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# Paris



## REVERBERATIONS

When the storm dies down, the waves swell gently far out to sea. When a bell has clanged and fallen silent, its vibrations linger in the ear.

And so the revolution in dress which will go down in the history of fashion as the « New Look », still has its repercussions today, though attenuated. Sudden, violent, this vogue became extravagance and, as in all insurrections, outran the intentions of its initiators. But — again as in all rebellions — it has left something essential behind, because history never allows a return to the « as-you-were ». The great merit of recent revolutionary fashions has been to affirm and reinstate femininity. This quality was perhaps overstated at first, — for instance, by stressing comeliness of form too long dissimulated — but such hyperbole has changed nothing in the final count. The new trend, released now from redundances which overweighted it, has survived, but with purer, quieter lines. It is a tribute to the feminine form. The new fashions envelope and stress it without disfigurement. It is difficult, of course, to distinguish their tendencies very clearly as yet, now that new collections have only just been brought out and have not received

the approval of public acclaim. However, skirts are, in general, slightly shorter; waists have regained their natural level and are not « wasped »; hips are freed from amplification in the form of padding; bodices are shapely, moulding the bust. Ease of movement, suppleness, neat simplicity — but no mediocrity or studied originality! Merely the charming grace of newly rediscovered and exalted femininity. Fullness of skirts and bodices is gathered into the back or sides; peplums still, and drapes, pleats and flounces, pockets and voluted lines which favour spiralling and asymmetrical lines.

Swathed skirts are worn with many buttons. Besides, buttons are everywhere! The Princess line predominates for dresses. Necklines are varied, some with very deep décolletage — is this the influence of Anna Magnani? Swagger coats are still very full; collars are large, turned up dandy fashion, or with shawl effect. The tailored, waisted redingote has survived; short jackets, with or without peplum are still « in », and short capes, stoles, boleros and shawls are popular.

As for millinery, hats this spring are small, of skull-cap type, or wide-brimmed. Many models are designed for wear with a swathe which pulls the hair well back beneath the brim. Hatted thus, with brightly striped cotton or silk swathes under a « picture-hat », women have a pirate-like air as depicted by Hol-

lywood film heroes who sport a motley scarf under sombrero or three-cornered hat.

We note with pleasure that haute couture and millinery designers still show their appreciation for Swiss fabrics, fashion products, muslins and organdies — indispensable for evening wear, judging by the new spring and summer collections! — piqués, guipures and other lovely, fine cotton goods, Wohlen millinery braids, and so on. But we note also that Swiss silks are in high favour. The Zurich silk industry of ancient repute can today supply all fabrics haute couture may require. Skein-dyed fabrics particularly — a speciality product of Zurich — are now maintaining and even accentuating a vogue which has already lasted several seasons. Especially outstanding are Duchess Satins, Ottomans, heavy Failles and watered Taffetas — some of these with Persian designs — which have won great interest and been selected by several famous couturiers.

Better than any verbal description, the lovely creations illustrated here — models which the couturier's and milliner's art have created from the finest fabrics, resplendent silks, crisp cottons, novel guipures and laces, strawbraids — vividly testify to the perfect suitability of Swiss novelty textiles for this never time-worn exaltation of the Eternal Feminine... which we know as « Paris Fashions ».

Celia

*Descriptive commentary of illustrations, page 57*

# ST-GALL // BRODERIES ET DENTELLES



ROBERT PIGUET  
Union S.A., St-Gall  
PIERRE BRIVET FILS, PARIS



CHRISTIAN DIOR  
Forster Willi & Cie, St-Gall  
INAMO, ZURICH



JEAN DESSÈS  
Union S.A., St-Gall  
THIÉBAUT-ADAM, PARIS



**BALenciAGA**

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Hufenus & Cie, St-Gall  
THIÉBAUT-ADAM, PARIS

JEANNE LAFAURIE  
Union S.A., St-Gall  
RÉBÉ, PARIS



JEAN PATOU  
Walter Schrank & Cie, St-Gall  
PIERRE BRIVET FILS, PARIS



JEANNE LANVIN  
Aug. Giger & Cie, St-Gall  
PIERRE BRIVET FILS,  
PARIS



CHRISTIAN DIOR  
A. Næf & Cie, Flawil  
INAMO, ZURICH



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A. Nœf & Cie, Flawil  
THIÉBAUT-ADAM, PARIS

LEGROUX SŒURS  
A. Næf & Cie, Flawil  
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SCHIAPARELLI  
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SCHIAPARELLI  
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BRUYÈRE  
Hufenus & Cie, St-Gall  
THIÉBAUT-ADAM, PARIS

# ST-GALL // LES COTONS FINS







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Stoffel & Cie, St-Gall  
INAMO, ZURICH

CHRISTIAN DIOR  
Stoffel & Cie, St-Gall  
INAMO, ZURICH



# ZURICH // LES SOIERIES



CHRISTIAN DIOR  
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INAMO, ZURICH



CHRISTIAN DIOR  
Emar S.A., Zurich  
INAMO, ZURICH





JACQUES GRIFFE  
L. Abraham & Cie, Soieries S.A., Zurich

MARTIAL & ARMAND  
Rudolf Brauchbar & Cie, Zurich

**CHRISTIAN DIOR**

L. Abraham & Cie, Soieries S.A., Zurich



**MOLYNEUX**

L. Abraham & Cie, Soieries S.A., Zurich



PIERRE BALMAIN  
L. Abraham & Cie, Soieries S.A., Zurich



JACQUES HEIM  
L. Abraham & Cie, Soieries S.A., Zurich

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