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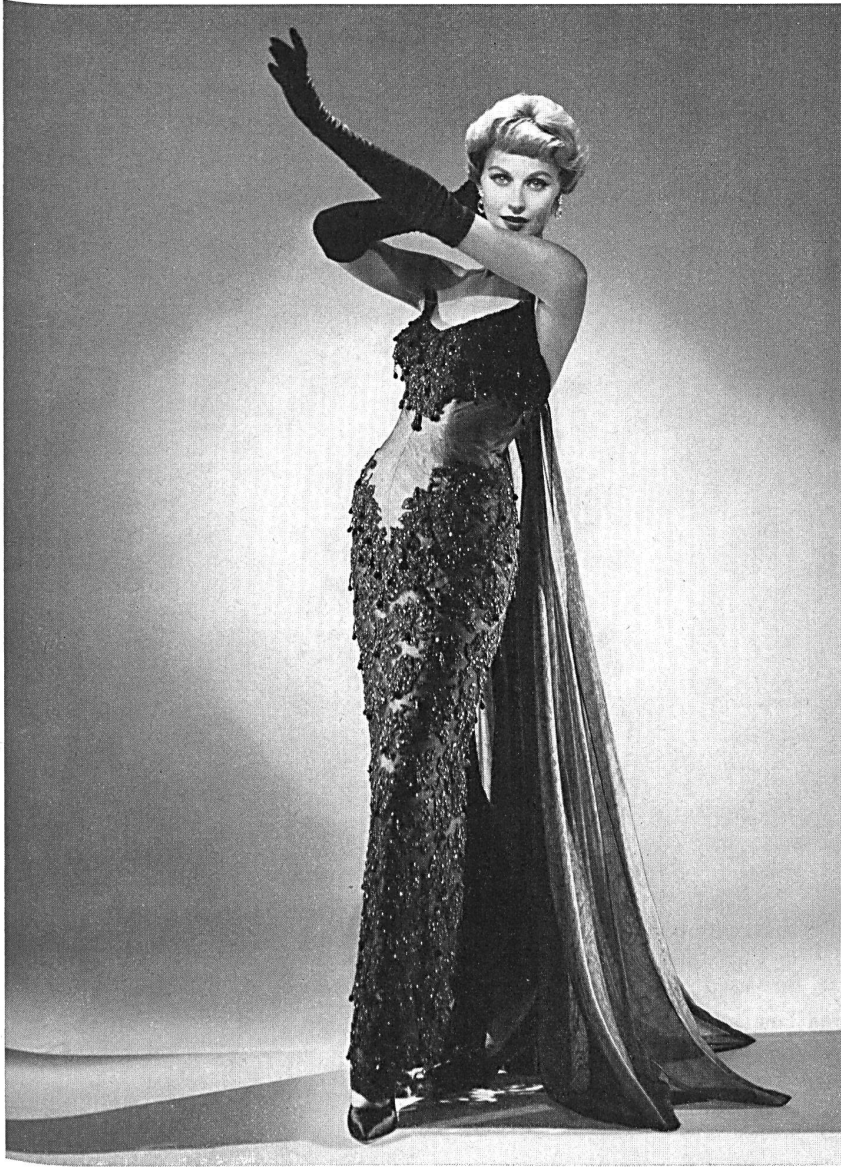
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Los Angeles Letter



NEUBURGER & Co. S.A.,
SAINT-GALL

Reembroidered lace.

Model Don Loper, Los Angeles.

Photo John Engstead.

TODAY'S DESIGNER — A MULTI-FACETED MAN

Recently returned from a most successful European tour, Don Loper, Hollywood's most widely talented designer, presented his new collection to the press in the quiet elegance of his Beverly Hills home. The effect was nothing less than bombshell from this unendingly and prolific designer of custom clothes, menswear, shoes,

interiors and theatrical costumes who once knew fame as a dancer and choreographer, as well.

He loudly deplored the fashion-line that destroys rather than glorifies a woman's beauty. His collection, therefore, is composed of "kinds" of clothes rather than "styles" of clothes. Among these are shaggy soft tweeds combined



HEER & Co. Ltd., THALWIL
Brown and white silk tweed.
Model Don Loper, Los Angeles.

with sleek, finely knit Swiss wools for day wear, furs used like fabrics over Swiss silks and re-embroidered laces, or cut velvets re-worked in shapes to glamorise the entrance of any great lady for a very special evening.

His entire new collection of one hundred pieces is almost completely a costume collection of dresses and jackets, dresses and coats, dresses and furs, theatre suits, long, dinner dresses with trains to be worn with jackets and dancing dresses with their matching reversible satin or furlined coats.

Dancing skirts are all full. Daytime clothes, often in suave Swiss sheer wools, are form-fitting and custom-detailed enough to be glove-like. "Quiet" evening or theatre clothes are usually cut close to the body and fulfill their function to the n^{th} degree—making women utterly beautiful.

Altho Loper prefers black and white above all colors because of their architectural purity, his fantastic color sense cannot be denied. In this collection he centers on high shades of emerald greens, cherry and garnet reds, a slate-like deep blue for late afternoon and evening as well as a lavish use of blush pink with white. Daytime colors are very muted shades of olive greens, violet, orange-reds and a colored taupe which he pin-points as "pink mink", and it is.

Since the recent trip abroad, Loper's clothes will now be sold in various European capitals. Shortly, we hope, Swiss craftsmen will have an opportunity to see how an American designer handles their fabrics with the elegance, reverence and cleverness they deserve.

Helene Miller

«NELO», J. G. NEF & Co. Ltd.,
HERISAU
Nelo-Shinosa cotton fabric.
Model California Shirt worn by MGM
Star Claire Kelly.
Photo John Engstead.



«NELO», J. G. NEF & Co. Ltd.,
HERISAU
Nelo-Lugano cotton fabric.
Model Lanz of California
worn by MGM Star Gera Rowlands.
Photo John Engstead.