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News from the Trade

Fashion, a Social Phenomenon

Fashion is a field so complex and so rich that everything that has ever been written or said on the subject, from learned discourses to light flashes of wit, concerns only one aspect of it and cannot illuminate the whole. That is why it has always been tempting to make a comprehensive and very detailed study of this subject — which is both so old and so new — and that is why we are happy to be able to call attention here to just such a study. The work we are referring to is a large handsome volume published in German by the Modebuch-

Verlagsgesellschaft, in Zurich, under the title “Die Mode in der menschlichen Gesellschaft” (Fashion in Society). The editors of this monumental work are Mr. Peter W. Schupisser, a well-known Zurich fashion expert, and Mr. René König, a professor at the University of Cologne. The book, which contains over five hundred pages about the size of this periodical, is magnificently illustrated. It contains in particular 22 colour plates and nearly 200 photogravure prints in the text or as full page illustrations. A list of chapters, which is all we have space

Draped by Madeleine Vionnet
Photo Hoyningen-Huene, 1931



to mention, will give some idea of the wealth of topics covered by this fine book. After a preface, written by Christian Dior shortly before his death and reproduced in facsimile, come articles by Dr. Victor J. Willi: "The History of Fashion in Civilisation", Edwin Arnet: "Pioneers, Forerunners and Arbiters of Fashion", Johannes Itten, Head of the Zurich School of Textiles: "Colour in Fashion", Alb. Bodmer: "The Technical Side of Fashion", Dr. Willy Rotzler, Custodian of the Zurich Museum of Applied Arts: "Three Thousand Years of Textile Arts", Dr. Marie Schuette: "Old Lace", Dr. Oskar Eberlé: "Jewellery and Fashion" and Dr. Wilhelm Sulser: "Glimpses into the History of Footwear". In addition to the great interest of the subject, this book, which is excellently printed by Zollikofer of St. Gall, is presented in a very attractive and easily read form of type.

This important collection of detailed studies, which will constitute a landmark in the history of the knowledge of fashion, has been made possible thanks to the support of numerous Swiss associations and private concerns connected with the field of textiles, fashion and feminine adornment. Finally, we should also like to mention the collaboration, in various forms of a number of eminent Parisians from the same circles.

Successful collaboration



Today, far more than ever before, shoes are an essential part of a woman's wardrobe and as much care and thought goes into their choice as into that of the rest of her clothes. The part they play in fashion is therefore all the more important and consequently more sensitive to changing trends.

In order to show the close interdependence of clothes and shoes, the Swiss Association of Embroidery Exporters at St. Gall and the Bally footwear Sales Company, "Arola", have organised a joint advertising campaign in the windows of "Arola" shoe shops all over Switzerland. Artistically designed and tastefully arranged window displays show the elegance of St. Gall embroideries and the importance of footwear in fashion. Our photographs show two of these window displays, bearing witness to the great possibilities of successful collaboration for advertising purposes.



Fashion and skiing

This winter, the attractive resort of Grindelwald in the Bernese Oberland celebrated its 70th season of winter sports; at the same time it had been chosen for the 25th annual course for heads of Swiss Ski Schools. This course, which takes place right at the beginning of the winter, is designed to allow heads of all official Swiss ski instructors to refresh and perfect their technical and instructional knowledge; the pupils are composed of approximately one thousand advanced amateur skiers from Switzerland and abroad, who apply months in advance to be accepted as pupils on this course known for the excellence of its instruction. For the benefit of these skiers, the Grindelwald Tourist Office organised a sports fashion parade in which some fifteen Swiss firms took part: manufacturers of cotton and woollen fabrics, knitwear, waterproof of materials and footwear as well as the makers of Helanca yarns and the designer Willy Roth of Berne — a former ski champion himself — who specialises in the creation of ski and after-ski clothes.

The models shown included a large number of ski-jackets, ski and after-ski trousers, sweaters, skirts, sports jackets, etc. made of elasticised and impregnated