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## *London Letter*



**HEER & Cie S. A., THALWIL**

« Draplyne » fabric.

*Model by Lebof Ltd., London*

Perhaps Napoleon did consider the British as a nation of shopkeepers but whatever he thought or meant by these words one thing is certain and that is that the tradesmen of today have nothing in common with those of 150 years ago. Too many changes of every kind have occurred, particularly since the last war, and these have completely modified retail trading, making it more difficult and more complex. The levelling down of the classes in particular has replaced the old-time market

based on social distinctions by one organised according to economic differences. Statistics, market surveys and gallup polls provide invaluable information about the different classes of buyers. Unfortunately too many retailers still do not know how to make full use of these modern aids and do not realise that the widespread use of mass means of information and communication — newspapers and magazines, radio, cinema and TV — has developed in the younger generation a much keener and



**L. ABRAHAM & Co. SILKS Ltd.,  
ZURICH**

Silk gauze with metal thread.

*Model by Frederick Starke, London*

Photo David Olins



**L. ABRAHAM & Co. SILKS Ltd.,  
ZURICH**

Pure silk printed Basra.

*Model by Frederick Starke, London*

Photo David Olins



**L. ABRAHAM & Co. SILKS Ltd.,  
ZURICH**

Pure silk twist thread satin.

*Model by Fredrick Starke, London.*

Photo David Olins

**F. BLUMER & Co., SCHWANDEN**

Printed wool.

*Model Nettie Vogues Ltd., London*



more exacting fashion sense than hitherto. Today nearly 2 ½ million (in a year or two well over 3 million) young women between the ages of fifteen and twenty-five are working and earning between them £13,000,000 weekly. Earning good money and enjoying considerable social benefits, they can buy almost everything that appeals to them. The British market therefore now offers great scope in the field of fashion for those who know how to take advantage of it.

To return to more directly practical considerations, let us mention that the princess line seems to have become a classic; it never seems to leave us completely and is likely to be much more in evidence this coming autumn. Only the better wholesale manufacturers have, in their new collections, a model based on Balmain's «Harem» conception but every manufacturer has a number of interpretations based on the princess line. Two particularly attractive Swiss models in this line are now being shown to the trade. The first with a knitted small two-toned diamond motif, styled with two darts at the waist,

square-necked and emphasised with a strap which is repeated on the cuffs of the three-quarter length sleeves. The other is a cocktail dress, also knit but with an embroidered leaf motif in a lighter tone. Its chief eye-catching feature lies in the deep pleat over the back of the right leg, high-lighted with a long streamered ribbon-bow.

On the separates side, and again for the coming season, I was particularly impressed by a skirt consisting of deep box pleats overlapping each other at the waist. Topped by a leather belt, the skirt hangs magnificently and smoothly to a wide graceful hemline. This is one of the happiest inspirations I have seen for quite some time. A cocktail top in cotton chenille which is also now being shown to the trade is the production of another Swiss house. The appeal of this jumper lies in its fine material with a full handle and in its glorious range of good rich colours. Its styling is perfect simplicity, sleeveless and with a slit neckline; but it possesses the charm and elegance which needs no further emphasis.

*Ruth Fonteyn*

**JACOB ROHNER S. A.,  
REBSTEIN**

Fashionable trimmings for under-  
wear.

*Model by J. & R. Morley Ltd.,  
London*

