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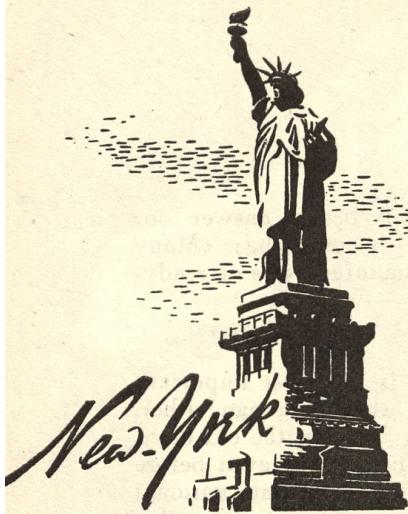
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FROM NEW-YORK TO SAINT-GALL

Modern air services have brought New York closer to Europe, so close in fact, that the States are but a few hours journey from London or Paris. This nearness is exercising an influence more and more marked on international fashions. Ideas, sketches, models are airborne from one Continent to another, so swiftly that exchanges and co-operation of this kind are being intensified to an extraordinary degree. Paris fashions... London fashions... New York fashions ? Oh, no ! Now it is just *fashion* — and that is very nice indeed for everybody concerned. London is inspired by Paris, Paris by New York and vice versa.

Two of the world's great capitals exchange their fashion secrets, like smart women over a tea-cup. The Eiffel Tower in its dainty lacework of steel, whispers to New York : « My dear, just look how cute my little party frocks are ! » And the streamlined Empire State Building, slimly clad in reinforced concrete, murmurs : « Don't you try to copy my cotton frocks, their styling is a professional secret. Aren't they nifty ? »

All the other smaller towns — Lyons, Zurich, St. Gall — which have, naturally, overheard the conversation, gossip among themselves.

« Have you heard the latest ? New York wants sprigged cottons, Paris wants brocades ! »

And so, all the little towns set off along the quiet banks of their lakes and rivers to cull great nosegays of field flowers : flowers of every hue, to be printed, woven, embroidered, on the finest of lawns and the most sumptuous of silks.

Thus, from far distant centres and remote villages in the Canton of St. Gall (Switzerland) incredible quantities of fairylike fabrics are sent off to Paris and New York, to deck American women and the pin-up girls of the Atlantic and Pacific beaches. The perfection of Swiss textiles is not due to chance ; it is the result of the centuries-old, inherited skill of operatives and technicians in St. Gall, Zurich, Appenzell and Basle.

A negligee of white eyelet batiste made with full puffed sleeves and a ruffle-edge neckline, tied with pink and blue satin ribbons. Ruffled and ribbons-tied at the waistline.

(By Mme Tewi, at Bergdorf Goodman).



New York has a quite special fondness for embroidered fabrics. Dresses, lingerie, household linen, curtains, are adorned with delicious eyelet embroidery. Crisp and fresh, these trimmings and accessories are most suitable for the American climate and the youthful styling so much in favour in the States. And embroideries are youthful, as youthful as New York fashions ; they are ideal for American women and their homes.

The fine cottons and embroideries of St. Gall are most appropriate for kiddies wear : crawlers, miniature lingerie, pillow-cases for cots, bibs — and so many, many other articles fashioned in nanzook, lawn, fine linen, voiles, organdies, all trimmed with insertions, flounces and edgings of St. Gall embroidery. What could be more exquisite than layettes made in these daintiest of fabrics. Liliputian garments must be adorned with delicate but resistant trimming and Swiss embroidery alone can give them that durability and air of crispness we so love to see in children's clothes. Batistes, voiles, piqués, dotted Swiss, can be laundered time and time again without losing any of their charm.

Although cotton and embroidered fabrics are made in the States too, imported goods of this kind are still preferred for their outstanding quality by the best New York stores.

Fashions today are all in favour of embroideries. In New York, openwork blouses and dresses are everywhere to be seen ; they are so suitable for the torrid heat of the New York summer. In ready-to-wear apparel, it is always easy to distinguish the difference in quality between the more ordinary domestic, mass-produced article and that which is made in Switzerland.

Embroidered trimmings are always in great demand for lingerie. One New York novelty which is now having a great vogue, is the house-gown in eyelet ; it is a garment as practical to wear as it is dainty to look at.

From St. Gall to New York — Swiss embroidery has travelled a long way !

Th. de Chambrier.

Crisps «dotted Swiss» in pink, blue or yellow with white dots, is trimmed with narrow bands of embroidered rosebuds.

(Reprinted from an American newspaper.)

