

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1959)
Heft: 4: b

Artikel: Los Angeles letter
Autor: Miller, Helene F.
DOI: <https://doi.org/10.5169/seals-798561>

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

Conditions d'utilisation

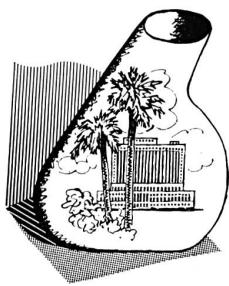
L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

Download PDF: 15.02.2026

ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>



Los Angeles Letter

California Girl Goes Everywhere

California Girl is not only the name of a distinctive American type but also a thirty-year old firm. Both strongly influence a large segment of the American population. The group they influence are young women approximately 17 to 30 years old who are high in spirits, medium in budget, fresh in fashion and placed all over the country. They stand for no fashion dictatorship and demand easy, simply cut and handsome clothes. This, in turn, demands careful employment of fine fabric by a skillful designer who knows not only how clothes should look but the complicated mechanics of how they are made for the lowest price in a high labor market.

In order to capture their share of the ever-growing popular price "junior market", the Fahn brothers, owners of "California Girl" engaged the services of Jim Church a few years ago to give their thriving business a new "lift". His high-style touch has been recognized

by top fashion people all over the country and the stores and specialty shops to which they sell sound like a fashion "Who's Who".

Originally a fine arts student at the National Academy of Design and the Art Students' League in New York, Mr. Church branched into costume design on order to pay his school tuition. He sold sketches to such famous houses as Germain Monteil, Jo Copeland of Pattullo, Bergdorf-Goodman custom shop and others of equal rank. He successfully pursued this career until he met Pat, his wife, who was a dancer. She taught him dancing and then they waltzed off around the country in a series of night club engagements which took them as far as California.

The birth of their first child ended their dancing careers and Jim Church returned to the serious business of designing, this time in his own custom shop in Detroit. However, California lured them back again, this time



Un exemple de la production "California Girl". Quatre robes réalisées dans le même chiffon de coton suisse, imprimé et terminé aux Etats-Unis. Le modèle (x) s'est vendu à 2000 à 3000 exemplaires.

issus de
TOFFEL & CO.,
AIN-T-GALL
Modèles de Jim
Church



A glimpse of the « California Girl » range. Four dresses made from the same Swiss cotton chiffon, printed and finished in the United States. 2000 to 3000 copies were made of model (x).

Fabrics by
STOFFEL & CO., SAINT-GALL
Models by Jim Church



to stay, and today his designs for "California Girl" have made him nationally known. This firm sells about 100,000 units a year in the \$14.75 to \$29.75 wholesale range and uses imported fabrics in a unique way. Mr. Church orders plain fabrics from Switzerland well ahead of time since they work very close to schedule. He then has them printed in this country according to his own design and in his own color selections. In this way he is certain of having enough fabric on hand at the proper time and he is not overloaded with seasonable colors that cannot be used because of late deliveries. In this way he also insures his designs against color or design copying since the color styling and prints are chiefly his own.

"California Girl" will be showing brilliant colors this season—blues, orange, yellow—with a white-washed look. This season's silhouette has an easy look, belted but not laced in, slim with rounded hips and full, complimentary sleeves. The fabrics are light in weight and definitely a departure from the bulky look. Mr. Church finds that Swiss fabrics suit his design needs extraordinarily well and apparently cater to the taste of his clientele since the simplicity of his designs needs fine fabric to give body to easy lines. For this reason, Mr. Church says he has always used Swiss fabrics since his earliest designing days and he intends to continue to do so in the future.

Helene F. Miller