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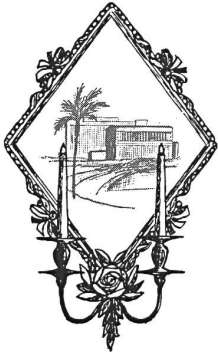
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Letter from Los Angeles

This is the Prettiest Summer...

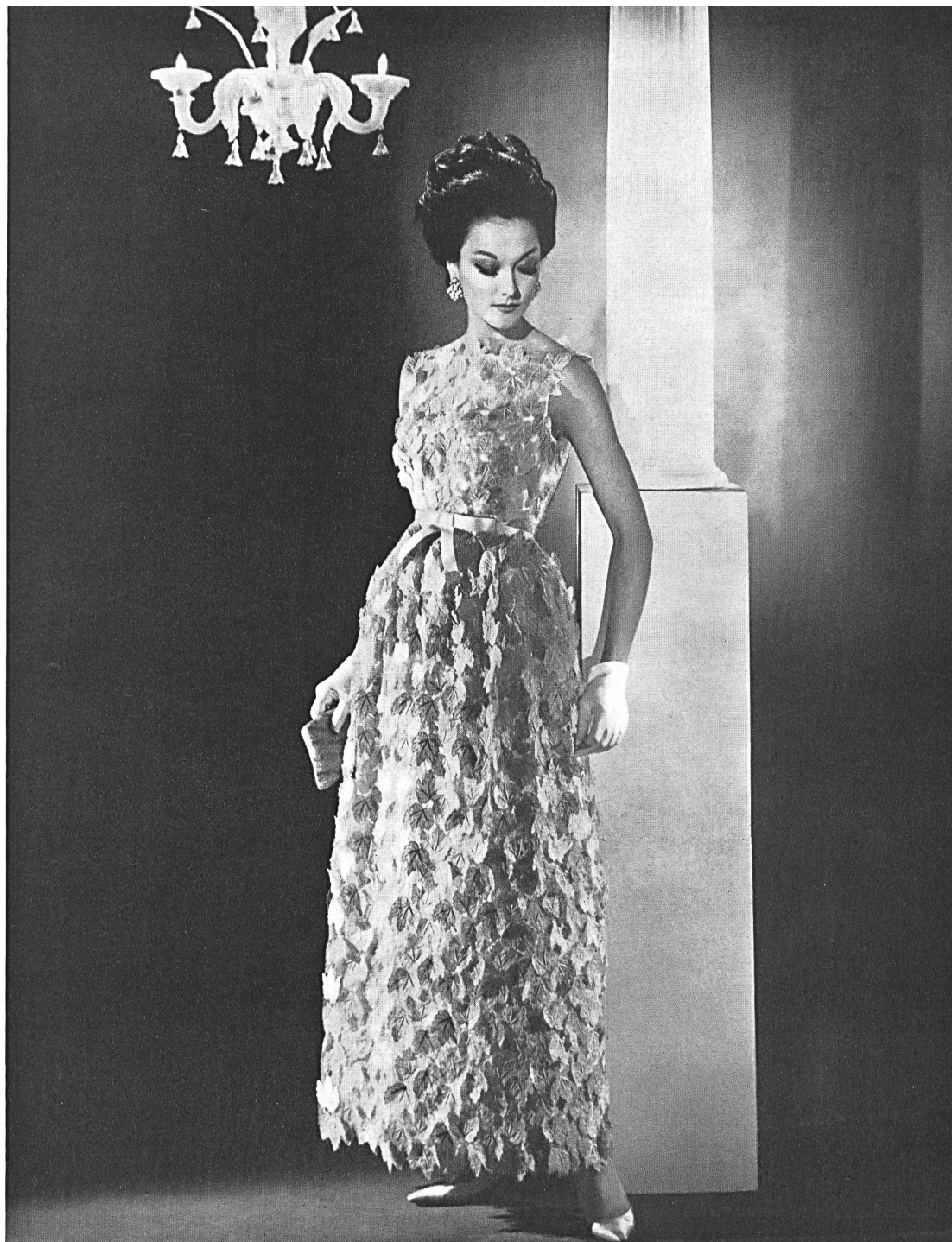
Don Loper opened his show with a stopper... a complete travel wardrobe in deep red and white, ten changes in all fitting into one light case. His « Ready Now » collection showed silk suits to go everywhere and convert, with jacket removed to theater and cocktail clothes. Noted: impressive coats in bulky wools or evening coats in tissue weight taffetas to travel. Busts are high and

young, waists fitted, skirts slim for day, full for dancing. Colors: navy, white, range of strong yellows, breathtaking greens, coffee and coffee bean. Button, buttons, and buttons. The long-coated walking suit emphasized.

Helen Rose befriends the fitted silhouette that curves ever-so-slightly over the figure for all suits and dresses, accompanied by full-back-swinging costume coats. Coat



FORSTER WILLI & CO.,
SAINT-GALL
Piqué avec broderie multicolore
Piqué with multi-colored
embroidered dots
Modèle: Michael Novarese,
Los Angeles



FORSTER WILLI & CO.,
SAINT-GALL

Broderie sur organdi de soie
Embroidered silk organdy
Modèle: Michael Novarese,
Los Angeles

dresses are A-shaped or slender and dancing dresses have multi-layered chiffon, her favorite fabric for that Pretty Look.

William Pearson, too, promotes the pretty look and uses lace with the hand of the master in the shape of sweaters, blousons, peek-a-boo jackets and tiered gowns. He is strong on sophisticated shaping with the occasional whimsy of pussy-cat bows in organza.

Renée Firestone... slightly avant garde but feminine clothes made up this season in Swiss tucked batiste, tree bark cotton, a pique, elegant cotton crepes woven on wool looms and cotton ottomans woven on silk looms. Coachman and military modes, princess dresses and coatdresses.

Marion McCoy uses Swiss voile in a deceptively simple dress with eased slimness in front and blouson fullness in back cinctured by lace daisies.

That enormously successful sports house, *Pants Internationale*, teams its signature capris with a long striped cotton tunic sharply accented with a large, appliquéd white organza sailor collar and tie.

Owen Vidal, uses Swiss cotton voile with a lavish hand. One striking design is a fluid-line princess sheath with a tunic look, soft tucking and lace near the hemline. Another is a bateau-necked sleeveless dress with a belted front and a loose panel back. As always, colors in almost all summer collections are quite brilliant to glow in the summer sun, and fabrics everywhere become more wondrous every year.