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Autor: Guy, Jean
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Paris says it with flowers

St. Gall embroideries — the name is itself melodious, conjuring up an intermingling of fine stitchery and an artist's skill! Woven into the fabrics or scattered as if by a careless hand, the nosegays of St. Gall are there waiting to be culled.

These dainty embroidered fabrics, remarkable for their exceptional quality, rank high in all the important Parisian collections. But their very presence among the lovely products of French haute couture also tells a tale of age-old friendship.

If she is to resuscitate and to preserve all her ancient traditions, France — today so bereft — needs all the most beautiful, the most perfect things the world can produce, whether essential or superfluous commodities of life: bread and «brioche», coal and precious stones, plough shares and luxurious fabrics. She needs the help of the operative in the factory, of the silkworm on the mulberry leaf, the designer and the chemist, the market gardener and the embroidress whose busy needle blends dainty posies.

From time immemorial, and by tacit agreement, all who recognize the role France has played as arbiter of fashion, all who know that she has but few rivals to equal her genius of extracting the very essence of beauty — all these have brought her fairy gifts, the gifts of their specialized crafts and skills. According to her need, friendly Switzerland has supplied her with chronometers, cheese, or if need be, generously bestowed largess in the shape of food parcels for French P.O.W.'s, or welcomed invalided soldiers and lost and forgotten children.

Today, France wants her luxury industries to produce to their full capacity, because the steadily rising beat of their machines means the end of feverish wartime activities.

And Switzerland, realizing her neighbour's effort, has culled her mountain and meadow flowers to scatter over the «models from Paris».

Gowns for lovely debs and brides, evening apparel — a gown for every happy moment and joyful hour strikes a fresh and unexpected note. Here, three hundred and fifty small white posies of violets stud a crisp organdie; there white ivy garlands encircle bridal tulle and, rambling discreetly over skirt and bodice proclaim «Je meurs ou je m'attache». There, a cornflower blooms as in the fields; here, the designer has found inspiration in the delicate cascading flowers of Dresden china.

Flower petals peep from the folds of flowing organdie skirts; white guipure adorns a striped cotton fabric or pink organdie; dainty insertions stress the neat lines of a blouse.

And from the gown, the nosegays spread their delicious tendrils over dainty millinery. A wide picture hat seems to have winged its airy way across a blossoming orchard; a satin bonnet gleams like a coquettish sunbeam with its golden patterns of embroidered straw.

The feminine world has once again realized the value of flowers — it is a language Swiss industry has revived.

Millinery, gowns, bodices, skirts — Paris collections are all aglow with delicate Alpine flowers.

Jean Guy.

Descriptive commentary of illustrations, page 47.



LEGROUX SCEURS
A. Naef & Cie, Flawil.
Stoffel & Cie, St-Gall.



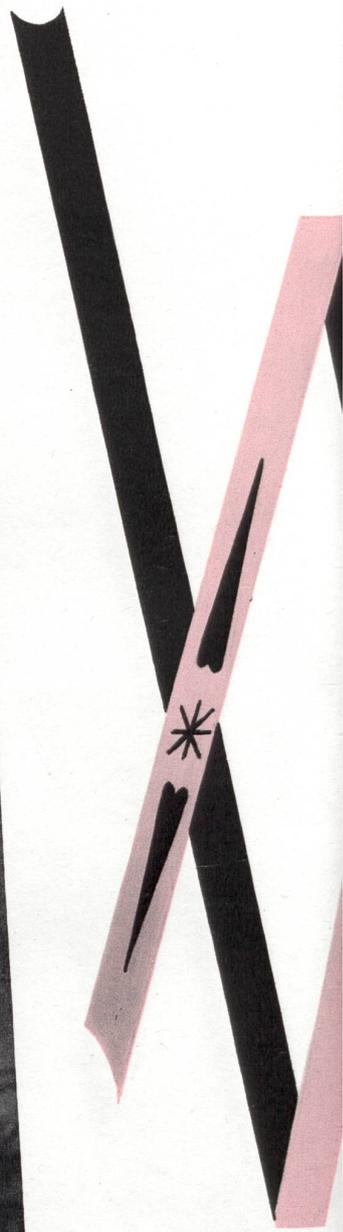
JEANNE LANVIN
Forster Willi & C^{ie}, St-Gall
Stoffel & C^{ie}, St-Gall



