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Letter from Germany

On the occasion of the International Cotton Week held in Cairo this spring, Heinz Oestergaard, the well-known Berlin designer and wholesale couture manufacturer, presented a collection which featured some of the most recent and attractive creations of Swiss fabric manufacturers such as Mettler, Union, Stoffel, Fischbacher, J. G. Nef, Forster Willi, Reichenbach and Jacob Rohner.

Among the fabrics were cotton jacquards and brocades in very original designs and colours, which Swiss manufacturers had created specially for the Brussels Universal Exhibition. The loveliest model of all was a brocaded fabric coat with an Inca motif, trimmed with a big white fox fur collar and worn over a gold-spangled chemise dress.



METTLER & CIE S.A., SAINT-GALL
Brocart de coton
Baumwollbrokat
Modèle : Fritz Fürstl, Offenbach s.M.
Photo Dehio

For day wear, Oestergaard had designed lovely "baby doll" dresses in a very original printed chintz. Many models were in the "sailor" style, that is to say with floating yokes at the back or a very loose fitting back, with the front nipped in at the waist. As the wearer walks, the back billows out like a sail or a balloon, which gives an impression of movement. There were sophisticated hostess gowns in silky cotton shantung, often trimmed with precious fur. The evening dresses fitted snugly like serpents' skins or were vaporously romantic with a wasp waist and wide swirling skirts, in gossamer fine cotton fabrics and embroidery.

The biggest impression on the oriental spectators however was made by the collection of corsets and girdles which relegated the dresses to the background. These articles were also made of Swiss fabrics and were presented at the same time as the Oestergaard models. Working on the principle "You make what goes under,

