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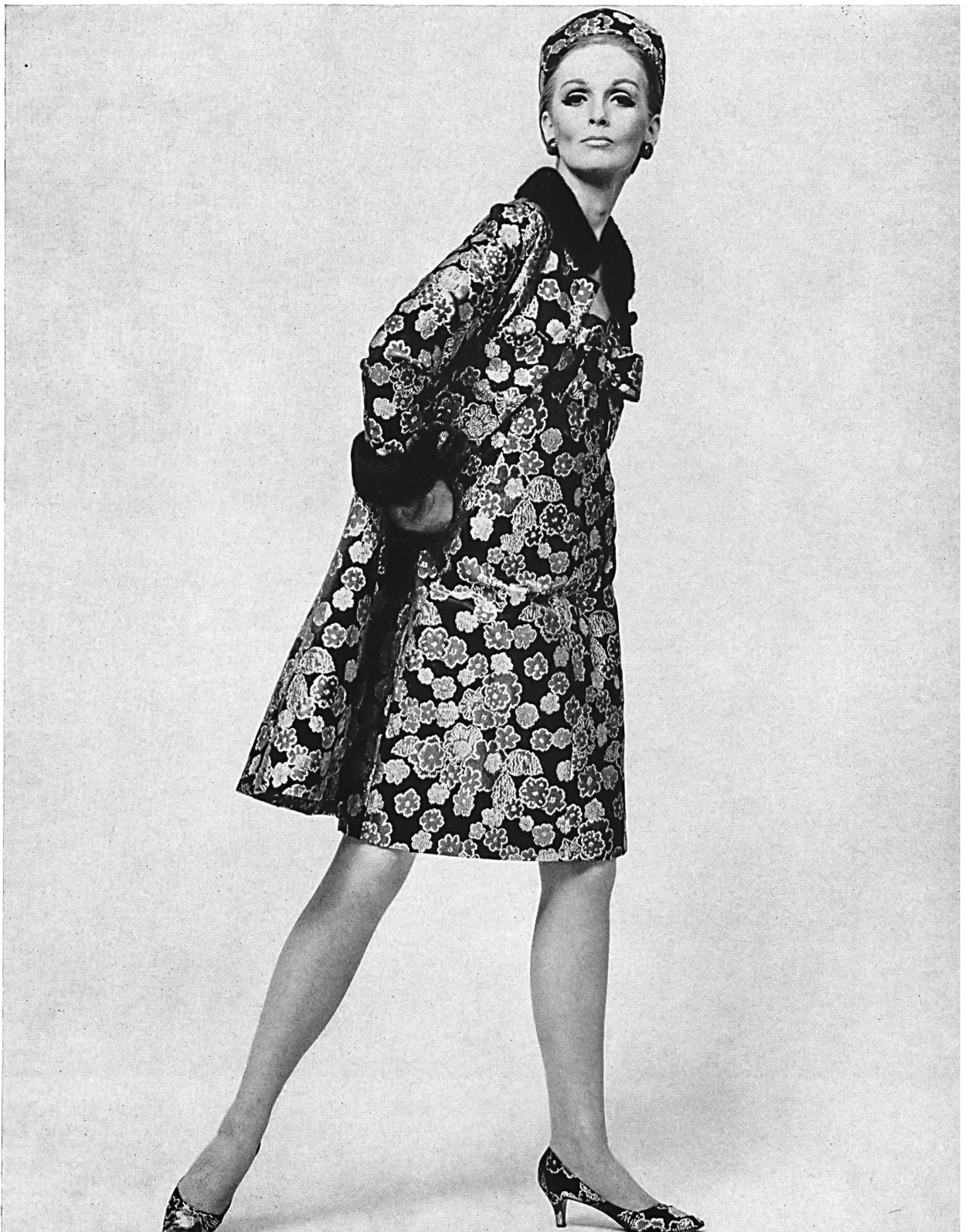
