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Venus Anadyomene. A bronze statuette in the Bally Shoe Museum [at Schoenenwerd].

Lightness, coolness and elegance. Such has been the slogan inspiring the designers of the firm of Bally at work during the silence of the winter months. And the fruit of their patient labour, the new collection created at Schoenenwerd, was thus ready to be presented to the press at the end of February.

Once again this Zurich fashion event, which was being held for the 25th time, met with the greatest success.

Members of the trade press followed with great attention the commentaries, both technical and mundane, of the directors of this great Swiss shoe factory. They closely examined the very wide range of models presented and noticed that just as Spring calls for the marriage of bright colours, the footwear manufacturers of Schoenenwerd have once again given free rein to their imagination by putting together the most colourful skins with the most original and unexpected materials. Thus, for example,

Symphony of Spring

we were able to admire delightful evening sandals decorated with Rhinestones or coloured jewels, on original embroidery, and models for beachwear with fringes of multicoloured straw.

In connection with skins and hides, it is interesting to note a few figures : for the uppers of its shoes, the firm of Bally uses annually the skins of 4,000 crocodiles, 6,000 lizards, 1,000 snakes, 180,000 calves, 50,000 oxen, 300,000 goats and 80,000 sheep. To these must be added 55,000 ox- and cow-hides for the soles, representing 65 % of the annual requirements, the remaining 35 % being made up of rubber soles. For linings and uppers some 6,700,000 square feet of cotton fabrics and 37,500 miles of sewing thread are used ; as for the lasts and heels, they alone account for more than 100,000 cubic feet of wood.

The firm of Bally knows that elegance is not only a whim ; by combining fantasy and technique, it remains to the forefront of creation and can thus dictate new tendencies not only on the national market but also on markets abroad.

Without any claim to being complete, we are showing here five models for the spring which seem to us to characterise this season's trends of the shoemakers of the firm of Bally.

For the afternoon, sandals with either flat heels or very high ones like the sabot pump in aniline calf with draped forepart and thin straps (fig. 1).

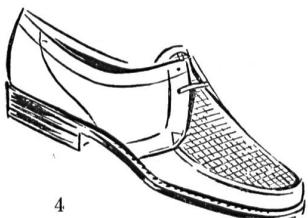
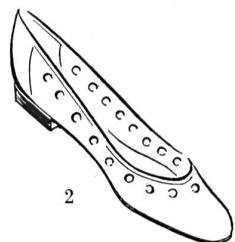
Youth remains faithful to the small ballerina shoes made in a new range this year of the most varied leathers (fig. 2).

A triumph of fantasy has been achieved in the models for beachwear made of the latest linen fabrics and in the pleated sandals in fashionable shades (fig. 3) : fringes of multicoloured straw and linen are the materials used for these midsummer models.

The loafer and the moccasin (fig. 4) are becoming more and more popular with the man of today, as well as sandals in soft leathers so well suited to the comfort and relaxation of holidays (fig. 5).

This is only a minute glimpse of a very rich collection, the models of which are all inspired with the grace and lightness of the Venus Anadyomene illustrating this report.

M. Bard



Registered BALLY models.