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The symbol of Organdie

The fashion this season seems to call for nothing but the frothy billows of organdies and muslins and it is doubtless the sign of a break-away from austerity, a reaction against sport styles which demanded that, from morning to night, women should be garbed in tailormades. Feather-stitching, St. Gall embroideries lend a romantic air to the most vaporous and ethereal of gowns of which even a Gainsborough lady might have dreamt. Like snow flowers they flutter, luminously unreal, in summer twilights; they can only be described in tones hushed and subdued and one feels that any description of them should be preceded by the fairytale « Once upon a time... »

Snowy skirts, delicious furbelows... By night, beautiful women today are contrasting truly feminine illogicality and unreality with the grim facts of our times...

It is so difficult to find words to express such apparitions! Only a painter could do justice to the ravishing creations in St. Gall embroidered fabrics like Jeanne Lanvin's « Saxe » and « Porcelaine ».

Models by Balmain, Maggy Rouf, Dior, Jacques Fath vie one another in beauty.

Spirit world or reality... reminiscence?... A large organdie flounce swathed round a diminutive waist, edged with velvet flowers; the same flowers repeated in the filigree, blurred like a distant refrain. One shoulder strap held by a nosegay... marguerites, edelweiss... dream flowers culled along the by-ways of fantasy and caprice.

Here a flower-like organdie gown by Lucien Lelong would have ravished the heart of Beau Brummell. It must be worn against a setting of quiet waters and fountains, on green lawns. A tight, demure little bodice, buttoned up the back; a skirt of vaporous squares, through which « her little toe peeps in and out » fashioned by a poet's hand...

Robert Piguet, the magician, has created this white gown. An immensely blossoming skirt of dotted Swiss organdie billows out from a tight-fitting, low-cut bodice of navy blue dotted white. My description falls short of reality! The shoulders are swathed and blurred under the foam of a feather-stitch edging held by a small bow of surah. The hem, flounced and piped, is a festoon of similar small bows... Surely this is Versailles and Louis XV? Prince Charming, moonlight... until midnight strikes and the dream vanishes.

Organdies softly draping the bust, low-cut styles disclosing slim shoulders, Gainsborough daintiness: organdies froth and billow, reveal embroideries; demure muslins shake out their folds to the air of a waltz or quadrille. This is dreamland...

Deliciously ephemeral, by their very demureness and crispness most alluring, picture gowns have come back to us; at their side, satins and brocades appear heavy and ungracious. A reminiscence of nights of old, the season's gowns shine and flow in the night, a symbol of reascent joy.

Comtesse de Semont.



CHRISTIAN DIOR
Forster Willi & Cie, St-Gall.
Stoffel & Cie, St-Gall.

Descriptive commentary of illustrations, page 51.