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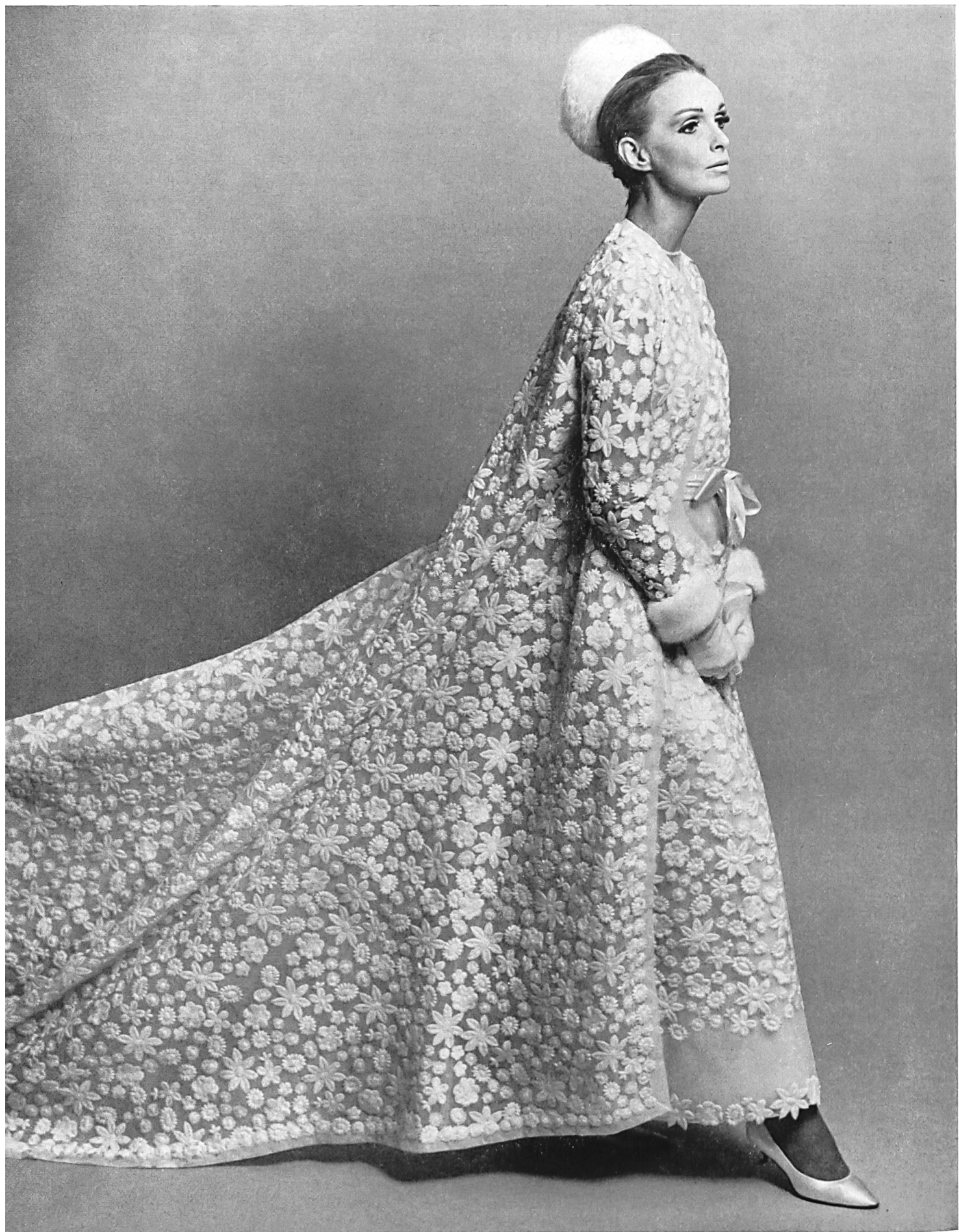
Letter from Germany

