, which he adapts with much tact and fine feeling so as to make them acceptable on the German market without in any way detracting from their authenticity. This collection is then presented in the biggest towns of the Federal Republic, such as Hamburg,

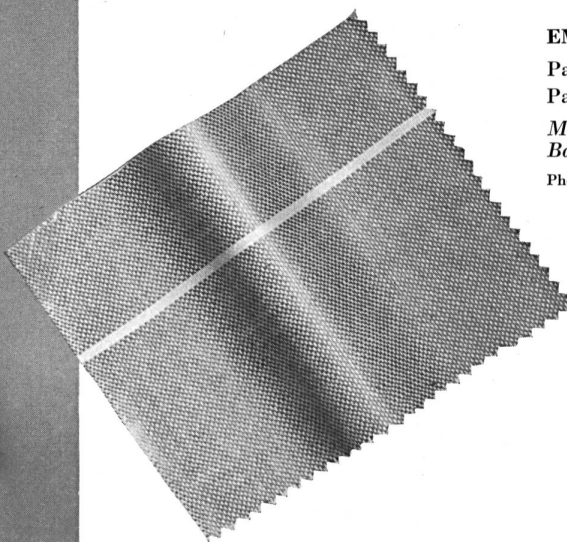


EMAR S. A., ZURICH

Schottenmuster, reine Baumwolle.
Ecosais, pur coton.

Modell/Modèle :
Baroness-Röcke, Köln/Cologne.

Photo Max Wette, Köln



EMAR S. A., ZURICH

Panama gestreift, reine Baumwolle.
Panama rayé, pur coton.

Modell/Modèle :
Baroness-Röcke, Köln/Cologne.

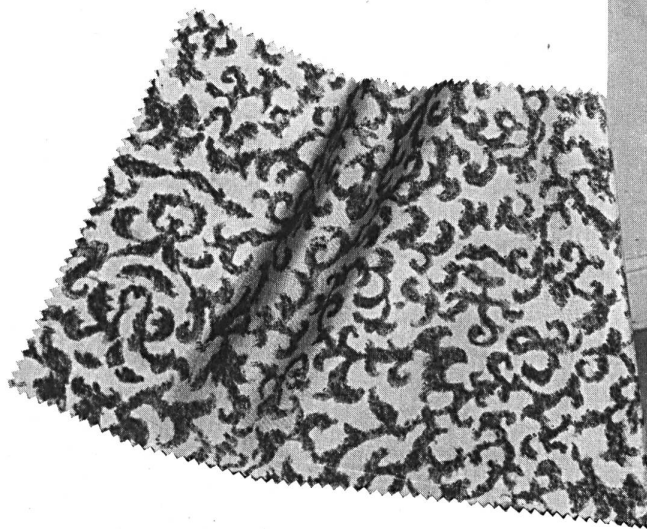
Photo Max Wette, Köln

L. ABRAHAM & Co., SEIDEN A.-G., ZURICH

Super Miyako imprimé/bedruckt.

Modell/Modèle :
Bodendiek, Berlin.

Photo Lotte Söhring, Berlin

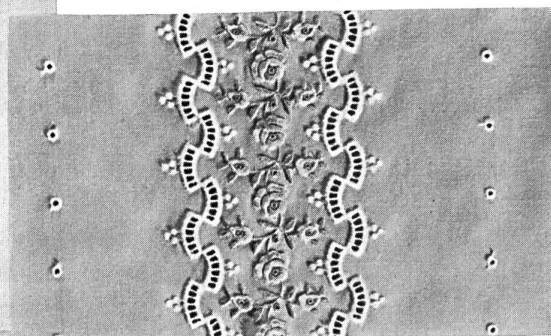
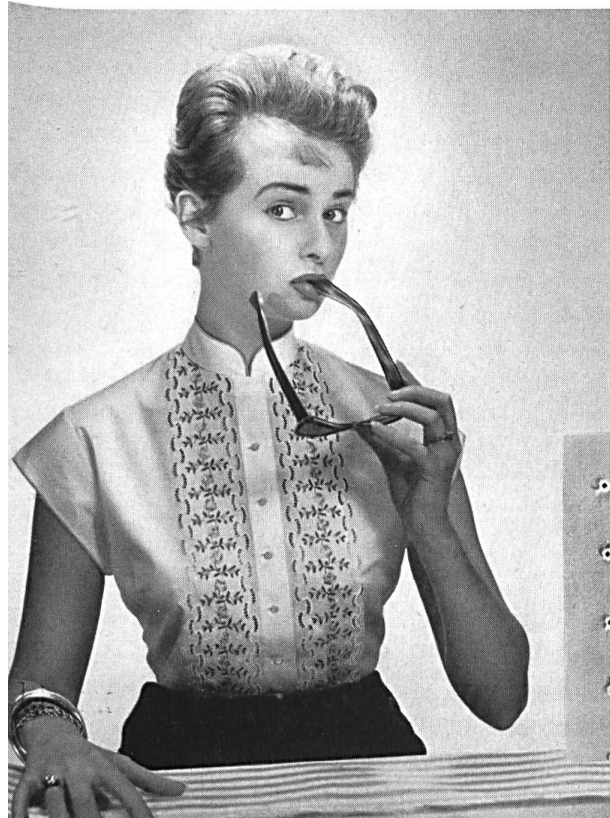


REICHENBACH & Co., SAINT-GALL

Bunt bestickte Popeline,
Popeline brodée en couleurs.

Modell/Modèle :
K. E. Spranger, Konstanz.

Photo Kabus, Konstanz



Munich, Frankfurt and Dusseldorf, and in this way gives the specialised customers of the house of Groh not only a view of the latest novelties in fabrics but at the same time invaluable suggestions for their use and a true picture of the latest fashions. In the first years after the war, the presentations of Jean Groh were, for numerous fashion houses, the only source of genuine information on fashions. At the same time the possibilities of using the fabrics and the particular charm of each material are shown to advantage in a way that could not be done in the ordinary type of fabric display. This was very clearly recognized this season with regard to the magnificent rich embroideries of St. Gall.

Emily Kraus-Nover.