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LETTER FROM GERMANY



HANS FREDEKING K. G., BERLIN

Peau de soie rayonne von/de Heer & Cie S. A., Thalwil.

Photo G. Dittmer.



HANS W. CLAUSSEN,
BERLIN

Kleid aus reinseidenem
Organza mit Stola aus
Strohjersey von

Robe en organza pure
soie avec étole en jersey
de paille de

*Rudolf Brauchbar & Cie
Zurich.*

Photo Rolf W. Nehrlich.

Whereas in Paris, behind the closely guarded doors of the great couturiers, the new creations for the spring are still being conceived, in Germany retailers have long since made all their arrangements. This year, the ready-to-wear manufacturers presented their spring/summer collections as early as November.

The particularly mild autumn reduced the sales for the winter to a minimum, although in a census of public opinion taken in the northern industrial region of Rhine Westphalia, half of the women interviewed had said they really needed winter clothes and a third that they intended to complete their winter wardrobes. Nevertheless a census of this kind only gives a slight indication of the

purchases actually made, for there is always a big difference between the desire and the deed.

This autumn the German public was able to see the creations of its wholesale houses displayed together for the first time at a collective presentation. The initiative for this showing, which took place in the Kurhaus at Wiesbaden, came from the German section of the International Wool Secretariat. Considerable resistance and difficulties had to be overcome before it was possible to bring the participants together for a common purpose which gave the general public the possibility of seeing for itself for the first time the achievements of the German wholesale houses.



TONI SCHIESSER, FRANKFURT a. M.

Schattierter Organza von / Organza ombré de Reiser & Co. Zurich.

Photo Eric.

As might have been predicted, mohair, tweed and jersey are the favourites for day wear. For the evening, in keeping with the present tendency to ignore the differences between the seasons, one sees organzas made in Switzerland, shadowed, embroidered or intertwined with gold threads. These dresses give ballrooms an air of starry summer nights. Switzerland has also exported to Germany damasks in wonderful colours which give the effect of old brocades, in bronze, lime, honey, and cognac interwoven with black, braided embroideries, organza velvets, satin with a mat finish in turtle-dove grey, oyster shell alpaca, mohair and givrine.

Formerly a discreet but indispensable complement to any suit, the blouse has long occupied a position in the limelight of fashion. For sporting models, poplin, nylon and piqué prevail, without undue severity, but in countless variations and with many charming ideas; laces of nylon, organdie, georgette and embroideries of St. Gall are particularly suitable for afternoon models whereas the sumptuous fabrics such as chiffon velvet, brocade, silk organza, duchess satin and rich embroideries are reserved for the evening.

The skirt with straps is gaining in popularity owing to the success of the blouse. This season it was a first-class sales success. The fabrics are varied—flannel, gabardine, tartans—and the shapes many. It is above all the younger generation, less favoured in Germany than in the United States and Switzerland by models for

With regard to line, it may be said that the Empire line, the beltless dress and the short skirt are found much more often in the ready-to-wear collections than in the fashion houses. Customers who have their clothes made to measure are generally far from possessing the figures of mannequins and tend rather to follow the individual advice of their dressmakers than the novelties of fashion.



EHRICH GRAHL A.G.,
BERLIN

Tweed Belrobe Zellwolle
von

Tweed Belrobe fibranne de
Heer & Cie S. A., Thalwil.

Photo Lotte Söhring.

TONI SCHIESSER,
FRANKFURT a. M.

Schwarzer Organza mit
Petit-Point-Stickerei von
Organza noir avec broderie
petit-point de
Forster Willi & Cie, St-Gall.

Photo Eric.





HANS W. CLAUSSEN, BERLIN

Duchesse reine Seide von
Duchesse pure soie de
Heer & Cie S. A., Thalwil.

Photo B. Kürten.

teen-agers, that benefits by the possibilities of the transformation outfit.

Poplin owes its success mainly to girls and young women. This fabric, which is as easy to look after as it is elegant, corresponds ideally to the needs of the young with regard to practical smartness.

In trade circles it is thought that the popularity of two- and three-piece outfits will last and even increase. The demand for jackets is also increasing. Thus, in the spring, alongside the severe tailormades we shall see numerous loose jackets, growing narrower at the hips,

in plain fabrics or with original stripes, worn over narrow skirts.

The Swiss ready-to-wear models that are found today at good shops in big towns all over Germany appeal mostly to the young slim women who prefer the sporting line. Their excellent cut and the superior quality of the fabrics give these models a particular style of their own and make them hard wearing too, a characteristic of supreme importance in an age when women go out to work.

Emily Kraus-Nover