

# Letter from Germany

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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 imprimés  
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 : / Cocktailkleid 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

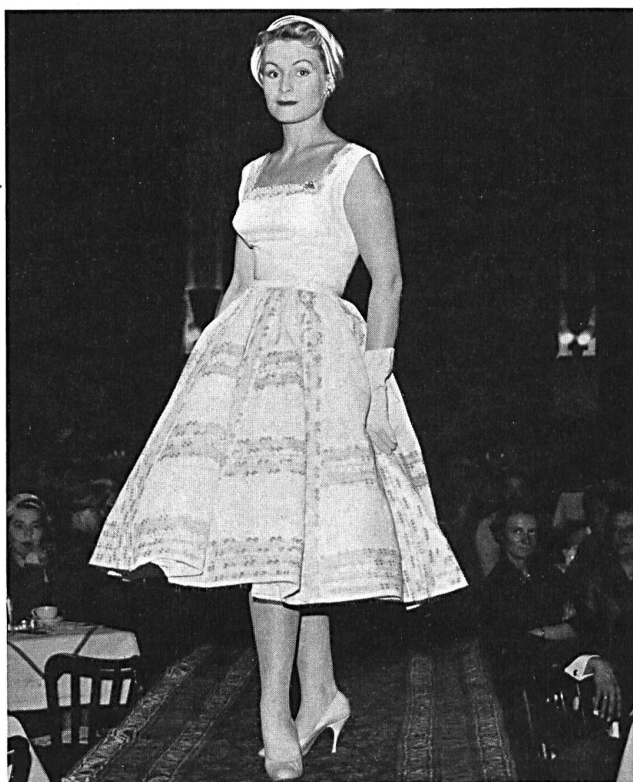
three-quarter length pants of an elastic fabric, which moulds and holds the line so well that even the plumpest women now dare to be seen in slacks.

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,  
«Minicare» 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 appliqué 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 réversible  
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

UNION S.A., SAINT-GALL

Broderies  
Stickereien

