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Basle Ribbons



Senn & Cie., S.A., Basle.

Packing ribbons and pure silk taffeta ribbons.

Cintitas rosas y azules y cintas de tafetán en seda natural.

Faveurs roses et bleues et rubans de taffetas en soie naturelle.

Photo de Jongh.

« Before the war motor cars were the death of ribbons ». So said one of Basle's great ribbon manufacturers, half smiling, half seriously...

To-day, forced by circumstances to give up our leisurely life of bygone times, we have returned to a simpler life, but to fashions that are more intricate and more complicated. The revival of wood, the request for hand-made articles, bead embroideries, braiding of all kinds, passementerie, galloons, are the order of the day, and to-morrow, perhaps, we shall see fascinating frocks, trimmed with luxurious and artistic Basle ribbons.

When skirts are gathered and full, when tulle, lace and embroidery are en vogue, the day of ribbons cannot be far off!

Felt is no longer to be had in Paris. Pretty little toques are therefore made of ribbons. Hats are trimmed with wide ribbon. Black felt shapes are elegantly finished with big bows of velvet ribbon, fitting closely to the head.

Basle's latest collections of ribbons are rich in variety, as regards colouring, width and quality. The leading dressmaking establishments all the world over have created elegant evening frocks. It is not right to find fault with them, as some people are inclined to do. They are not to blame if we are not able to wear such garments at present... All these charming creations have their value; they will, at least serve as a transition from those that were worn yesterday to to-morrow's fashions, — the novelties to be expected in the future.

A more daintily feminine style was beginning to make itself felt before the war in 1939, and Basle ribbon manufacturers had prepared collections for the spring of 1940, such as had no longer been seen for at least fifty years. They are at present lost in oblivion, but the day will come when the prince of the fairy-tale will rouse them from their slumbers and we shall see the rebirth of Basle ribbons.