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Letter from Los Angeles

LEADING A DOUBLE LIFE

**ROBT. SCHWARZENBACH & Co.,
THALWIL**

Red Duchess pure silk satin.
Satin duchesse cerise pure soie.

Loretta Young stars on an NBC-TV
show; here she wears an evening
gown designed by:

La vedette bien connue Miss Loretta
Young dans son émission de TV de la
NBC; elle porte une robe du soir de:

Werlé, Los Angeles





HUFENUS & Co. S. A., SAINT-GALL

Embroidered organdie.
Organdi brodé.

*Movie actress Merle Oberon wears a gown designed by:
La vedette de cinéma Merle Oberon porte une robe de:
Werlé, Los Angeles.*

**ROBT. SCHWARZENBACH
& Co., THALWIL**

Cocktail skirt in pure acetate
« Starlane ».
Jupe de cocktail en « Starlane »
pure acétate.

*Model by / Modèle de:
Werlé, Los Angeles.*



A famous Hollywood designer once said : « We dream of the perfect figure ; we almost never find it. » But Dan Werlé did when he began designing for movie star, Loretta Young. That was several years ago when the other side of his career — a fine wholesale dressmaking establishment — began skyrocketing into the « most successful couturiers » bracket.

Now Miss Young, long a top-ranking cinema star, heads up a sparkling weekly television show. For this show, Werlé designs 45 gowns a year which first appear on the show and then become a regular part of Loretta Young's dazzling wardrobe. Most of these are duplicated, a week later in 95 fine stores throughout the country as « Werlé Originals », selling from \$200 to \$600 each.

When Werlé, a young man on the sunny side of 35, began designing clothes for smart-looking women on the other side of 35, he supposed that most of his models would be made up in 16's and 18's. To his amazement,

he finds it is the well-turned out woman, size 10 or 12, who prefers his clothes. He feels this is true because of his background and training as an artist and sculptor at the Chicago Institute of Art. When he left the Institute he designed theatrical costumes for a famous nightclub. He says he disliked the tinsel, hated the trappings but learned about color and shape. And his natural flair for form and dislike of the gaudy are reflected in his lovely clothes which are both figure-flattering and refined.

For elegance, Werlé and his business-manager-partner, José Fernandez, buy large quantities of Swiss fabrics and

laces. In the past five years they report they have more than doubled such purchases so that Swiss fabrics and trims now are represented in a large part of the collection and will continue to hold an important place in their affections. Mr. Werlé says: «I feel that Swiss fabrics reflect advanced trends and feelings and they are handsome and exciting to work with in a truly creative manner.»

Helene F. Miller.



**L. ABRAHAM & Co.
SILKS Ltd., ZURICH**

« Fri-Fri » fabric.
Tissu « Fri-Fri ».

*Dinner dress by / Robe de dîner de :
Werlé, Los Angeles*



**ROBT. SCHWARZENBACH
& Co., THALWIL**

Pure silk white faille.
Faille blanche pure soie.

*Model by / Modèle de :
Werlé, Los Angeles*



**L. ABRAHAM & Co.
SILKS Ltd., ZURICH**

« Follette » fabric.
Tissu « Follette ».

*Dinner dress by / Robe de dîner de :
Werlé, Los Angeles.*