White, this season's chosen colour, needs a touch of some other colour to set it off and prevent the women wearing it from looking pale in the dim light of winter. The most popular combinations are those with the

strongest contrast, i.e. with black, and the no less marked contrasts with brown and dark beige. They are already to be seen in the form of wide and narrow stripes, checks, rectangles and harlequin-type lozenges on medium-priced



L. ABRAHAM & CIE,
SOIERIES S. A.,
ZURICH
Soie brochée
Broschee-Seide
Modèle Toni Schiesser,
Frankfurt-sur-le-Main
Photo Riehl

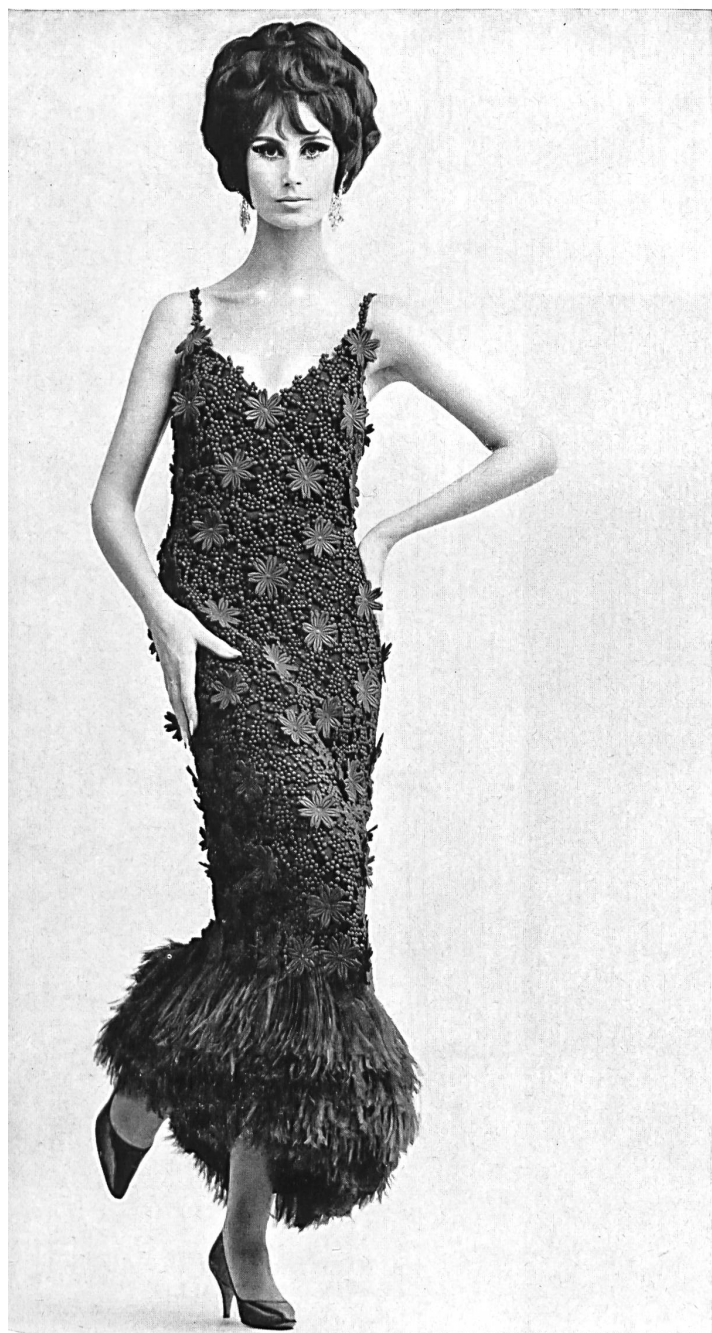


UNION S.A., SAINT-GALL
Broderie de laine blanche sur tulle
Weisse Wollstickerei auf Tüll
Modèle Toni Schiesser, Francfort-sur-le-Main
Photo Riehl

dresses in the windows of the big stores. The Courrèges and Mondrian styles have frequently been fused — not always completely successfully we would say. Nevertheless — whatever we may think of certain results of the dictates of fashion — there is great contrast : geometric severity here, and romantic charm and loveliness there, will rule the face of fashion in Germany for the next few months. Its invigorating effect will benefit not only

dresses and their accessories, but also furs and above all the vast sector of underwear and nightattire.

The International Lingerie and Corsetry Salon, which was held in Cologne this autumn for the fifth time, was an extraordinary kaleidoscope of a fashion full of finds, in the Courrèges style, with much emphasis on yokes and edges, and a surge of femininity with the lavish use of lace and ruched froufrou. Many manufacturers succeeded in



A. NAEF & CIE S. A., FLAWIL (SAINT-GALL)
Riche laize de guipure
Reicher Guipure-Allover
Modèle Toni Schiesser, Francfort-sur-le-Main



A. NAEF & CIE S. A., FLAWIL (SAINT-GALL)
Laize d'organdi avec fleurs superposées
Organdy-Allover mit superposé Blumen
Modèle Toni Schiesser, Francfort-sur-le-Main

reconciling the two extremes in a very charming manner, as for example in the knee-length batiste nightgown, severely masculine in cut but decorated at the neck, sleeves and side vents with dainty embroidery and tiny bows.

