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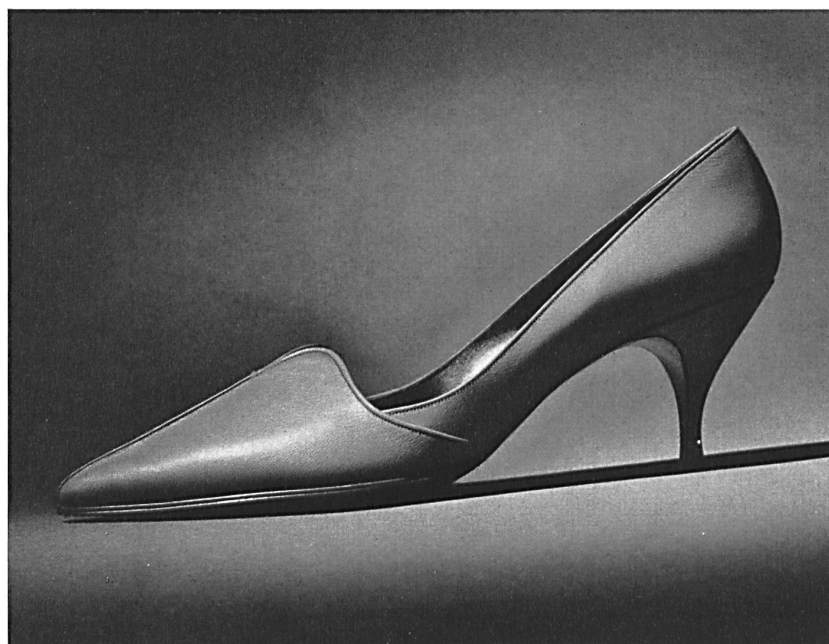
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# Studied Simplicity

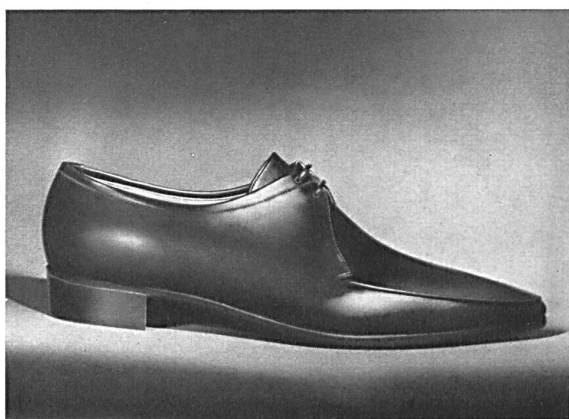
Internationalism and studied simplicity are the keynote of the footwear fashions for the 1963-1964 autumn-winter season. The new creations come in an infinite variety of models : comfortable walking shoes with wide heels, like those worn in Paris with sporty tailormades, suede pumps

trimmed with satin to go with little black dresses, knee-high boots for wear with winter coats. For short dresses, shoes remain the principal fashion accessory.

Imitation lacing, high vamps, straps, thongs, bows, ribbons, fine suede edgings or coloured edgings contrasting



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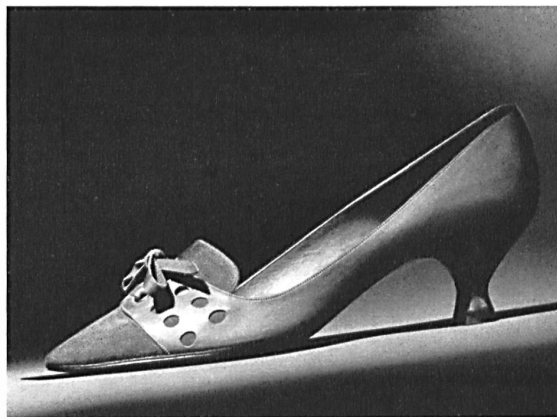
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with the upper are but a few of the outstanding features of the new Bally collection. Combinations of tones are the height of fashion and much more daring and sophisticated now : black and brown, patent and black, chocolate and black.

Harmonious proportions characterize the new line ; all excesses are avoided, the day of caricatures is past. The



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exaggeratedly pointed shapes are definitely out and replaced by shapes that are still slim but softly rounded at the toe and ideally proportioned.

The town walking shoe has a lower and wider heel, in answer to a legitimate demand for comfort. There are many 1 1/2 and 2 inch heels. The sports heel is a little heavier. It is interesting to note that the finest and best articles of this kind are made with genuine welts.

All the features of high fashion are translated into youthful creations. For the young there are high fashion models at medium prices.

