

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1954)
Heft: 3

Artikel: New in shoes
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-798864>

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News in Shoes



As in previous years, the firm of Bally at Schoenenwerd recently held its customary presentation of new models for the press in the Congress Hall in Zurich.

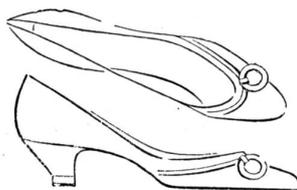
Set out with taste and consummate skill, the models displayed gave a very clear and complete idea of what will be worn this winter. After an expert had given a few technical details concerning the changes made in the leathers now used, a mannequin parade — of both man and women — with a running commentary by two managers of the firm, showed how carefully thought out the new creations are and how well they fulfil their role, whether for morning, afternoon or evening wear.

Before such richness and variety we shall content ourselves with saying very briefly that these models are inspired, as usual, by the new couture trends and that Christian Dior's latest line, the lengthened silhouette, calls for longer and narrower shoes. The court shoe seems to be the perfect answer to all these requirements and, for a dressy shoe, the Louis XV heel is wonderfully slender.

Smooth calf is preferred at the moment to the chamois leathers and goatskins and makes it possible to use aniline dyes with the greatest success.

Bally is among the leaders too in the manufacture of ski-boots, of impeccable fit and style, and after-ski footwear, of which we shall mention one, a court shoe style with a jersey inset in a contrasting colour.

This new collection keeps the firm of Bally, whose fame has long been spread far beyond the frontiers of Switzerland, up among the great shoe designers.



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