MAGGY ROUFF
Walter Schrank & C^{ie}, St-Gall



ROBERT PIGUET
Union & C^{ie}, St-Gall
Alfred Metzger & C^{ie}, St-Gall



BALENCIAGA
Forster Willi & C^{te}, St-Gall
Stoffel & C^{te}, St-Gall



CHRISTIAN DIOR
Aug. Giger & Cie, St-Gall



LUCIEN LELONG
Stoffel & C^{ie}, St-Gall

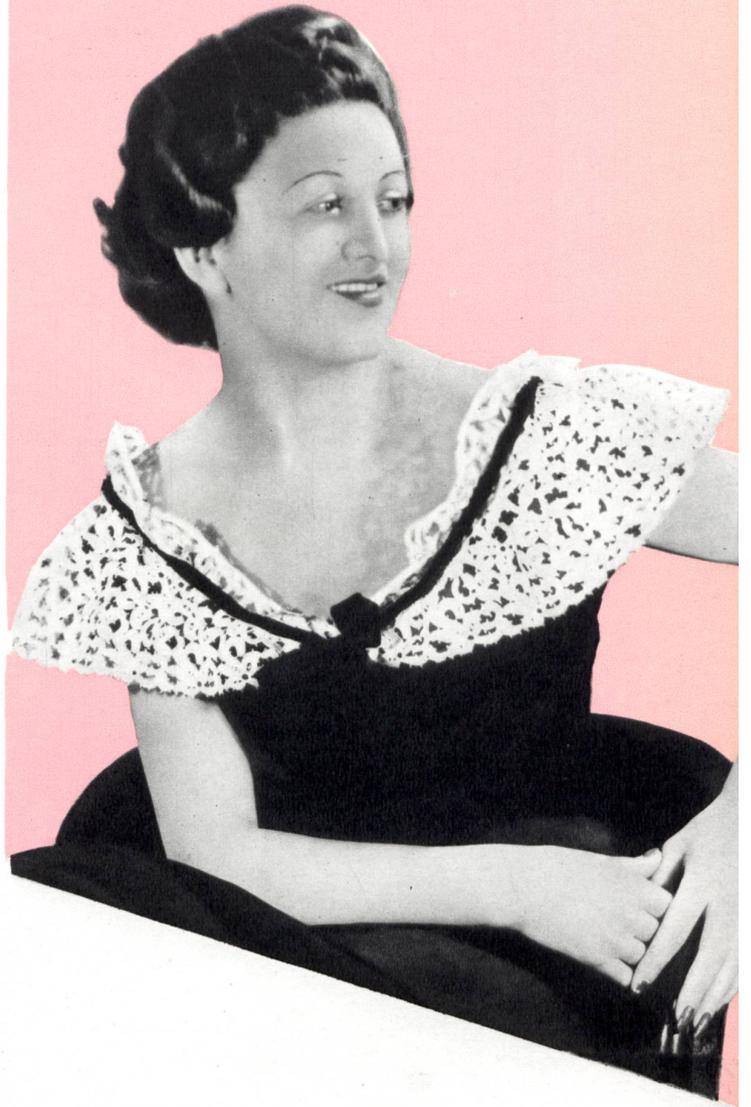


PIERRE BALMAIN
J. G. Nef & C^{te}, Hérissau

PIERRE BALMAIN
Aug. Giger & C^{ie}, St-Gall

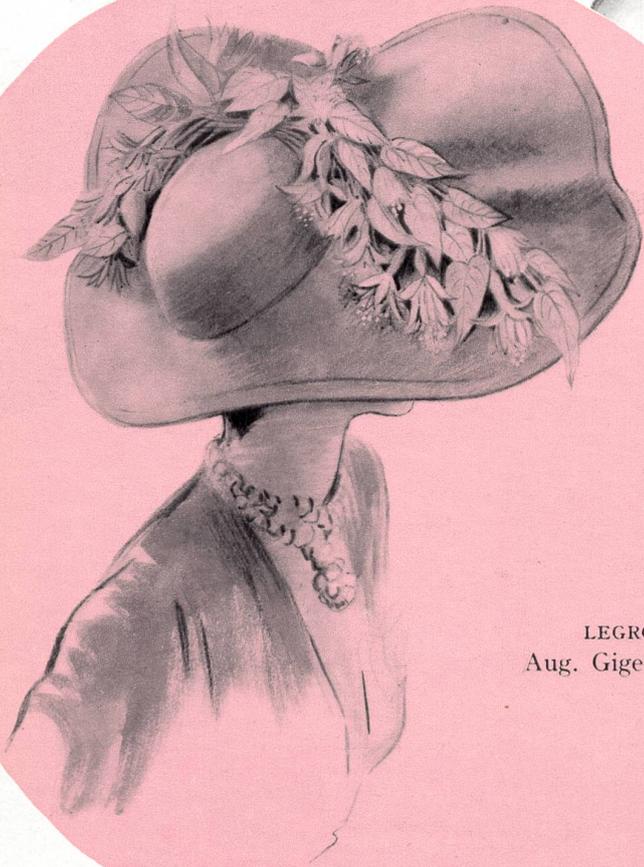


JEAN PATOU
Aug. Giger & Cie, St-Gall



JEAN DESSES
Forster Willi & Cie, St-Gall
Stoffel & Cie, St-Gall

LEGROUX SŒURS
Aug. Giger & C^{te}, St-Gall
Stoffel & C^{te}, St-Gall



LEGROUX SŒURS
Aug. Giger & C^{te}, St-Gall

A black and white fashion advertisement for Balenciaga. The central focus is a woman with dark hair pulled back, wearing a large, intricate white lace headpiece that resembles a crown or a large floral arrangement. She is also wearing a dark, patterned dress with a square neckline and a pearl earring. The background is a dark, textured wall with a large, light-colored, curved shape on the left side. The overall aesthetic is classic and elegant.

BALENCIAGA
Walter Schrank & C^{ie}, St-Gall



JEAN PATOU
Forster Willi & C^{ie}, St-Gall
Stoffel & C^{ie}, St-Gall

DESCRIPTIVE COMMENTARY OF ILLUSTRATIONS

- Cover LEGROUX SŒURS
White organdie by Stoffel & C^{ie}, St-Gall; white, appliqued briar roses of embroidered organdie by A. Naef & C^{ie}, Flawil. *Design by Fromenti.*
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Plain organdie by Stoffel & C^{ie}, St-Gall, trimmed with appliqued embroidered organdie flowers by Forster Willi & C^{ie}, St-Gall. *Photo Schall, Paris.*
- Page 36 MAGGY ROUFF
