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A presentation of footwear

As every year, Bally Co.Ltd., of Schoenenwerd presented its winter collection to the press in Zurich, at the end of August. Once again, this very fashionable event met with the greatest success. Apart from the interest afforded — from the point of view of fashion — by the presentation of new models, we should like to call attention here to that aroused for the press, whose stock in trade is curiosity, by the explanation of various technical problems, with examples to illustrate them, given by those in charge of manufacture.

No layman would imagine, for example, that the Schoenenwerd firm, although it is the largest shoe-manufacturing concern in Switzerland, creates twice a year — in the field of women's footwear alone — a collection of some 1,500 models ! And it is not only a question of designing the shoes, choosing the leathers and hides of which they are to be made, and selecting the colours — all jobs demanding a thorough knowledge of the shoemaker's art, of fashion as a whole, of tastes all over the world, of possibilities of obtaining supplies of raw materials, of new processes of working with materials and of many other things besides. It is also necessary to make the wooden forms on which the shoes are to be manufactured. Two of each of these forms are required, a left and a right, for each type of shoe, for each size and each width. Furthermore, for any one type of shoe special forms are needed in addition when the shoe is to be open at the toe or at the heel. Heels are not symmetrical and consequently cannot be used for both left and right shoes; two different (that is to say reversed) heels have to be made for each pair of shoes. It is easy to see that the study and manufacture of these forms are of the greatest importance to the quality of the fit.



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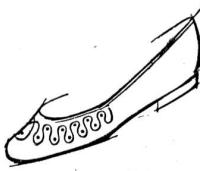
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Modèles BALLY déposés

And if there is one field where comfort is not a luxury but a necessity, it is the field of footwear. Bally Co.Ltd. therefore devote the greatest care to all these problems, while at the same time remaining in the forefront with regard to fashion. Among the many new trends, let us mention here, not in any particular order and without attempting to be complete in any way, some of the most outstanding features of this collection.

The court shoe, always a favourite, is scalloped very deeply at the sides, and if the toe is open, it is cut out very high and asymmetrically (fig. 1). For Paris, some very elegant models, sometimes with a lace trimming (fig. 2); for America, more fantasy, original lines and very slender high heels, as much as 3 in. in some cases (fig. 3). The high effect, a new fashion trend, favours the T-strap while freeing the front part of the foot (fig. 4). These various tendencies are found again in the evening shoe, which is ever finer and lighter, and sometimes trimmed with strass (fig. 5). The youthful models for teen-agers, which form an important part of the Bally collection, are as amusing, charming and perky as ever, with their bright and sometimes contrasting colours, whether they are the very flat soft « ballerina » type, with a new oval heel (fig. 6) or models with embroidery and studded with golden-headed nails that the girls of the New World wear for TV evenings at home (fig. 7). In the after-ski creations — a particularly Swiss speciality — fantasy and colour abound, and there are models re-embroidered with pearls, others with a knitted border forming a rolled top and others that are decorated with a brightly coloured scarf which is interchangeable and matches the one worn on the head or round the neck (fig. 8). And all this is but a mere glimpse of this rich and varied collection.