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Paris



VARIATIONS

« ... une femme inconnue...
» Et qui n'est, chaque fois, ni tout à fait la même
» Ni tout à fait une autre... »

VERLAINE

« ... an unknown woman... who is, each time, neither quite the same, nor yet quite another... » These words spoken by the poor Lélian of the unknown woman of his « Familiar Dream » could very easily be applied to fashion — and especially to the fashion of this season (but why not of every season ?)

Fashion, personified by woman, is mysterious for us to the point of our only really knowing her when she is no more.

« ... each time, neither quite the same... » — fickle because she is a woman, changeable because she is life itself, fleeting because she is the moment, ever changing because she is fantasy, daughter of poets and magicians...

« ... Nor yet quite another » because, feminine, she is eternal, and hers is the permanence of charm and of beauty.

She obeys the cyclic laws of the world, giving us ever new glimpses of a face that is eternal.

Thus each season fashion brings us a picture, both surprising and familiar, being « each time, neither quite the same, nor yet quite another », as at this season when she has changed without a revolution. And at each change we are happy to discover, beneath her capricious variations, the familiar theme without which all the arpeggios would be in vain.

This gift of renewal is also to be found in the textile industries which work for fashion herself : within the limits prescribed by their production, they continually succeed in arousing astonished enchantment. We are pleased that this perpetual rebirth — whose varied phases we witness with as much joyful surprise as the arrival of the seasons — is not only that of Haute Couture and Fashion, but also of the embroidery and fine fabrics of St. Gall and the silks of Zurich.

Thus the indispensable materials supplied by Switzerland continue, with the novelty of their fantasies and the tradition of their style, to be perfectly suited to the perpetual variations of Parisian fashion — that is, of Fashion herself — an ever renewed expression of taste.

Florestan.

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