MAGGY ROUFF
Forster Willi & Cie, St-Gall



MAGGY ROUFF
Stoffel & Cie, St-Gall



CHRISTIAN DIOR
Organdi blanc de St-Gall

NINA RICCI
Forster Willi & Cie,
St-Gall





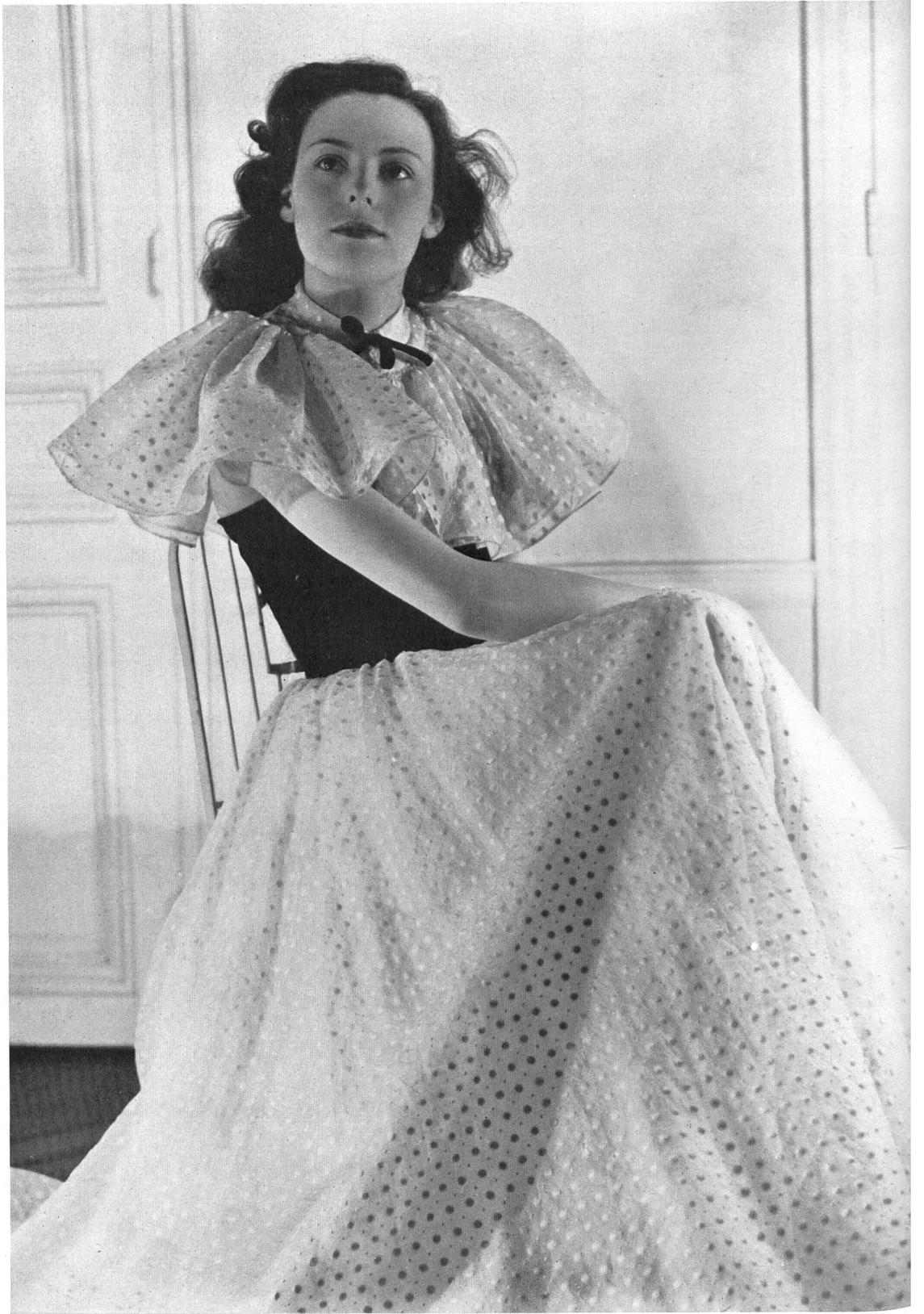
MAGGY ROUFF
Alfred Metzger & Cie, St-



AGNÈS DRECOLL
Forster Willi & Cie, St-Gall

BRUYÈRE
Forster Willi & Cie, St-Gall





JACQUES GRIFFE
Union S.A., St-Gall

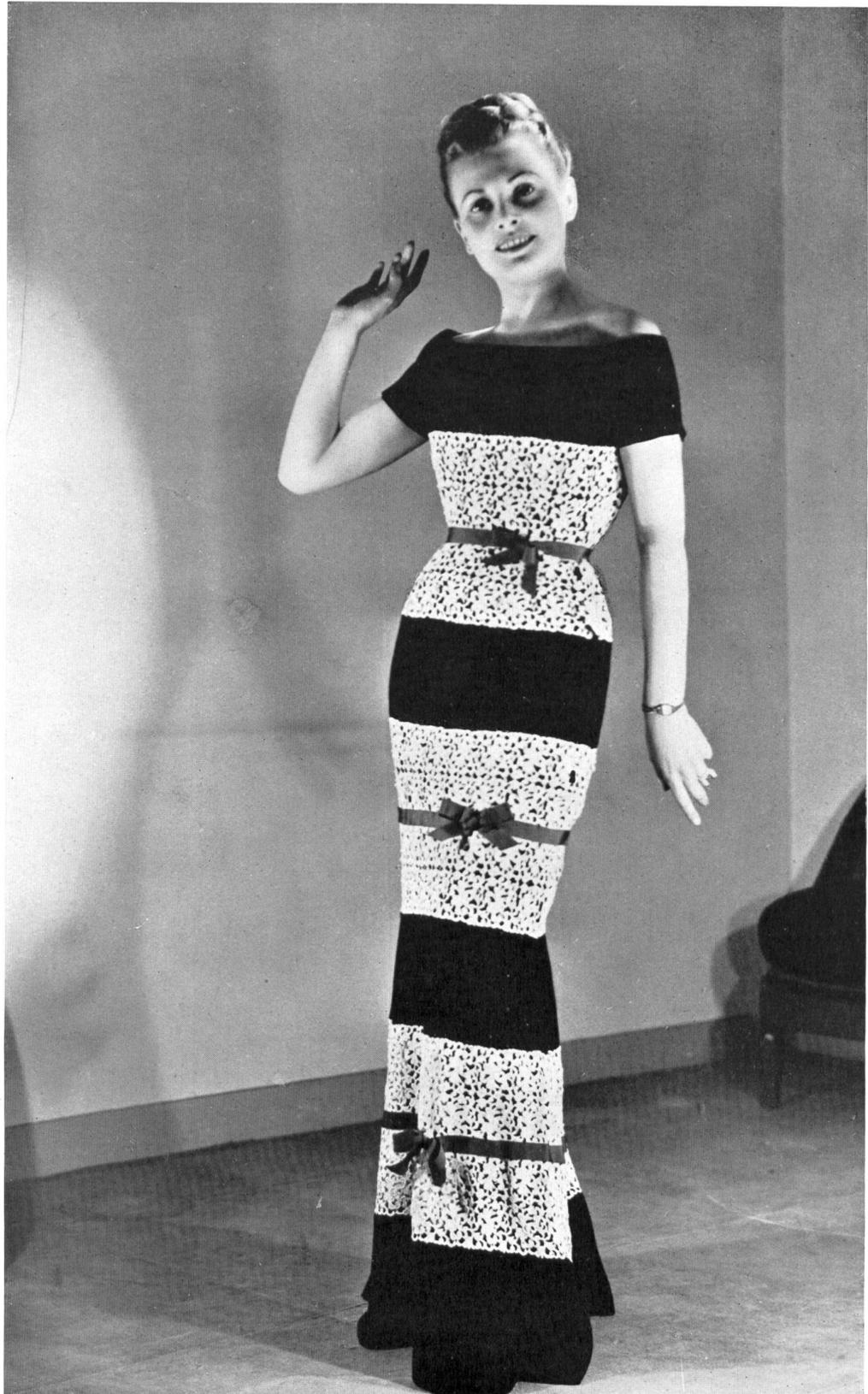


JEANNE LANVIN
J. G. Nef & Cie, Hérissau



BALENCIAGA
Walter Schrank & Cie, St-Gall

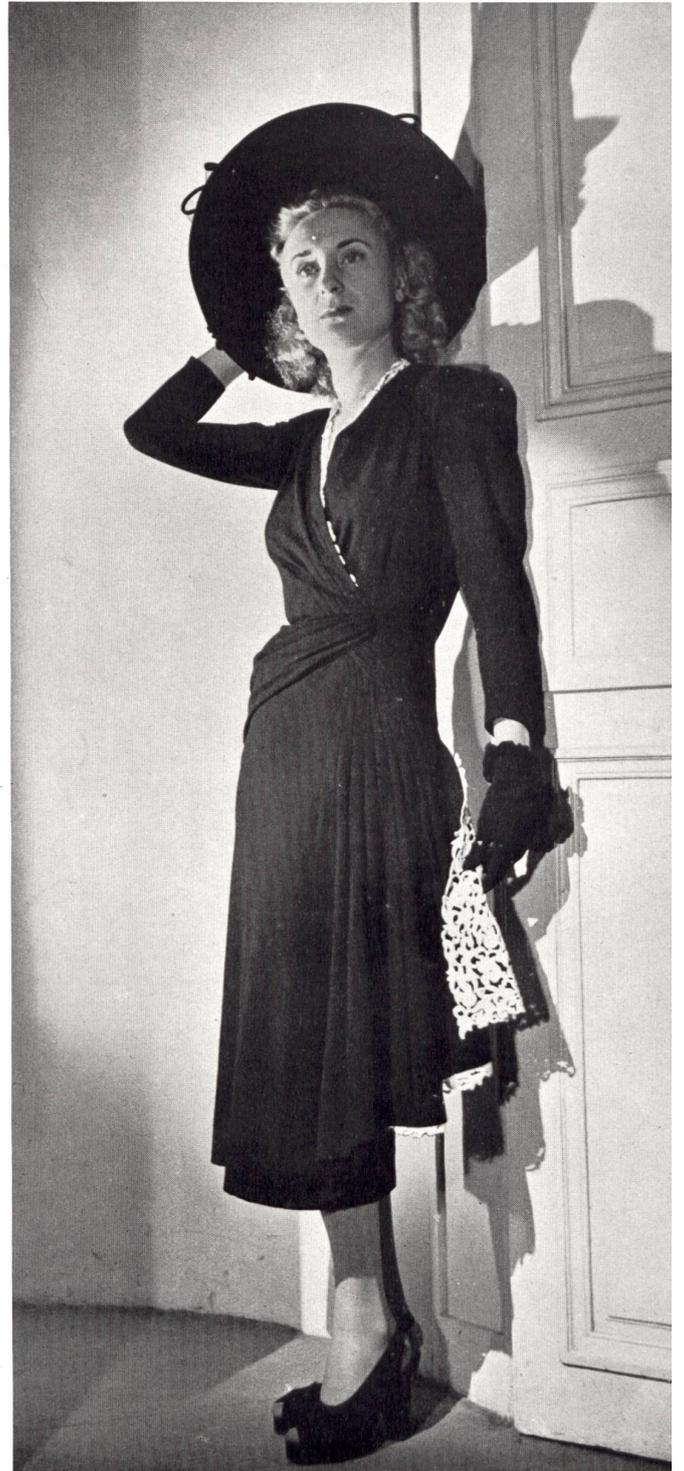
JEAN PATOU
Aug. Giger & Cie, St-Gall





JEAN DESSES
Forster Willi & Cie, St-Gall

JACQUES FATH
Forster Willi & Cie, St-Gall



JACQUES LAUNAY
Aug. Giger & Cie, St-Gall

KROUPINE
Union & Cie, St-Gall
Aug. Giger & Cie, St-Gall



JACQUES GRIFFE
Aug. Giger & Cie, St-Gall



PIERRE BALMAIN
Union S.A., St-Gall



JEANNE LANVIN
Aug. Giger & Cie, St-Gall



JEANNE LANVIN
Union S.A., St-Gall

