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Echos de Paris



Photo Auteurs Associés

Linda Darnell, la star de renom, n'a pu faire autrement, lors de son passage à Paris, que de profiter des merveilleuses créations de la Haute Couture. On la voit ici, chez Christian Dior, essayant une robe d'organdi blanc brodé de motifs en spirale de A. Naef & Cie., Flawil. Grossiste à Paris : Pierre Brivet, Fils.

Linda Darnell, the famous star, took advantage of her journey through Paris in order to see something of the latest novelties created by the Parisian "Haute Couture". We here see her at Christian Dior's, trying on a frock of white embroidered organdie with a spiral motif, from A. Naef & Co., Flawil.

Linda Darnell, la célèbre estrella, al pasar por París no pudo por menos que aprovechar las creaciones maravillosas de la alta Costura. La vemos representada en casa de Christian Dior, probando un vestido de organdi blanco, bordado con dibujos en espiral, de A. Naef & Cie., Flawil.

Linda Darnell, der bekannte Filmstar konnte während ihres Pariser Aufenthaltes den Verlockungen der Haute Couture und deren herrlichen Creationen nicht widerstehen. Hier sieht man sie bei Christian Dior während der Anprobe eines mit spiralförmigen Motiven bestickten Kleides aus weissem Organdi von der Firma A. Naef & Co., Flawil.



Un mariage parisien

Mademoiselle Chanut dans sa robe de mariage d'organdi blanc, broderie anglaise de St-Gall.

A Wedding in Paris

Mademoiselle Chanut in her wedding dress made of white organdie with Swiss embroidery from St. Gall.

Una boda parisiense

Mademoiselle Chanut en su traje de boda, de organdi blanco bordado de punto inglés de St. Gall.

Eine Pariser Heirat

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Where to send your subscription for the journals published by the Swiss Office for the Development of Trade

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Subscriptions run from the date of receipt by the editor. No back number can be supplied.

Australia.	Oversea Trade Co., Victoria House, 83, Pitt Street, Sydney.	South Africa.	Consulate of Switzerland, Commercial Section, P. O. Box 37, Cape Town - P. C.
Brit. India.	Swiss Trade Commissioner for India, Burma and Ceylon, Gresham Assurance House, Sir Phirozschah Mehta Road, Fort, Bombay.		Consulate General of Switzerland, Export Service, 520-526, Maritime House, Johannesburg - Transvaal.
Burma.		Straits Settlements.	Consulate of Switzerland, Union Building, Collyer Quay, Singapore.
Ceylon.		Switzerland.	Swiss Office for the Development of Trade, P. O. Box 4, Lausanne.
Canada.	Legation of Switzerland, Hôtel Château Laurier, Ottawa/Canada.	U. S. A.	The International News Company, 131, Varick Street, New York (N. Y.)
China.	Consulat Général de Suisse, 771, Wei Hai Wei Lu, Shangai.		Consulate of Switzerland, 139 North Clark Street, Chicago 2, (Illinois).
	Légation de Suisse en Chine, 15, Nin Hai Lu, Nankin.		Consulate of Switzerland, Atlas Bank Building 901, Walnut Street 524, Cincinnati 2 (Ohio.)
Cyprus.	Mr. Shukuroglou, Swiss Consular Agency P. O. Box 123, Nicosia.		Consulate of Switzerland, 1024, W. M. Garland Building, 117 West, 9th Street, Los Angeles 15 (Cal.)
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Egypt.	Agence de Publicité Bell, 25, El Bedak-Opéra, Le Caire.		Consulate General of Switzerland, 444, Madison Avenue, New York 22 (N. Y.)
Great Britain.	S. E. & Partners Ltd., Blomsbury Square 4 a, London W. C. 1.		Consulate of Switzerland, 1420, Chestnut Street, Philadelphia 2 (Pa.)
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Irak.	Office Commercial Suisse pour le Proche-Orient, B. P. 809, Beyrouth - Liban.		Consulate of Switzerland, 1331, Third Av. Seattle 1 (Wash)
Ireland.	Eason & Son Ltd., 79-82, Middle Abbey Street, Dublin.		Consulate of Switzerland, 1012, Ambassador Building, 411, N. 7th Street, St. Louis (Mo.)
Netherland Indies.	Consulate of Switzerland, Manpang 70, Batavia - Java.		Legation of Switzerland, 2900 Avenue Cathedral N. W., Washington 8 (D. C.)
New Zealand.	Universal Business Directories Ltd., 44-46, Kingston Street, Auckland.	British West Africa.	Consulate of Switzerland, P. O. Box No 359, Accra (Gold Coast).
Palestine.	Mr. B. Weinert, P. O. Box 2117, Tel Aviv. Consulate of Switzerland, House Anton Ayub, Katamon, Jerusalem - Quarter.		
Philippines.	Consulate of Switzerland, Calle Juan Luna, 402, Wilson Building, Manila.		
Siam.	Consulate of Switzerland, Diethelm Building, New Road, Bangkok.		

