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New York Letter

Town and travel wear



SOCIÉTÉ ANONYME A. & R. MOOS,
WEISSLINGEN

« Cleotta » voile type long staple cotton fabric with satin designs and porous stripes.

Model by David Goodstein

The arrival of summer in New York is no longer the signal for a complete change of the season's outfits, dresses and suits. At one time the sudden switch from the dark clothes of the cold seasons to the light outfits of the warmer seasons afforded a spectacular contrast.

However even though fur coats have been put in cold storage, away from the moths, during the warm weather, one still sees in the evening the fur stoles and capes that

are indispensable in over-airconditioned theatres, cinemas and restaurants where one literally shivers after the sweltering heat of the streets.

The most striking feature of the present fashions is that the majority of models are wearable throughout three or even four seasons. The craze for travel having spread to all levels of the American population, it is only natural that ready-to-wear houses are offering more and more



**SOCIÉTÉ ANONYME A. R. MOOS,
WEISSLINGEN**

« CoTohna » 100 % long staple yarn-dyed colour woven cotton fabric.

Model by De Trano Originals

Forster Willi creation. These exceptional fabrics for stars of the stage or screen, for the smart society set, are made in short lengths only, sometimes just enough for a single dress, the only one of its kind in the world. Naturally these exclusive models are never adapted for the popular ready-to-wear collections, not even in simplified copies. These master-pieces of the art of embroidery and weaving remain inimitable. Behind them lie hundreds of years of experience and the professional skill of the specialised embroiderers of St. Gall.

Nevertheless the average American woman finds a profusion of Swiss fabrics and embroideries in all the big stores in New York, which stock the best imports from Switzerland, France and Italy. For example, McCutcheon, Lord & Taylor, Bloomingdale, Stern, Macy, Gimbel and others of the same calibre have remarkable collections of Swiss embroideries and fine fabrics which are very popular with those women — more numerous than we think — who nowadays sew their own dresses or have them made up by « the little woman round the corner ».

**SOCIÉTÉ ANONYME A. & R. MOOS,
WEISSLINGEN**

« Lanella » washable and unshrinkable mixed fabric (50 % wool and 50 % long staple cotton), moth-proofed and wrinkle resisting.

Model by Alison

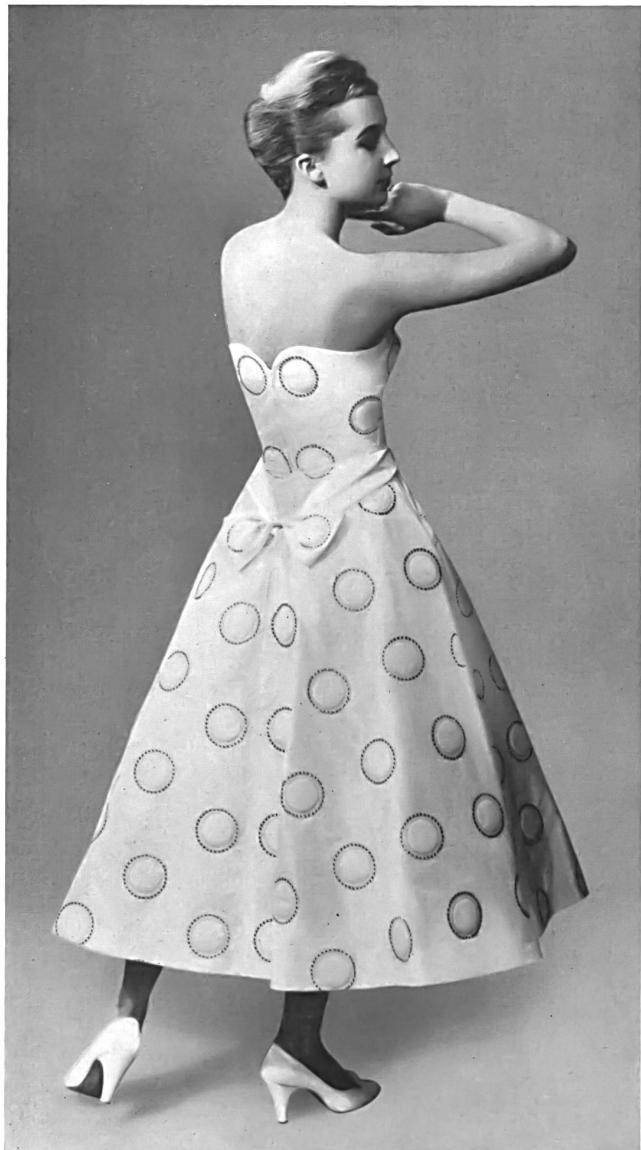
creations suitable for all climates. They are often made in the form of separates and are eminently practical, except for the really « dressy » dresses which are full of Italian daring and French ingenuity.