In underwear, the emphasis is more and more on « sets » boosted by tremendous advertising campaigns on the part of the corset and lingerie industry. The frontier between these two branches is fast vanishing, not only in regard to the articles themselves but also their manufacture. The big hit, in this style, is the Tri-Set, a set consisting of bra, panty-girdle and a slip or petticoat all

in the same colour, with the same design, the same trimming, and the décolletés and straps all arranged to go together. While elastic synthetic fibres naturally play the main role in this field, it is the easy-care cotton fabrics that have taken over for nightwear. Whether in the young and casual styles, the elegant full-length models with lavish trimmings of lace and embroidery or the dainty « baby doll » nighties with matching bikini pants in embroidered batiste, the good quality articles are all made exclusively of Swiss fabrics.

White and black, and white and brown for the day are replaced in the evening — and especially for after-



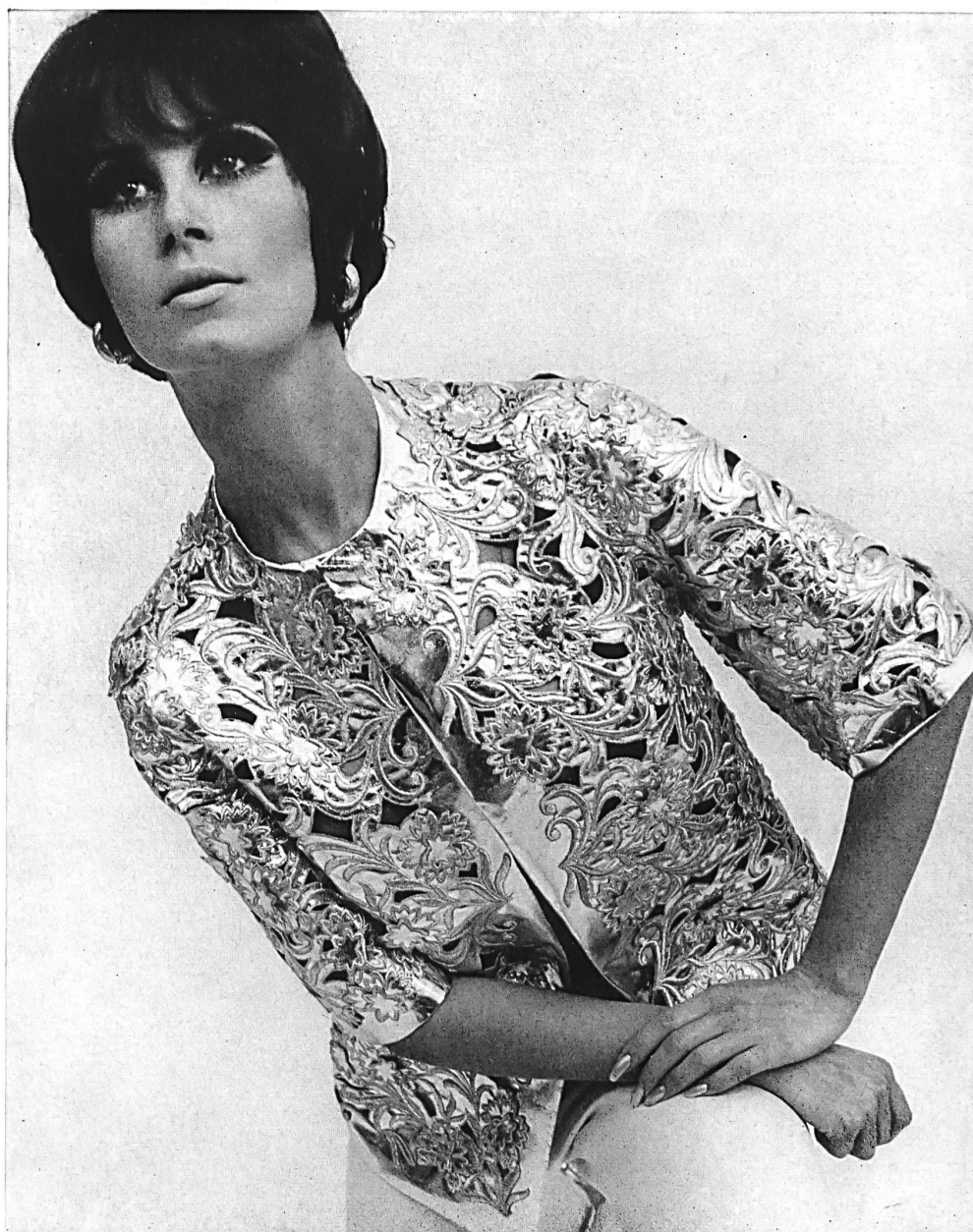
A. NAEF & CIE S. A.,
FLAWIL (SAINT-GALL)
Galon de laine
Wollgalon
Modèle Toni Schiesser, Francfort-sur-le-Main
Photo Stephan

