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Evening and Summer Dresses



Multicoloured flower design on
warp printed pure silk taffeta.
*Robt Schwarzenbach & Co.,
Thalwil.*

Two types of dresses — among the most flattering and seductive — appear in January and February in the shopwindows of New York like exotic flowers in brightly lit hot-houses. They are the evening dresses for the great social events of the big city and the resort dresses intended for vacations in the privileged climates of the south and west of the United States.

The sights awaiting the window-shopper strolling past the great fashion houses and shops are very bright and gay. First of all there are the evening dresses which

attract attention by their richness and the smartness of their long full skirts topped with closely fitting little bodices nipped in at the waist.

The fabrics of the great ball gowns and those of the short dinner dresses are as varied as the combined efforts of American and European producers can make them. Silks from New York, France, Switzerland and Italy are found side by side with the finest variations in cottons, light nylons, linens of freshest petal colours and rayons with a thousand aspects.



SWISS FABRIC GROUP, NEW YORK

Metallic printed chambray.

Stoffel & Co., Saint-Gall.

It is evident in all the finest American ready-to-wear collections that silk has made a comeback, and this is not just a mere caprice of fashion. This preference for silk, which is becoming slowly but surely established, is the result of the great effort made by silk manufacturers in the United States and by the Swiss, French and other foreign firms which export silks to America and have known how to adapt themselves to the tastes and needs of the American public.

The Zurich industry is particularly well equipped for creating silks which bring to New York all the traditional art of its weavers and all the technical perfection of the latest finishes, than finishing is a science which has been developed to the highest degree in Switzerland.

Silks imported from Switzerland have also taken an enviable position in American high fashion sportswear. They are used for making blouses in plain or striped materials, in shantung, in fine brocaded shirtings and in taffeta that is washable and easy to look after. For summer and the resorts of the south, the New York and

Silks have come back to take a leading role in fashions, and not only in the models imported from Paris or copied in the United States but also in the American production. Examples could be seen in the important fashion show of the New York Dress Institute for the « March of Dimes » in aid of the National Foundation for Infantile Paralysis. Several evening dresses were in printed silks as well as the lovely dress by Christian Dior, New York in white Staron taffeta sprinkled lavishly with blue and purple violets.

One remarkable dress gave an idea of the degree of perfection achieved by the art of the Swiss weaver: it was made by Maria Krum, New York, in warp printed silk taffeta with a fine floral design and a charm that was both classical and very modern.

Brocaded silks, lamés, satins, ottomans, plain and printed taffetas are to be seen everywhere in the New York dresses. The tones are often soft and neutral with some splashes of colour or the glitter of gold or silver thread, or a metallic printed design or again embroidery of pearls or strass.



SWISS FABRIC GROUP, NEW YORK

Printed cotton satin.

Stoffel & Co., Saint-Gall.



SWISS FABRIC GROUP, NEW YORK
Multicoloured floral print on « Creperl »
crinkled organdy.

Reichenbach & Co., Saint-Gall.

Californian ready-to-wear manufacturers use silk for the small classical shirtwaist dresses which never go out of fashion.

Finally fancy silks, printed surahs, brocaded taffetas, failles and ottomans make those indispensable two-piece outfits which are always smart and suitable for all seasons, for cocktails, for dining out or for the theatre. Owing to the simplicity of their line and cut, it is the fabric that gives these suits their real elegance. That is why silks are particularly popular for these practical yet dressy outfits which are so useful for life in the big city as well as being so easy to wear while travelling.

Silk is definitely a fibre whose natural nobility cannot be outshone by the brilliance of the most perfect synthetic fibres; after all, silk has had a long time to make itself appreciated and respected in the several thousands

of years that it has been used to make the most aristocratic garments, from China to the Americas by way of Egypt, Venice, the court of the « Roi Soleil » and the ballrooms of the Plaza and the Waldorf-Astoria.

The second unexpected pleasure offered by the winter shopwindows of New York is the gaiety and colour of the dresses for tropical resort wear which will later become New York's summer wear. These cotton, linen and silk dresses for the open air have never been equalled in variety. They are suitable for all hours of the day and night. And in the trousseau of Queen Cotton, as in the suitcase of every American girl, outfits in cotton fabrics take pride of place. Dance dresses for wear under tropical skies or for the great balls of New York are often in heavy cotton lace, in raised embroidery on organdy, in openwork and re-embroidered organdies, in organdies

SWISS FABRIC GROUP, NEW YORK

Printed chintz crinkled percale.