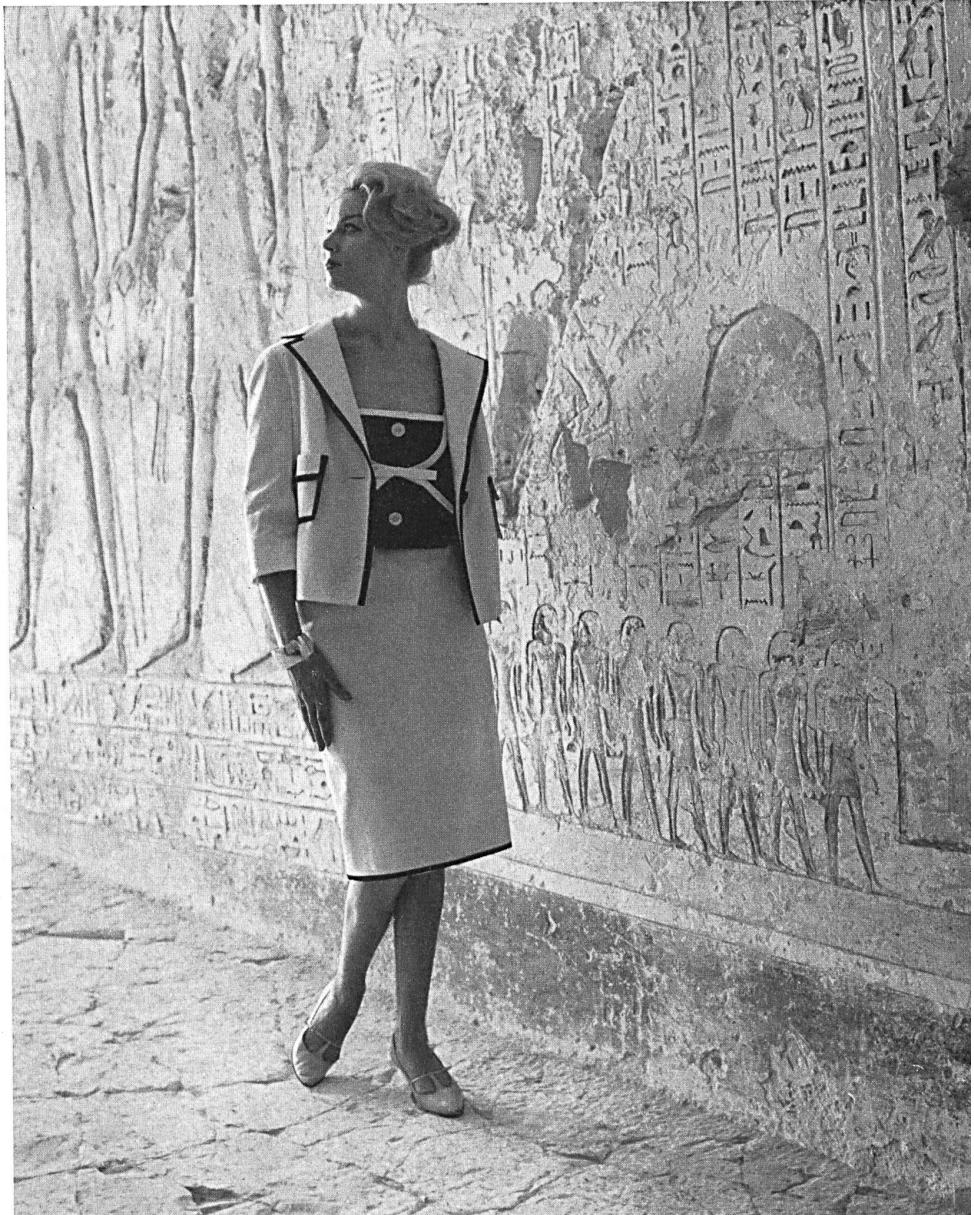


METTLER & CIE S.A.,
SAINT-GALL

Brocart jacquard et or avec
motifs Renaissance imprin-
més
Gold-Brocade-Jacquard mit
bedruckten Renaissance-
Mustern
Modèle : Heinz Oestergaard,
Berlin
Photo Irm Kühn



WINZELER, OTT & CIE S.A., WEINFELDEN
 Gabardine rayée en coton peigné mercerisé
 Gestreifte Gabardine aus mercerisierter gekämmter
 Baumwolle
 Modèle : Textilwerk Mann GmbH, Ludwigsburg



CHRISTIAN FISCHBACHER
 CO., SAINT-GALL
 Tissu de coton genre lin
 Baumwolle in Leinencharakter
 Modèle : Heinz Oestergaard,
 Berlin
 Photo Hubs Flöter

"I make what goes over," Heinz Oestergaard has collaborated for a long time now with one of the biggest corset manufacturers in Europe.

Unfortunately the showings took place during the month of Ramadan (the Mohammedan equivalent of Lent), during which it is forbidden to reveal any part of the body. After close scrutiny of all the models by a commission presided over by a stern woman official, the required authorization was finally given, the undergarments being considered discrete enough for public display.

This fashion parade was intended to show that corsetry,

which corrects and modifies the shape of the body, is of great importance, particularly in a fashion which, like that of today, has an unstudied look about it. But modern girdles, corsets and brassieres long ago passed the purely functional stage and now, in the hierarchy of fashion, enjoy a status of their own and are not without a certain beauty.

In this collection then there were corsets that were quite sporting in appearance—differing only in a few details from a snugly fitting swimsuit—and made of silky satin and cotton poplin, in very bold designs and colours. Under her slacks, the modern woman wears

JACOB ROHNER S.A., REBSTEIN
Broderie ton sur ton sur crêpe de coton
blanc «Minicare»
Ton auf Ton Stickerei auf weissem
«Minicare» Baumwollcrepe
Modèle : Thiele-Förster
Photo Retzlaff



FORSTER WILLI & CO.,
SAINT-GALL
Broderie de laine sur organdi de soie jaune
Wollstickerei auf gelbem Seidenorgandy
Robe de cocktail de : / Cocktaillkleid von :
Ritter-Modelle, Hambourg



WALTER SCHRANK & CO.,
SAINT-GALL
Batiste de lin brodée
Leinenbatist mit Stickerei
Modèle : Toni Schiesser, Francfort s.M.
Photo Laskowy



JACOB ROHNER S.A.,
REBSTEIN
Broderie Lurex or sur organdi noir
Lurex Goldstickerei auf schwarzem
Organdy
Modèle : Heinz Oestergaard, Berlin



JACOB ROHNER S.A.,
REBSTEIN
Organdi blanc avec applications
brodées
Stickereiapplikationen auf weissem
Organdy
Modèle : Heinz Oestergaard, Berlin

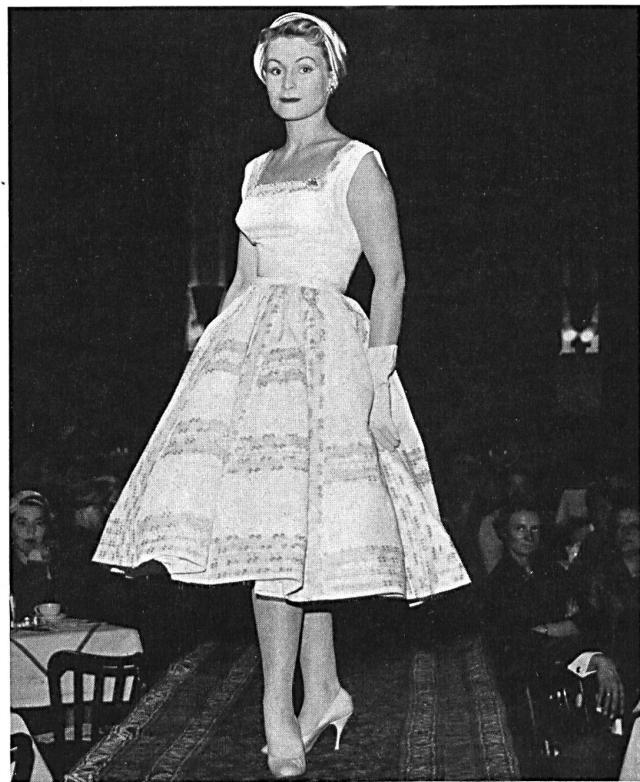
three-quarter length pants of an elastic fabric, which moulds and holds the line so well that even the plumpest women now dare to be seen in slacks.

