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Letter from Los Angeles

Giving the Editors an Eyeful...

At least once a year some well-meaning European gentlemen comes to these shores and, at the invitation of a newspaper, fires a controversy- and circulation-creating broadside at «The American Woman». The complaints are always the same: we are too pampered, we are too spoiled, we are too aggressive, we give too little attention to men in our way of life.

Then along comes the American fashion industry, and California fashion designers in particular who say such

things as: «I am a firm believer that women should look like women and we keep things feminine in this line... If you like sacks, don't come to us» (Marjorie Michael). Or: «I can imagine no more thrilling assignment than to make women look beautiful» (Werlé). These designers are accompanied by a host of others who feel that woman's excuse for dressing is man.

Thus, an exciting collection has been presented for five days, from 9 a.m. to 5 p.m. each day, to the more

**RUDOLF BRAUCHBAR & Cie,
ZURICH**

Black and white pure silk tweed.

Model by Don Loper, Los Angeles

Photo John Engstead





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

Red satin (cloak) and red and white printed satin (gown).

Models by Don Loper, Los Angeles

than seventy editors from all over the country who have convened for National Press Week at the new and glamorous Beverly Hilton Hotel. Here is a reporter's report of things as we saw them : Yes, there were a few sacks, or chemise dresses and or as some designers called them : « the shift with a shape ». But the Parisian influence was everywhere softened, and shaped to show there was a woman around somewhere. One designer even included a drawstring chemise to meet the eternal feminine prerogative of changing one's mind... wear it straight, or draw it tight and create a waistline !

Colors : orangey-reds and pinks, pale grayed greens (called avocado in California), lemon yellows predominating in this cruise collection, with black and white very, very strong.

Skirts : 16 inches off the ground, seen often but not universally.

Bows, bows, bows in so many collections, large, small, high, low.

Bandings at suit jacket and skirt hems.

Some broadened and slightly padded shoulders on suits.

Lots of white organdy as bows, as collar and cuffs, cut and banded with little rows of lace on the diagonal, cut as a full-length sheath with a myriad of hand-made flowers, cut as full and supporting underskirts, cut as full and flowing overskirts.

Shirtwaist dresses in every size, shape and fabric from ingénue dotted Swiss to magnificent silk screen prints with long-sleeved chiffon « sweaters » giving that covered-up look over strapless bodices.

Tunics of all kinds some flat-fronted and wide over narrow sheaths, some harem-shaped (not too many), some cut away like a man's evening jacket, others giving the tunic effect by means of button-on belts with large, flat pannier pockets.

Prints of massed florals usually mixed with one part of solid fabric. An especially beautiful warp taffeta with the recurring orangey-pinks and roses. Prints seemed to be in either the orange-red-yellow end of the spectrum or in the brilliant blue-lilac quadrant.

Shape of the show: the lantern shape, the almond shape, the oval — all the same thing arrived at by belling out the fullness below the waist and cutting and seaming it to a very narrow opening at the hem.

We cannot possibly include all the designers who showed or all the personal touches they displayed, however, in this showing — the cruise and resort clothes showing — Swiss fabrics and California designers shine at their brightest.

This is the season when the finest and loveliest resort and summer clothes are shown, when practically every



ROBT. SCHWARZENBACH & Co., THALWIL

Floral print on mauve satin.

Model by Don Loper, Los Angeles

Photo John Engstead



**RUDOLF BRAUCHBAR & Cie,
ZURICH**

Black and white silk tweed.

Model by John Carter, Los Angeles

Photo John Engstead

**RUDOLF BRAUCHBAR & Cie,
ZURICH**

Temple red pure silk tweed.

Day suit by Don Loper, Los Angeles

Photo John Engstead

collection dips into the treasure-house that is Switzerland and comes up with the most fabulous effects, the elegant niceties and the final fillip that marks the house of distinction.

Helene-F. Miller