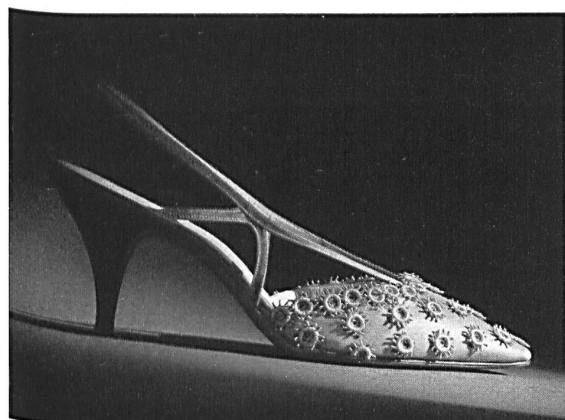
Boots will be all the rage this winter. They are made of suede, smooth leathers, sealskin or pony. Boots will be worn both in town and in the resorts, from morning

In addition to these standard models of leather shoes, we wish also to mention the very lovely creations Bally makes in cooperation with the Swiss embroidery industry. We show here several models of satin shoes, trimmed with

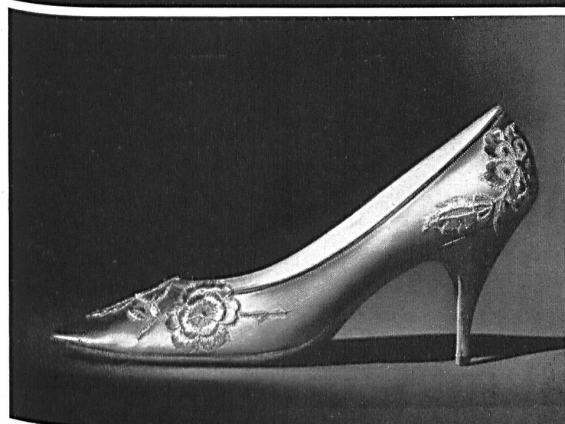
to evening, since there are even models made of embroidered satin.

For men, the dynamic line, the shape inspired by the «Gran turismo» breed of cars is in. The loafer, also neatly streamlined, is fast becoming the town shoe for the modern man. The «young executive» style comprises a whole series of town and business models, with a simple, distinguished elegance. The shape is also slim, the toe lightly rounded or square. For the evening, loafers will be worn decorated with a buckle, or the very sober «Richelieu» shoe in fine box-calf, patent leather or even satin. For the week-end, whether driving or walking, the crêpe sole is back again. For the fairly classical sports style there are many perforations and much saddle type stitching.

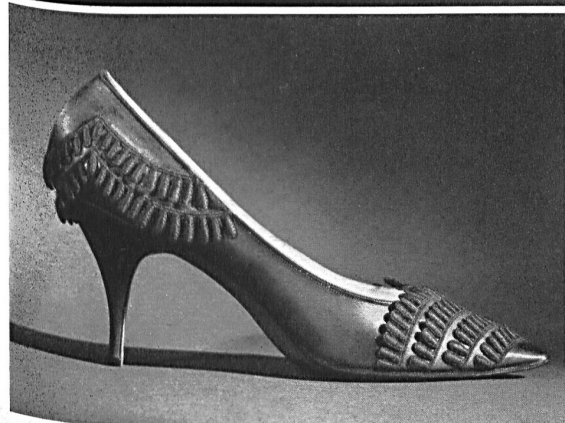
embroidery cut-outs or guipure, ideal for evening wear or cocktails, preferably matched with a dress in the same embroidery.



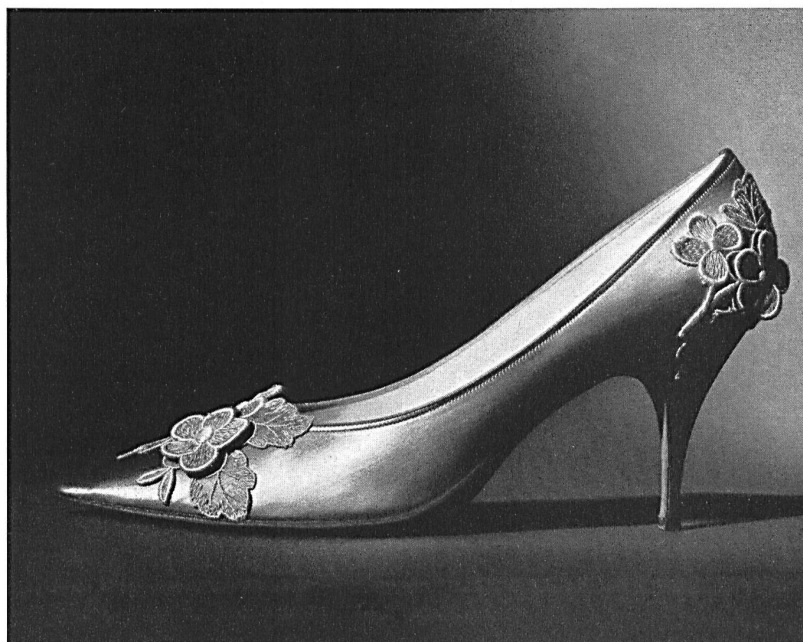
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#### MODELES BALLY DÉPOSÉS

1. High Fashion : attractive pump cut low on the side, high vamp
2. City : the modern town shoe with a streamlined effect
3. Bootie : the new town boot, low slung
4. Young Fashion : box-calf and suede; imitation lacing and high vamp
5. Embroidery by FORSTER WILLI & CO., SAINT-GALL
6. Embroidery by FORSTER WILLI & CO., SAINT-GALL
7. Embroidery UNION S. A., SAINT-GALL
8. Embroidery by FORSTER WILLI & CO., SAINT-GALL