American fashions have become highly Europeanised owing to the ease of travel today. Most American women leaving for Europe this year will be taking smarter clothes with them which will enable them to visit museums, restaurants or cathedrals without looking out of place.

Many of the fabrics created in Switzerland for the American market possess this character of quiet distinction and the sumptuousness of the skilfully and artistically woven material. Lightness of texture and fineness of design and colour are the main features of the fabrics imported from Switzerland for American ready-to-wear fashions.

This does not exclude the more spectacular creations for big occasions, in embroidered or printed organdy, brocaded silks or exceptionally fine embroideries such as the lace coat worn by the « Cotton Maid », which was a





JACOB ROHNER S. A., REBSTEIN

« Lurex » gold thread embroidery on pure silk taffeta with appliqued work on paddings.

Switzerland also exports silky embroidered cotton poplins for blouse fronts — those by Jacob Rohner being particularly outstanding for the lightness of their designs and the fineness of their embroidery. This firm also makes handkerchiefs in very fine open-work embroidery, Venetian lace style, whose close stitches have the strength of fine hand embroideries.

At Bergdorf Goodman's, one beach outfit is in Swiss cotton batiste with woven stripes and tiny red dots. A skirt to match completes the playsuit and turns it into a youthful fresh-looking dress.

The Bridal Salons of Saks Fifth Avenue and Bonwit Teller offer bridal gowns in embroidered organdy, one of which is sprinkled with delightful little roses and pink and white butterflies. For bridesmaid's dresses, there are broderie anglaise organdies, allovers and embroideries combined with plain fabrics as well as flock prints on fine cotton that are gay and original enough to satisfy all tastes. There is a growing fashion for dresses made entirely of embroidery allovers, in navy blue or black for town, in pastel shades and white for the evening and vacations.

Matching mother and daughter dresses in embroidery or fine figured cottons are among the most delightful ideas of the present fashion and are all the rage with countless young mothers and their daughters.

No modern woman's wardrobe would be complete without a practical basic fabric dress, suitable for all occasions. We have seen some very attractive models made in Lanella, a Swiss half-wool half-cotton fabric, ideal for all climates of the United States. Lightweight, sanforised and mothproofed, these fabrics with their many possibilities of use are perfectly at home from Maine to California. New York's ready-to-wear manufacturers, such as Alison, MacKenna Clothes as well as Dorothy Cox of North Carolina show the whole range of possibilities in their classical and impeccable shirtwaist style models. From Lanella Corporation too, a new fabric in imported cotton, CoTohna, made of silky long staple Egyptian cotton, is used for making very classical dresses, suitable for wear on all occasions. They are sometimes set off with fresh white decorative touches which are detachable to vary the effect — De Trano Originals and Craely have both adopted this idea particularly well. « Cleotta » cotton voile, by the same Swiss manufacturer, is used by David Goldstein for shirtwaist dresses with alternating satin and open-work vertical stripes. These smart dresses with their feminine details, small gathered ruching for example, are worn with matching cashmere sweaters repeating a pattern of the same discrete trimming.

Embroideries from Walter Schrank, on soft warm fabrics, are used to make jackets and boleros as well as colourful and very fashionable trimmings. One fabric is embroidered all over with several shades of pansies, covering the whole ground of the fabric.

We cannot leave the subject of St. Gall embroideries without mentioning their success for decorating hats or made up into cloches and boaters. Bruyère uses Walter Schrank embroideries for his internationally successful models now on display in New York.

Thérèse de Chambrier