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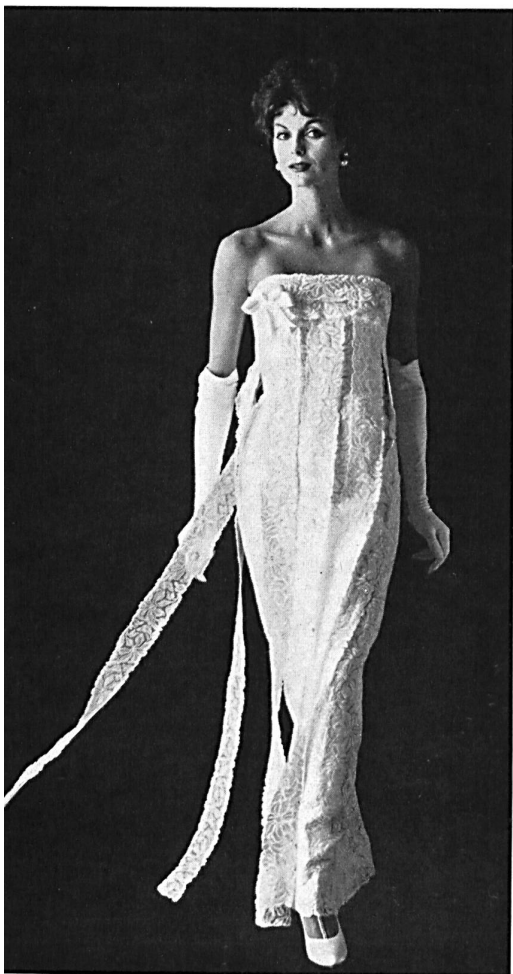
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Los Angeles Letter

*THE LOOK OF THINGS
FROM HERE*



FORSTER WILLI & CO.,
SAINT-GALL

Galons de broderie
Embroidered galloons
Modèle : Galanos,
Los Angeles



STOFFEL & CO.,
SAINT-GALL

Guingan damier noir et
blanc
Black and white checked
gingham
Modèle : Galanos,
Los Angeles

Since the New Look, nothing has created the sound and fury caused by the Chemise Look, the Sack Look or whatever designers, editors, writers or critics care to call it.

The tide for it, regardless of how much most men are *against* it, is overwhelming. And even designers who at first resisted the French invasion, now find themselves

FORSTER WILLI & CO.,
SAINT-GALL

Broderie Points d'esprit
sur coton
Point d'Esprit embroidered
cotton
Modèle : Galanos,
Los Angeles



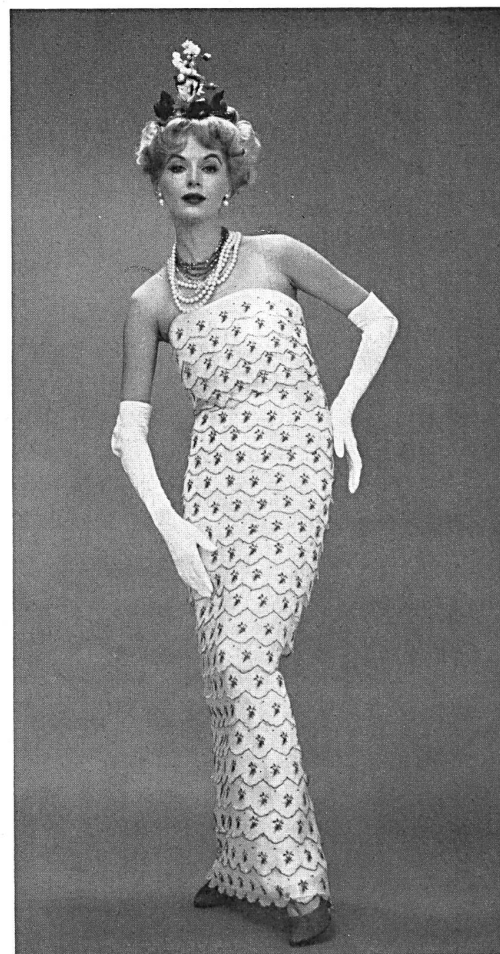
FORSTER WILLI & CO.,
SAINT-GALL

Organdi noir brodé de
motifs floraux
Floral embroidered black
organdie
Modèle : Galanos,
Los Angeles



FORSTER WILLI & CO.,
SAINT-GALL

Volant d'organdi brodé
Embroidered organdie
flouncing
Modèle : Galanos,
Los Angeles



powerless to withstand customer demands. However, there is the occasional designer who, rather than copying slavishly, puts his personal stamp on everything he does. He gives his collection his own personal elegance, offers his clientele a customized effect and eliminates fittings, frustrations and exasperating time-consumption. We in this country are in a hurry !

Such a designer is James Galanos, whose designs have been pictured in these pages before and whose gowns grace fashionable women throughout the continent. He describes his current collection as continually "casual in cut." This is indeed understatement from so great a perfectionist for there is nothing casual about Galanos or any dress he designs. His indication is merely that we are away from any corseted look, there is a flowing and floating feeling and "Waistlines are moving up ; backs are still full and fluid and much interest centers there."

Mr. Galanos explained that as a designer he is an originator rather than a stylist. He does not see the

Paris collections and has no direct influence from them ; however, he has a sharp sense of being in his time and tends to do things that are normal and prevalent for a given fashion era rather than finding success in some one thing and doing it over and over. He feels the essence of good design is change, but he sometimes finds that the evolution of his ideas occur too soon to be understood by buyers who are, on the whole, a conservative group.

However, this young and highly talented designer has received so many awards and honors that he can pass off this kind of inconvenience lightly. The latest accolade has been the Cotton Fashion Award, presented by the Mayor of New York, from the National Cotton Council for „striving for perfection in... and dignifying the use of cotton fabrics."

How nice it was to learn that Mr. Galanos had used a generous assemblage of *Swiss* cottons to help him win this national, much-coveted award !

HELENE-F. MILLER.