Fashion in shoes

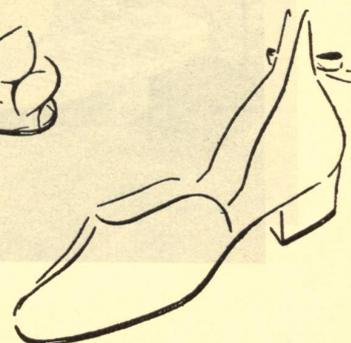
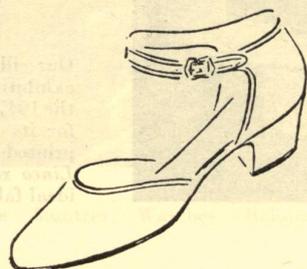
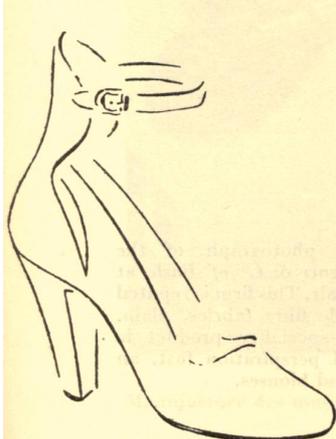
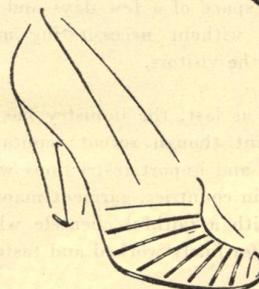
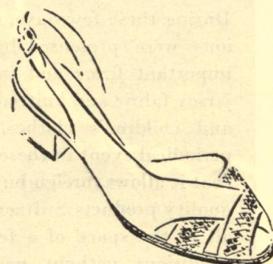
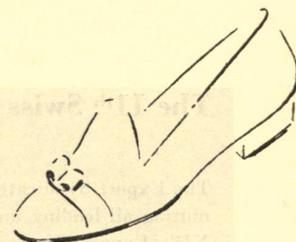
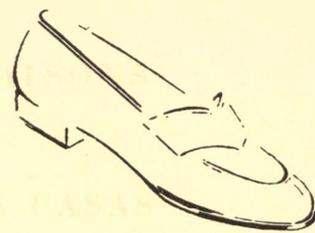
Fashions in footwear have not changed very considerably since last year and shoes for the 1947/48 Winter Season show no essential difference with those of last summer. Trends are developing along the lines already indicated, the vogue for certain new styles which appeared last Spring is steadily growing, a few less pleasing details are being eliminated. It is noticeable that in modern footwear the fashion for ornate uppers and intricate soles (requiring a great deal of workmanship) is fast disappearing, a trend which is favourably influencing the ever acute problem of labour. The « quality » factor is however gaining in importance. Footwear today must be of a quality equal at least to pre-war as regards raw materials and execution.

Extremes of height in heels are still in favour. A revival of classic styles is stressing the French type of elongated forms to the detriment, of the stub-toed American styles. But for winter wear too, the practical « casuals » and « loafers », flat-heeled and youthful, which swept the board last summer, are holding their own. The flatter heel has gained ground for « afternoon » or « cocktail hour » styles and even for evening wear, and this not only for teen-agers but also for their older sisters.

High-heeled styles nevertheless give designers scope to exercise their imagination. The new creations of Parisian dressmakers have influenced feminine footwear. The mode for pumps with higher uppers has resulted in a new, « closed » heel style, the open toe serving as a decorative element. Classic and fancy sling-ons with open toe are, of course, still prevalent. There is a very wide range of asymmetrical and extremely luxurious « ankle bracelet » styles with pure satin lining in pastel shades. Mention must also be made of the now current tendency to lengthen the lines of footwear, a direct result of longer hem lines. A solution has been sought in crossed or asymmetrical strap effects, in higher insteps, and so on, or by stressing the heel with decorative effects.

