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A creation of the Zurich apparel industry: St. Gall cotton fabric.

1948

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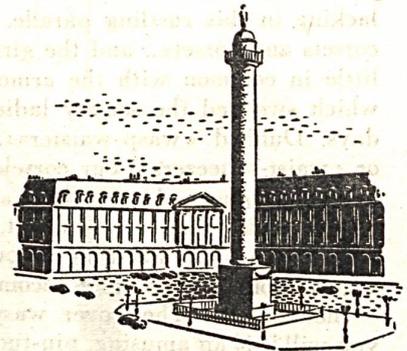
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Enclosure: Swiss Industries Fair, Basle: «Création 1948».

PARIS

Romantic millinery



Femininity and daintiness are the keynotes of early fashions this spring. The austerity of military uniforms has disappeared; half-tones still more subdued by veilings, soft and flowing lines idealized by tulles and nets. Paris has this year surpassed herself: demure or provocative straws, brims of lace or organdie, minute pointed Robin Hood bonnets... the variety is infinite!

Hats nowadays are no longer intended as a covering for the head: they are merely to be «poised»! And they are all so different from last year's styles, so new and fresh, small, cheeky... perched on the head, remaining in place by Heaven knows what persuasion—unless it be a roll of velvet. The crown, like the Cheshire Cat, is fading right away... in some models it even entirely disappears and there only remains a felt or straw brim in front, windswept behind, which bends and bows and waves, framing the face with all the charming Parisian grace which embellishes and transforms the features.

A remarkable desire for simplicity seems to have presided at the birth of all these creations... but, let there be no mistake! This very simplicity is more refined, more deliciously artificial than anything we have yet known!... Long scarves of net and lace are

knotted with negligent air beneath the chin, short veils stress the femininity of a pretty woman's profile, trimmings have suddenly acquired subtle importance: the merest faille ribbon emerges from a froth of tulle, a bunch of fruit, posies coyly clustered over one ear of framing the face.

For summer wear, again we find the forward brim, but even more «romantic»! Three and sometimes four depths of embroidered fabric or starched laces which undulate at every step... Muslins, Broderie Anglaise, Organdies, Guipures, all serve as a pretext for the creation of Romney «picture hats» which the slightest breath of air might whisk away... like a halo. Swiss strawbraids have returned to favour; some are worked to give the illusion of lace, or of veiling slightly stiffened to spread around the head.

Extremely subtle colourings add still further to the femininity of 1948 millinery. Uncertain half-tones which yet appear very much alive: heliotrope which might be pink, silver grey, powder blue, luminous yellow, colours culled from a French countryside, heralds of Spring, even before the first violets have bloomed.

Comtesse de Semont.