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RUDOLF BRAUCHBAR & CIE S. A., ZURICH
 «Amirante», shantung pure soie, imprimé /
 bedruckter, reinseidener Shantung
 Modèle Ernst Endress K. G., Lipperreihe ü. Bielefeld
 Photo Günther Dittmer, Berlin

Letter from Germany



RUDOLF BRAUCHBAR & CIE S. A., ZURICH
 Super Miranda, twill imprimé, pure soie / bedruckter
 reinseidener Twill
 Modèle Hall & Peyler, Berlin
 Photo Leonard



RUDOLF BRAUCHBAR & CIE S. A., ZURICH
 Chiné sablé pure soie / reine Seide
 Modèle Hans W. Claussen, Berlin
 Photo Hubs Flöter, Berlin

One of the characteristics of fashion seems to be its capacity for thriving best under difficult circumstances. We say this without thinking only of Paris, where for several seasons the atmosphere has been increasingly strained at the time of the seasonal openings. For in Berlin, the centre of German fashions, the atmosphere

was particularly tense at the time of the 47th showing of women's ready-to-wear clothing, so tense in fact that quite a number of buyers, especially foreigners, were discouraged from attending. The tanks at the streetcorners, the big guns at the ready, the barbed wire barricades between the two sectors of the town, the ubiquitous machine



FORSTER WILLI & CO., SAINT-GALL

Satin Duchesse pure soie brodé
Reinseidener bestickter Duchesse Satin
Modèle Toni Schiesser, Francfort
Photo F. C. Gundlach

guns and ever present threat of tear gas bombs were certainly not a chosen setting for feminine fashions.

In spite of all this however, the regular clients, who had come in force, placed 30 % more orders than usual, which helped somewhat to restore the balance. The reasons for this increase are attributable not only to a possible spirit of solidarity but also to the fact that next spring's fashion has several very convincing arguments up its sleeve. One of the most convincing is the wealth of lovely fabrics, among which those from Switzerland — embroideries and laces, colour-woven and printed cotton fabrics, marvellous pure silks and light and supple woollens, in loose weaves — occupy a leading position.

* * *

The attraction exerted by the artistically embroidered, vaporous Swiss fabrics — organdies, batistes and pure silks — on the new generation of fashion designers, can be clearly seen from the lovely creations presented by the various German fashion schools (those of Hamburg, Hanover and Wiesbaden, for example) at fashion shows and parades. These extremely attractive materials lend wings to ambition and imagination.

The keynote of the winter social season, which will soon be in full swing with dancing competitions, big balls, charity fêtes and sumptuous private receptions, is unmistakably « white and gold » this year. Bevy of beauties will float by in the ballrooms, dressed in ethereal and transparent gowns of white silk organdie and chiffon, lavishly embroidered with gold flowers and trimmings. Scalloped flounces embroidered with gold dots are superimposed like fishes scales with their metallic sheen. Heavy, superimposed gold guipure from St. Gall is used for body-hugging dresses and loose jumpers pulled down over skin-tight gilt after-ski slacks.

But all this gold glitters only in a comparatively restricted world. The great majority of women and girls are faced every day, in their homes or in their jobs, with more down to earth problems. The blouse industry, which regularly succeeds in producing a host of bright new ideas, fulfils their dream of always being attractively dressed, in spite of a time-consuming job and limited means. That perennial favourite, the Swiss poplin blouse, is particularly chic worn over the skirt, buttoned up at the back and with embroidery on the front. An attractive idea worthy of mention is petit-point embroidery in dainty pastel shades on the buttons, at the waist and on insertions.

* * *

Throughout the winter, in a climate that tends more to fog and rain than icy cold, raincoats and driving coats in water-repellent Aquaperl poplin, with warm linings are the order of the day; they vary constantly in style and details of trim, according to the dictates of fashion. For everyday wear, many smart women prefer a sporting coat of this kind, possibly lined with fur, to any other winter coat.

Emily Kraus-Nover



FORSTER WILLI & CO., SAINT-GALL

Organdi de soie avec fleurs détachées en velours
Seidenorgandy mit applizierten bestickten Samt Blumen
Modèle Toni Schiesser, Francfort
Photo F. C. Gundlach



UNION S. A., SAINT-GALL
Organdi de soie blanc avec broderie or
Weisser Seidenorgandy mit Goldstickerei
Modèle Toni Schiesser, Francfort
Photo F. C. Gundlach



UNION S. A., SAINT-GALL
Guipure de velours
Samtguipurespitze
Modèle Toni Schiesser, Francfort
Photo F. C., Gundlach



CHRISTIAN FISCHBACHER CO., SAINT-GALL

Tissu coton Minicare

Minicare Baumwollgewebe

Modèle Sora Kleiderwerke, Spaichingen



REICHENBACH & CIE,
SAINT-GALL

Batiste Minicare de couleur
avec bordure en broderie

Farbiger Minicare Batiste

mit Stickereibordüre

Modèle Jora, Witzenhausen

Photo Them, Munich

« Minicare »