The later in the day it gets, the daintier the girdles become ; some were made of lace, often trimmed with sequins or applications of embroidered flowers and feathers ; they were shown with petticoats and negligés, which were equally sophisticated and made of batiste, organdie, voile and lace. An attractive novelty, the "pettidress," is a combination of a girdle and petticoat.

This display met with great success in Cairo, due to a large extent to the Swiss fabrics used.

German fashion houses are also stocking up considerable supplies of high novelty Swiss fabrics. The Hamburg couturier, Charles Ritter, always buys large quantities of these fabrics for his retail house—a silk store established at Lubeck 150 years ago—as well as for his workrooms. His clients have a partiality for them because of their remarkable wearing qualities, distinctive colours, attractive printed designs and above all the great variety of types and patterns as well as the fact that they are easy to work with.

This season he has a large selection of shantungs made by S. J. Bloch Sons & Co., Zurich. These fabrics handle well ; they are spotted on splendid mixed light grounds. We have also seen a foulard fabric with fine stripes in turquoise and white, beige and white, blue and white, as well as one with stylized spots in olive green and soft



JACOB ROHNER S.A.,
REBSTEIN
Broderie de couleur sur batiste
de coton «Minicare»
Baumwoll-Batist «Minicare»
mit farbiger Stickerei
Modèle : Thiele-Förster
Photo Horst Müller



METTLER & CIE S.A., SAINT-GALL
 Satin soyeux de coton égyptien longue
 fibre, finissage «Minicare»
 Seidiger Satin aus langstapeliger,
 ägyptischer Baumwolle,
 «Minicarex» Ausrüstung
 Modèle : Heinz Oestergaard, Berlin
 Photo Irm Kühn

brown shades on a white ground. Featured in the Ritter collection are white cocktail dresses in silk organdie with appliquéd flowers in pastel shades ; also outstanding were the short dressy chemise dresses made of shot green silk trimmed with galloons in macramé lace or with gold embroidered corollas. A narrow dress with short sleeves in a coarse white linen has a tight high collar and loosely fitting waist of a Hungarian embroidered galloon by Forster Willi & Co., St. Gall. The short bolero is lined with the same embroidery.

The house of Toni Schiesser continues to attract more and more of the rich elegant clientele of Western Germany : wives of diplomats, ministers and big industrialists, princesses and film stars have had their clothes



«RECO», REICHENBACH & CO.,
 SAINT-GALL
 Satin de coton reversible
 Baumwollsatin, beidseitig verwendbar
 Modèle : Heinz Oestergaard, Berlin

«RECO», REICHENBACH & CO.,
 SAINT-GALL
 Voile de coton infroissable Fluina
 Fluina Baumwollvoile, knitterfrei
 Modèle : Heinz Oestergaard, Berlin



STOFFEL & CO., SAINT-GALL

Popeline turquoise
Türkisfarbene Popeline
«Pettidress» de : / von :
Triumph Miederwerke, Heubach

UNION S.A., SAINT-GALL

Broderies
Stickereien

made there for years ; a large part of the collection, which is very youthful and Parisian in style, is made of Swiss fabrics. Its twin Charleston style dresses met with great success, the long, tubular top swelling out at the waist into a full billowing skirt, in turquoise, yellow, pink, light blue and white striped batiste with applications of embroidery or in dainty broderie anglaise over linen batiste (Walter Schrank, Reichenbach, Stoffel, St. Gall).

At the Offenbach fancy leather goods fair, we came across a real find : the firm of Fritz Fürstl of Offenbach were displaying extraordinarily effective smart summer bags in cotton jacquard, brocade type fabrics, richly decorated with chrysanthemums in pastel shades. This fabric, called "Miracle," is made on special looms by the firm of Mettler, St. Gall. These bags are perfectly delightful, especially when worn with one-toned summer dresses.

EMILY KRAUS-NOVER



STOFFEL & CO., SAINT-GALL

Popeline de coton
Baumwollpopeline
Modèle : Triumph Miederwerke,
Heubach

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Broderies
Stickereien