White organdie, Parma Violet satin bow. Embroideries by Walter Schrank & C^{ie}, St-Gall. *Photo Scaioni, Paris.*
- Page 37 ROBERT FIGUET
«Imago» organdie, white ground, design printed in white, by Union & C^{ie}, St-Gall. Embroidered flowers by Alfred Metzger & C^{ie}, St-Gall. *Photo Saad, Paris.*
- Page 38 BALENCIAGA
White organdie by Stoffel & C^{ie}, St-Gall, trimmed with white organdie violets by Forster Willi & C^{ie}, St-Gall, diamanté embroidery. *Photo Schall, Paris.*
- Page 39 CHRISTIAN DIOR
White tulle trimmed with ivy sprays and garlands of guipure by Aug. Giger & C^{ie}, St-Gall. *Photo Schall, Paris.*
- Page 40 LUCIEN LELONG
White organdie by Stoffel & C^{ie}, St-Gall. *Photo Igor Kalinine, Paris.*
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Embroidered muslin by J. G. Nef & C^{ie}, Herisau. *Photo Kollar, Paris.*
- Page 42 PIERRE BALMAIN
Bolero of lace made by Aug. Giger & C^{ie}, St-Gall. *Photo Kollar, Paris.*
- Page 43 JEAN PATOU
Guipure by Aug. Giger & C^{ie}, St-Gall. *Photo Diaz, Paris.*
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White organdie by Stoffel & C^{ie}, St-Gall, trimmed with guipure braid by Forster Willi & C^{ie}, St-Gall. *Photo Schall, Paris.*
- Page 44 LEGROUX SŒURS
White organdie by Stoffel & C^{ie}, St-Gall, trimmed with white guipure by Aug. Giger & C^{ie}, St-Gall. *Design by Fromenti.*
- Page 44 LEGROUX SŒURS
Banana-yellow felt trimmed with guipure flowers of same shade by Aug. Giger & C^{ie}, St-Gall. *Design by Fromenti.*
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White guipure by Walter Schrank & C^{ie}, St-Gall. *Photo Schall, Paris.*
- Page 46 JEAN PATOU
Plain organdie by Stoffel & C^{ie}, St-Gall. Embroidered appliqued chintz flowers by Forster Willi & C^{ie}, St-Gall. *Photo Schall, Paris.*