ski wear —by white and gold. At the beginning of the season, an after-ski jacket by Toni Schiesser (Frankfurt am Main) made of cut-out St. Gall embroidery on gilt leather created a real sensation ! The boots, worn over white pants, were in the same gilt leather serving as a ground for the embroidery. In addition, a white wool guipure jacket appliqued with a host of tiny snowballs and a television skirt in white wool embroidery, in a very striking grid design, met with great success. The hem was trimmed with wide ostrich feather ruching and the Midas touch was given by a gold scale belt.

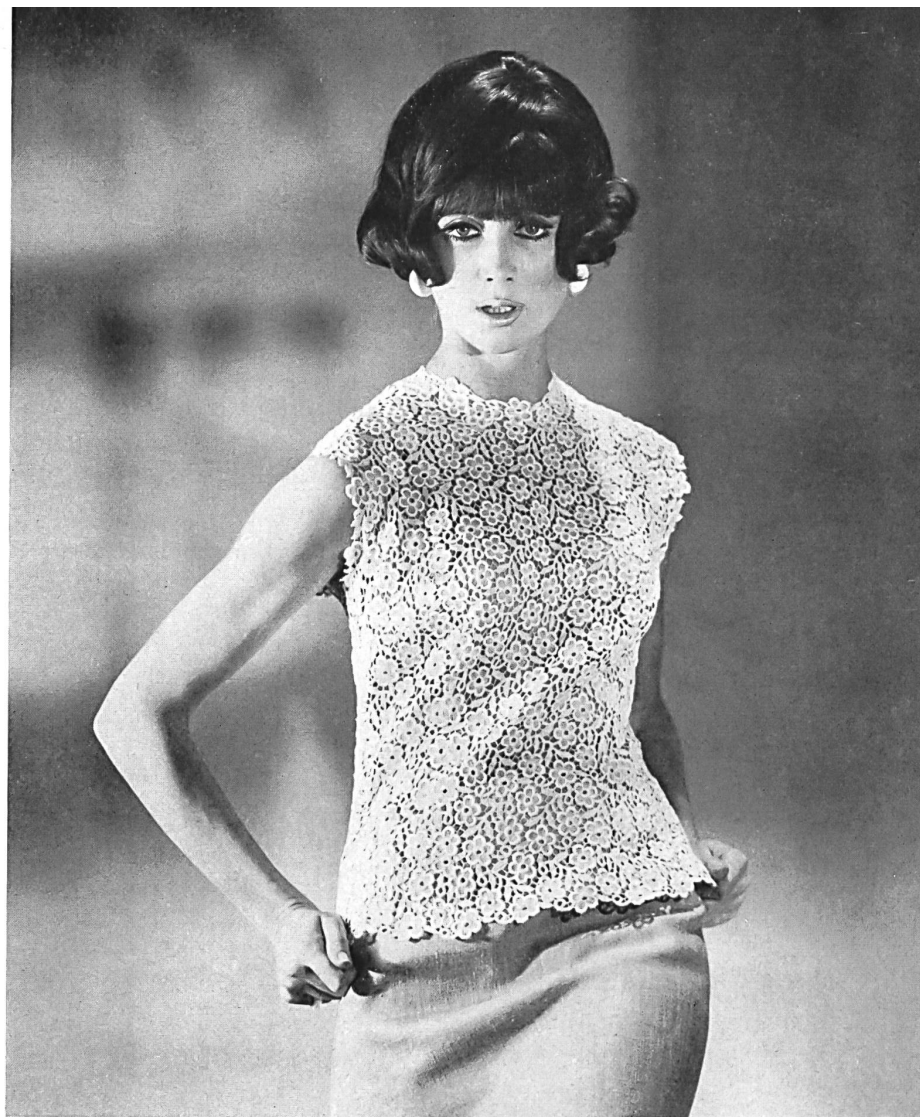
This white wool grid embroidery was moreover one

of the most striking examples of the popularity of the neutral geometric style, launched by Paris, in a material which, like embroidery itself, is the height of feminine grace and daintiness. This idea will be followed up on a tremendous scale for the next spring/summer fashions for in the workrooms of the embroidery designers of St. Gall the number one theme is geometry. It is not an easy task for designers and an even more difficult one for couturiers who have to work with these heavy, stiff and difficult materials. But when it is done well, the effects can be strikingly exclusive.

