

Letter from Los Angeles

Autor(en): **Miller, Helene F.**

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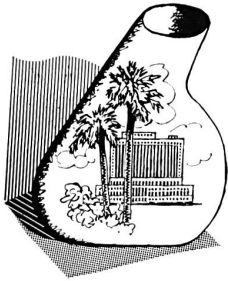
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Designer-couturier Werlé, of Los Angeles, showing Miss Barbara Stanwyck some sketches for her new TV wardrobe. Miss Stanwyck is wearing a gown in pure silk embroidered organdy by :
Le couturier Werlé, de Los Angeles, présente à la vedette Barbara Stanwyck des projets de robes pour la télévision. Miss Stanwyck porte une robe de Werlé en organdi de soie brodé de :

FORSTER WILLI & CO., SAINT-GALL

Letter from Los Angeles

WHIRLING WITH WERLÉ

Society dances... in gowns by Werlé. The opera, the charity balls, the dinners large and small find more and more women in fashionable cities wearing more and more gowns by Werlé. In fact, acceptance of this young designer's fashions (he's still in his early thirties) has been phenomenal by any standards.

We had a three-way conversation with him and his business manager—Werlé was in New York, Mr. Fernandez in Beverly Hills and we were ten miles away over a ridge of mountains—about his fashions and what he was doing in New York. There he presented his collection to eastern buyers for the next season's buying. He told us it was hardly necessary to do this any more as eastern stores are more California-minded than ever and will come out to California in great numbers for the next buying season, three months hence.

What are they buying and what do they want? They are buying more and more expensive gowns in larger quantity. Werlé prices go up to \$1000. They are buying more subtle colors. Apparently the rush for vivid, shocking color has ended its cycle and the public seems wearied of four seasons of high color. Werlé told us he is using many soft shades of green, subdued taupe, glowing topaz. In fact, most of his colors have a predominating gold look. To round out his collection he has added one or two bright reds and the ever-wanted blacks.

The shape of things to come is a larger-on-top look with soft shoulder-padding, loose full sleeves above slim skirts. No leg-of-mutton or balloon sleeves exist in the Werlé collection. Full skirts fill out the evening and dinner group and slim skirts seem to be the rule for day time wear.

The House of Werlé has specialized from the beginning in fine, imported fabrics that give its fashions a unique flavor combined with the « je ne sais quoi » of California styling. The resulting success has confirmed this designer in his policy and has resulted in increased purchases from abroad with a large part of its total coming from



L. ABRAHAM & CO. SILKS LTD.,
ZURICH

Pure silk warp printed taffeta
Taffetas chiné pure soie
Modèle Werlé, Los Angeles

Swiss houses. Three of its most important resources are Forster-Willi, Abraham and Brauchbar. The accompanying photographs show fabrics from all of these houses.

A very glamorous part of Werlé's career is his designing for two great ladies of the cinema who have now become television stars as well: Miss Loretta Young and Miss Barbara Stanwyck. Almost all the dresses that Miss Young wore on television this past year were designed by Werlé and this coming year plans are afoot for doing the same thing for Miss Stanwyck. In order to acquaint her with the various facets of his work he recently invited her to a buyers' showing of his wholesale collection. When his first three numbers were not applauded wildly, Miss Stanwyck was horrified and upset. When it was pointed out to her that the buyers were note-taking furiously and that this was a much better indication of success than hand-clapping would have been, Miss Stanwyck herself began making notes... for her future shows. She learned then that there was more than one kind of applause that was satisfying to the creative artist.

Helene F. Miller



L. ABRAHAM & CO. SILKS LTD.,
ZURICH

Silk chiffon
Chiffon de soie
Modèle Werlé, Los Angeles



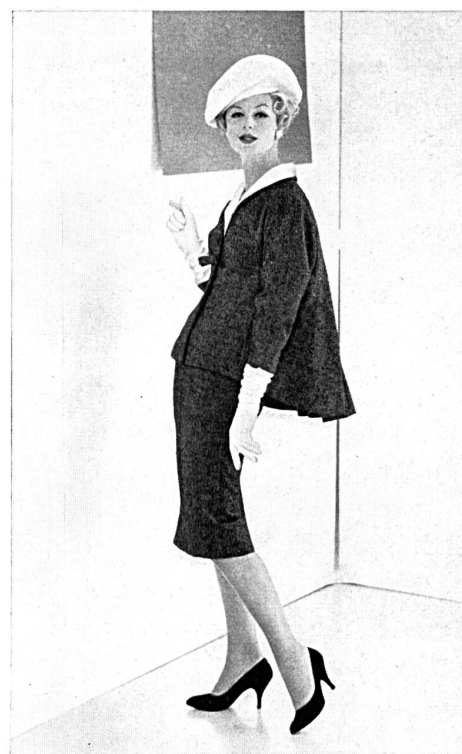
RUDOLF BRAUCHBAR & CIE LTD.,
ZURICH

Silk embroidered organdy (top), silk taffetas with silk organdy over the taffeta (skirt)
Organdi de soie brodé (blouse), taffetas de soie recouvert d'organdi de soie (jupe)
Modèle Werlé, Los Angeles



L. ABRAHAM & CO. SILKS LTD.,
ZURICH

Silk satin (cloak),
warp printed silk taffeta (dress)
Satin de soie (manteau),
taffetas chiné (robe)
Modèle Werlé, Los Angeles



RUDOLF BRAUCHBAR & CIE LTD.,
ZURICH

Silk and wool tweed
Tweed de soie et laine
Modèle Werlé, Los Angeles