COMMENTARY ON ILLUSTRATIONS

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Plain organdie by Stoffel & Co., St. Gall; flounces embroidered with pale blue carnations, by Forster Willi & Cie, St. Gall. *Design by Gruau.*

Breton style embroidery on organdie by Forster Willi & Cie, St. Gall. *Photo by Scaïoni.*

Cloqué, colour-printed organdie by Stoffel & Co., St. Gall. *Photo by Scaïoni.*

Plain white St. Gall organdie.

Plain organdie trimmed with purple and emerald green bunches of violets by Forster Willi & Cie, St. Gall. *Photo by Schall.*

Fancy lace allovers by Alfred Metzger & Cie, St. Gall. *Photo Scaïoni.*

White organdie with pale blue forget-me-nots by Forster Willi & Cie, St. Gall. *Photo by Schall.*

Black tulle trimmed with green and red organdie braid by Forster Willi & Cie, St. Gall; cap of same braid as the trimmings on the gown. *Photo by Schall.*

Embroidered organdie by Union S. A., St. Gall. *Photo by Diaz, Paris.*

Eyelet embroidery on white «Nelo» organdie: fabric and embroidery by J.-G. Nef, Hérissau. *Photo by Vandamme, Paris.*

Blue and white striped fabric, trimmed with encrusted embroidered guipure by Walter Schrank & Cie, St. Gall. *Photo by Schall.*

Guipure by Aug. Giger & Cie, St. Gall. *Photo by Diaz.*

Heavy guipure by Forster Willi & Cie, St. Gall. *Photo by Vandamme.*

Green linen encrusted with pale mauve and purple organdie violets by Forster Willi & Cie, St. Gall. *Photo by Schall.*

Guipure by Aug. Giger & Cie, St. Gall. *Photo by Moussempes.*

Feather-stich embroidery by Union S. A., St. Gall; braid by Aug. Giger & Cie, St. Gall. *Photo by Diaz.*

Guipure lace, floral design by Aug. Giger & Cie, St. Gall. *Photo by Diaz.*

Guipure by Union S. A., St. Gall. *Photo Kollar.*

Guipure braid, Renaissance design by Aug. Giger & Cie, St. Gall. *Photo by Diaz.*

Embroidered organdie braid by Union S. A., St. Gall. *Photo by Vandamme.*