American trends are apparent in very high-heeled pumps with instep line adorned with large, modern bows. Evening shoes are high or low-heeled, in golden or silver kid, crepe, satin, lamé, etc. Sportswear, town-wear, after-ski wear, boottees for cold winter days, complete the very diverse range of Swiss export styles which can, of course, also be obtained on the home market.

All these exclusive models were presented recently by Messrs BALLY Ltd., at Schoenenwerd, and represent a selection of their 1947/48 Winter Collection.



News from the trade

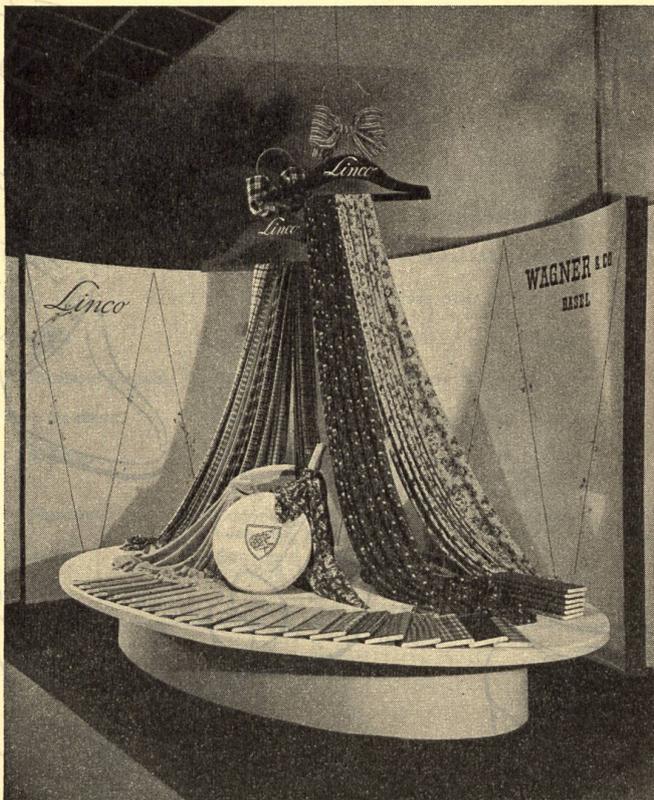
The 11th Swiss Export Week

The Export Syndicate of Swiss Garment Industries at Zurich, uniting all leading manufacturers in the trade, organized its XIth Export Week held from November 24th - 29th at Zurich.

During these few days, new 1948 Spring and Summer Collections were presented by twenty-nine of the country's most important firms and included the following lines: dresses, jersey fabric and knitted dresses, blouses, sportswear, raincoats and children's clothes. We have already mentioned this periodical event in these pages: its importance lies in the fact that it allows foreign buyers to view the most interesting, best quality products Switzerland can offer in the branch, and this all in the space of a few days and under the best possible conditions without necessitating any tiring cross-country travel for the visitors.

This year as last, the industry has shown itself worthy of its excellent though recent reputation. Despite monetary difficulties and import restrictions which still paralyse trade with certain countries, garment manufacturers have renewed contact with a faithful clientele who come to Switzerland especially for finely worked and tasteful goods.

As we have already mentioned here, manufacturers of ready-made wear constantly strive to *translate* haute couture creations for the benefit of the many, eliminating details which render them unacceptable to the general public. There are few shorter-than-ankle-length evening gowns — ball frocks are still worn very long — morning and afternoon dresses have lengthened very perceptibly and become stabilized at about 12 inches from the ground; the new hem line has been adopted everywhere and reigns triumphant for coats, tailormades and dresses. We have noted charming creations, models in which the realization of a perfectly feminine silhouette has called for masterful skill on the part of the designer and dressmaker and an exquisite choice of dainty detail. Among the hundred and one points which attract attention in this year's new styles, there is the quality and beauty of the fashioned fabrics and particularly of the exclusive prints, some in heavy cotton (even for evening wear), others in pure silk. Pure silks have decreased considerably in price and, as a result, novelty silk fabrics are widely used for dresses and two-piece ensembles.



Our illustration reproduces a photograph of the exhibition stand of Messrs. *Wagner & Co* of Basle at the 1947 Swiss Industries Basle Fair. This firm is reputed for its cotton, rayon and staple fibre fabrics, plain, printed and colour-woven. A speciality product is *Linco* rayon, light, boiling and perspiration fast, an ideal fabric for lingerie, shirts and blouses.