Joseph Bancroft & Sons Co.
A.G., Zurich

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CHRISTIAN
FISCHBACHER CO.,
SAINT-GALL

Satin de coton gris argent
garni de broderie de Saint-
Gall

Silbergrauer Baumwollsatin
mit feiner St. Galler Sticke-
rei

Modèle Sihler

Photo Ernst A. Ihle

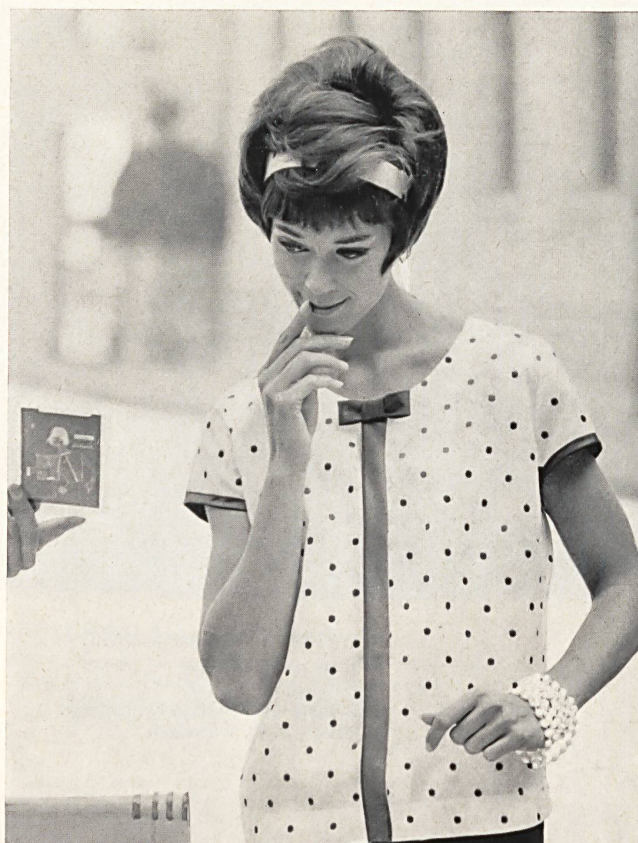
SETARTI S. A., ZURICH

Coton Minicare brodé /
besticktes Gewebe

Modèle Elsbach GmbH,

Herford

Photo Lore Wolff, Munich





HEER & CIE S. A., THALWIL
Tweed bourru
Flauschiger Tweed
Modèle Acofra / Kannemacher, Francfort
Photo Khan



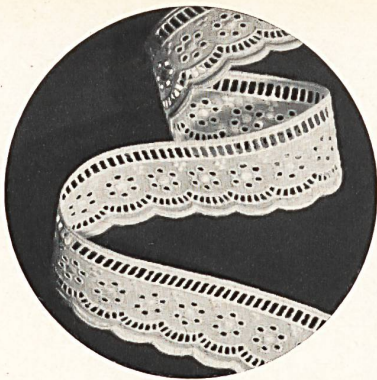
HEER & CIE S. A., THALWIL
Tissu de laine noir-blanc-gris à carreaux
Schwarz-grau-weiss Wollkanvas
Modèle Acofra / Kannemacher, Francfort
Photo Khan



THEODOR LOCHER & CIE, SAINT-GALL
Batiste glacée brodée de boutons de roses
Glasbatist, mit Rosenknöpfchen bestickt
Modèle Meisterschule für Mode, Hambourg
Photo F. C. Gundlach



THEODOR LOCHER & CIE, SAINT-GALL
Batiste de coton avec broderie anglaise
Baumwollbatist mit Lochstickerei
Modèle Meisterschule für Mode, Hambourg
Photo F. C. Gundlach



FORSTER WILLI & CO., SAINT-GALL

Broderie – Stickerei
Modèle Schiesser A.-G., Radolfzell
Photo Rast



FORSTER WILLI & CO., SAINT-GALL

Broderie – Stickerei
Modèle Schiesser A.-G., Radolfzell
Photo Rast



SABROSA S. A., SAINT-GALL

Batiste Minicare garnie d'une broderie
deux couleurs

Minicare Batist mit zarter zweifarbigem
Stickerei

Modèle Wollenschläger & Co. GmbH,
Baden-Baden

Photo W.E. Lautenbacher



UNION S. A., SAINT-GALL

Broderie en deux tons et broderie anglaise
sur satin de coton

Zweiton- und Lochstickerei auf Baum-
wollsatin

Modèle Susi-Modell, Frankfurt

Photo Ernst A. Ihle



STOFFEL & CO.,
SAINT-GALL
Aquaperl, tissu hydrofugé /
imprägniertes Gewebe
Modèle Trenchcoat
Baumann
Photo Khan



STOFFEL & CO.,
SAINT-GALL
Aquaperl, tissu hydrofugé /
imprägniertes Gewebe
Modèle Trenchcoat
Baumann
Photo Khan