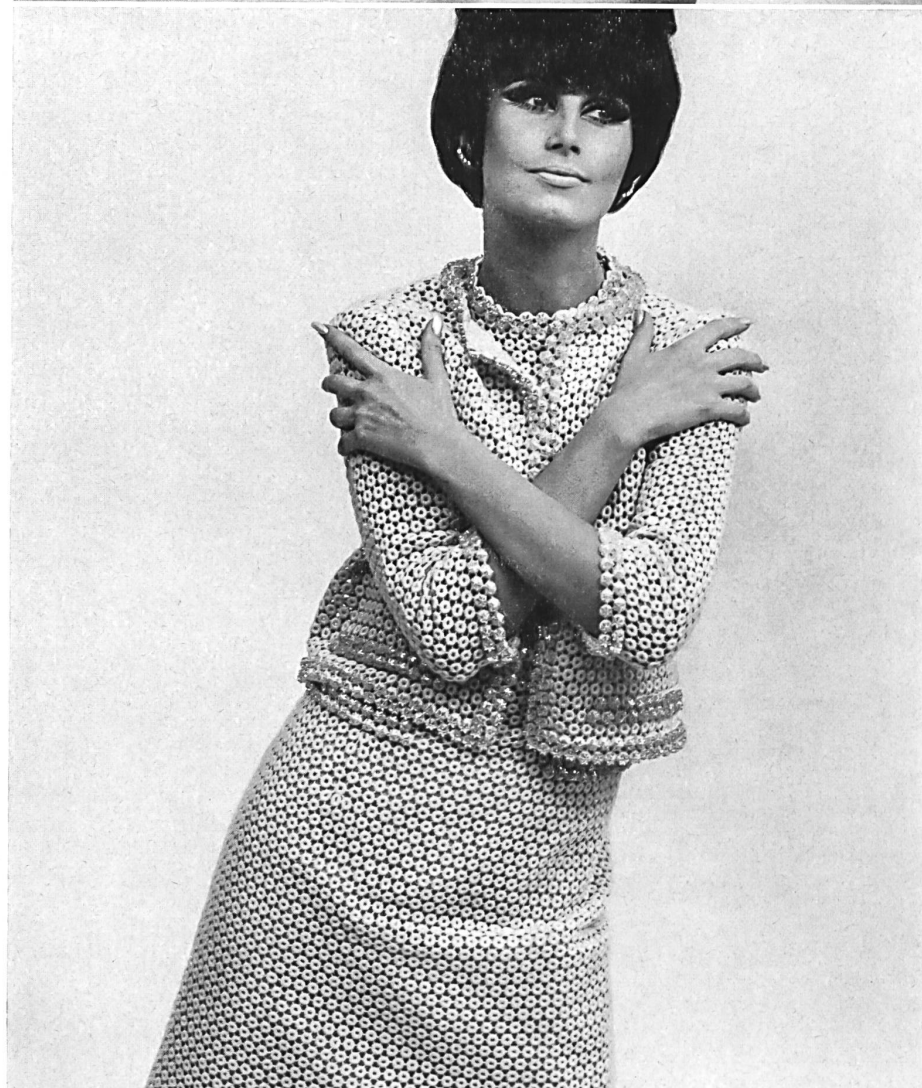
Emily Kraus-Nover



• FISBA •
CHRISTIAN FISCHBACHER CO.,
SAINT-GALL
Broderie d'or sur cuir véritable doré
Goldstickerei auf echtem Goldleder
Modèle Toni Schiesser, Francfort-sur-le-
Main



UNION S. A., SAINT-GALL
Guipure écrue
Ecrufarbene Aetzstickerei
Modèle Willy Strobel, Berlin



