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Autor: Florestan
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THE LATEST NEWS IN SHOES

The shoe is a very important article of dress, for it is not only subject to the dictates of fashion, but is also restricted by anatomical considerations and difficulties in construction which restrain the imagination of the designers to a certain extent, and prevent them from finding easy solutions. We are therefore genuinely astonished each season to see the latest creations fashioned by the artists of the shoe trade. Faithfully following every change in style and fashion, they succeed in using a limited number of details to the greatest advantage, to make ever new and always fascinating variations.

True to a very popular tradition, the firm of *Bally & Co. Ltd.* of *Schoenenwerd*, have just presented in *Zurich*, their latest models for the spring and summer seasons at a reception accompanied by a most enjoyable mannequin parade. (At that time part of the present number had already gone to press. The ed.)

Shoes for all tastes and every occasion were to be seen there, clearly divided in the case of women's shoes into spring models and models for the summer. But everywhere, the emphasis has been placed on ease, lightness and comfort, and this is particularly noticeable in the «*Jeunesse*» series which has been specially dedicated to girls and young women. Heels are low, court shoes are low-cut and shoes with polka-dot perforations are in evidence. For the summer there are sandals again, attractively decorated with different coloured straps. We notice the appearance of a new style called «*Softy*» with extremely supple uppers.

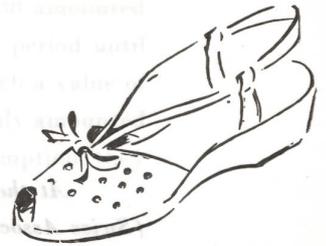
In the more sophisticated models, we still find elegant 3" to 3 1/2" shaped *Louis XV* heels with dressy sandals, their straps artistically intertwined and made of very beautiful supple skins, but the medium heel seems to be regaining some of the popularity it lost during the past few seasons. Although the ankle-strap is still here, single and twin instep-straps are coming in again, and the slightly square shapes are more in demand. As a general rule, in all the different models — not forgetting the welt-sewn walking shoe — and in spite of the «*stylishness*» of design, the demands of comfort have never been lost sight of.

It is not only design which determines the character of a collection, but also the quality and the colours of the materials used. Many suede models will be seen again this spring, although smooth box calf, relax and lightly grained bottier calf are no longer considered as materials suited only for walking shoes. On the contrary, relax and very supple panna calf are very much in evidence, especially in the «*Jeunesse*» collection, and even tend to be used in preference to suede. For the summer, lightness and comfort are the first essentials. Therefore designers have chosen kid, and light *Arabia* kid; and for the unlined models, elk, relax calf and briarproof. The two collections also differ distinctly in colour. For the spring, vivid red, pale blue, beige and white will be used only to set off black, brown, blue, etc. For the summer, on the other hand, bright shades, pastels and natural beige, will be the most popular. We also notice the increasing prevalence of the metallized leathers — bronze and gun-metal — for afternoon and evening wear.

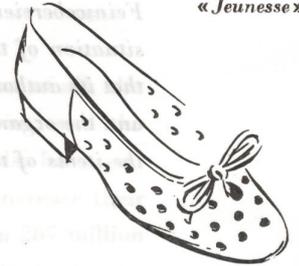
In the shoe styles for men, in spite of the vagaries of fashion, the classic still remains the smartest. For the summer, there are again many shoes with perforations and braided uppers and the very supple «*mandarin*» styles; the brown and white shoe remains smart and distinguished looking.

We must not end this brief review without mentioning the *Bally* collections for export, which have been specially designed to suit the tastes of *Paris* and *New York*. These shoes show evidence of great care and thought, not only in the choice of materials used and the workmanship, but also in the appreciation of the fashions and tastes of the clients for whom they are intended. The success they are meeting with everywhere is well-deserved.

Florestan



«*Jeunesse*»



«*New-York*»



«*Paris*»

