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Autor: Miller, Helene F.
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Los Angeles Letter

Spring is in the air, it's everywhere



FORSTER WILLI & CO.,
SAINT-GALL

Organdi de soie gris nuage
brodé blanc
White embroidered mist-grey
silk organdy
Model Travilla, Los Angeles

Spring is on the wing in this busy fashion center with showings completed for fashion editors of the National Press. Old established houses are bigger, better, busier than ever and new ones are springing up all over the

place. So much is going on that all we can give you are capsule collections of the more exclusive and outstanding collections altho there are literally hundreds of other houses turning out specialties such as sportswear,

swimwear, knitwear, novelties, accessories and madnesses of every size and shape — using Swiss goods — to tantalize the female soul. So let us begin :

Irène, always impeccably tailored, combining flawless line of fabric and perfection of selection, this year the « story » is the asymmetrical line, ruffled cascade dresses in chiffon, raw silk, side-wrapped suit skirts, very easy or no-waistline-fit dresses, little off-center details, brief sleeves, cowl neck.

Don Loper, Parma violet, brilliant green, navy in crepes, laces, chiffons, silk pesante in the costume, completed look, low, square necklines, gathered busts, slim skirts, full, full skirts, full coats that float on a cloud of sheer weighted fabrics to travel everywhere in sheer flattery — a very « personal » collection.

Maxwell Shieff, also a travel collection of « merely-ounce-weight » dresses, matching coats in imported

cottonplaids and silks, fresh young tucking and pleating, demure choir boy bodices, harem skirts, his favorite tiered skirt, costume coats of shirred silk organza, mated colors in browns, blues, greys and always for spring the sophisticated use of naive white organza in shirtwaist tops.

Marusia sets her world on fire with color this season. Flamingo pink was repeated again and again. Fabrics : silk tweed, silk linen or jersey in little suit or coat costumes as well as her famous, fabulous ball gowns, Surprise prints and drama in linings and matching blouses.

Paul Whitney, delightful, young, gay with dramatic fabrics delicately used bold stripes, dramatic white, the asymmetrical line, beau-catching ties, extravagant Forster-Willi embroidery in a pink bodice and jacket above a full white organdy skirt, color drama in red, yellow and orange tones of draped chiffon.

Helen Rose, a large variation on chiffon which forms one-quarter of her entire collection : tailored, tone-on-tones, beaded, multi-colored, striped and draped.

Large numbers of organzas in polka dots and prints. Color in soft palettes of blue, pink, yellow, misty amethyst, only a touch of green, grassy green. This showing was an all-out theatrical production by MGM studios with producer, screenwriter and orchestra in full attendance for filming.

There are many, many more houses now using Swiss fabrics, too numerous to report in this edition. We promise a follow-up of the new houses now surging ahead.

Helene F. Miller



STOFFEL & CO., SAINT-GALL

Piqué métal
Metallic piqué
Model Pat Premo, Los Angeles



WEISBROD-ZÜRRER SÖHNE,
HAUSEN s. A.

« Miraseta » pure soie ; pure silk
Model Helen Rose, Los Angeles



WEISBROD-ZÜRRER SÖHNE,
HAUSEN s. A.

« Casablanca » pure soie ; pure silk
Model Helen Rose, Los Angeles



WEISBROD-ZÜRRER SÖHNE,
HAUSEN s. A.

« Casablanca » pure soie ; pure silk
Model Helen Rose, Los Angeles