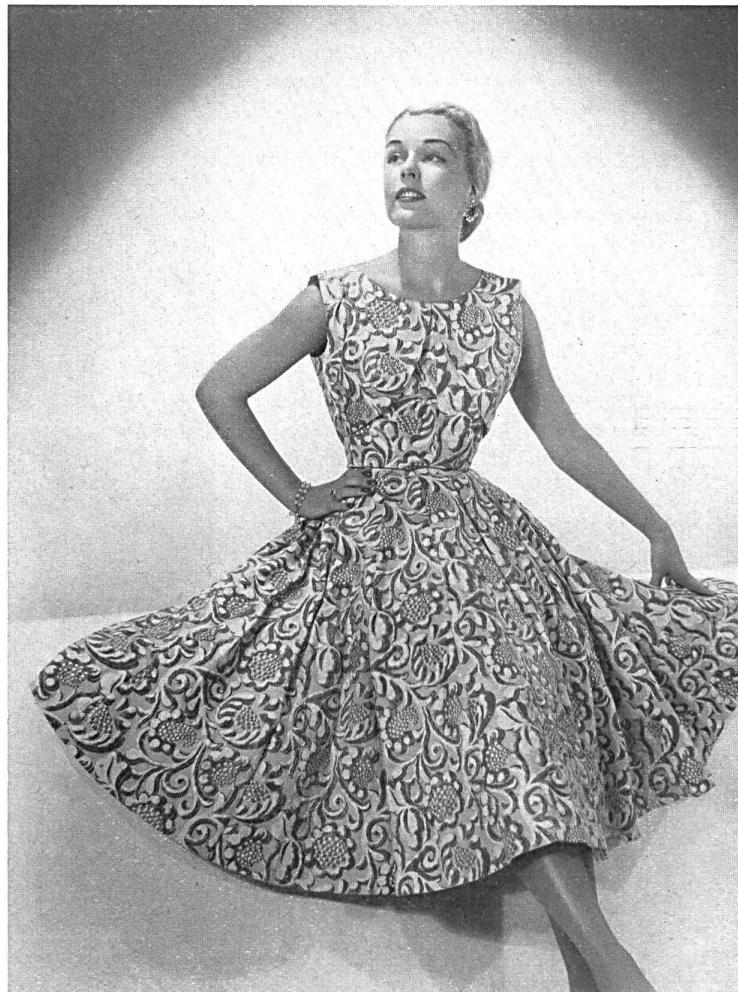
Stoffel & Co., Saint-Gall



SWISS FABRIC GROUP, NEW YORK

Printed chintz crinkled percale.

Stoffel & Co., Saint-Gall



printed with brocaded designs enhanced with gold or silver and having all the richness of appearance of the most beautiful fabrics of Persia, China and India. Mosaics of tender colours are set off by a touch of metal on the black or navy blue ground of the printed fabrics. The industry of St. Gall has created a selection of the finest fabrics for American high fashions. At the moment, and particularly since the war, the Swiss fabric manufacturer is however finding himself up against powerful competition — that of American fabric designers.

Many embroideries, organdies and cotton laces in relief for evening dresses will be richly embroidered with strass, pearls of iridescent colours and with sparkling motifs appliqued on the bodice of the dress. Sometimes a skirt of white embroidery is entirely re-embroidered with pearls shining like sparkling hoarfrost. These brilliant

effects on the mat cotton fabric are often particularly striking.

Cotton that is woven, embroidered and printed in St. Gall is to be found in all the shopwindows of New York and in all the models for the beach and day and evening wear, which will be worn in Florida and Havana this winter. The large firms which import these fabrics, known in New York under the collective name of the Swiss Fabric Group, contribute to a very great extent to glorifying cotton, the American fibre par excellence. Their fine fabrics are always remarkably well adapted to the youthful, bright, colourful fashions of the great American resorts and to the open-air life as it is known and led in the different states and different climates of the New World.

THÉRÈSE DE CHAMBRIER.