UNION S. A., SAINT-GALL
Guipure de laine rose
Rosa Wollguipure
Modèle Toni Schiesser,
Frankfurt-sur-le-Main
Photo Riehl



A. NAEF & CIE S. A., FLAWIL (SAINT-GALL)
Broderie chenille sur tulle
Modèle Toni Schiesser, Francfort-sur-le-Main
Photo Stephan

FORSTER WILLI & CO., SAINT-GALL

Guipure en ton whisky

Whiskyfarbene Guipurespitze

Modèle Toni Schiesser, Francfort-sur-le-Main

Photo Riehl

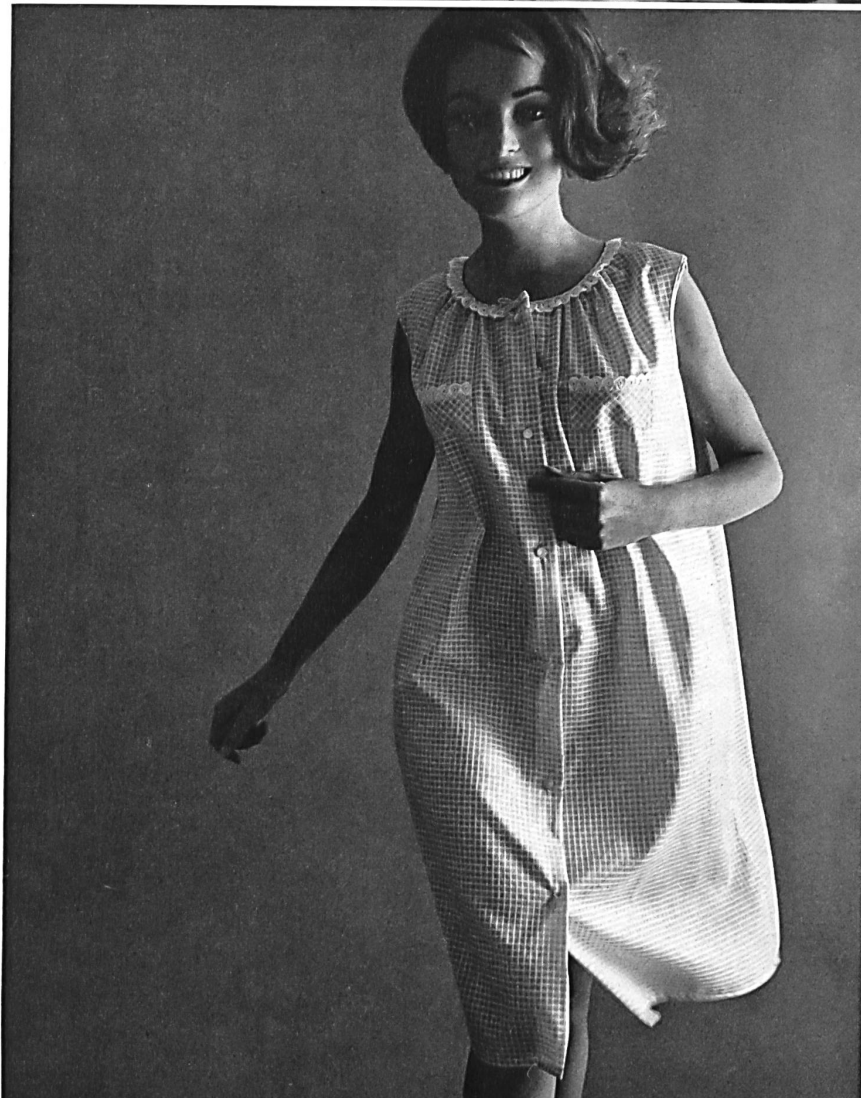




FORSTER WILLI & CO.,
SAINT-GALL
Tulle rouge avec applica-
tions de broderie
Roter Tüll mit applizierten
Stickereimotiven
Modèle Studio-Dress,
Eitorf



« FISBA »
CHRISTIAN FISCHBACHER CO.,
SAINT-GALL
Satin de coton « Swiss Minicare » brodé
Bestickter « Swiss Minicare » Baumwoll-
Satin
Modèle Schroeder-Wulff, Hambourg
Photo R. Bichsel



« Minicare »
Joseph Bancroft & Sons & Co. AG,
Zürich

Batiste « Swiss Minicare »
Modèle Schiesser, Radolfzell
Photo H. Müller, Zurich