

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

Artikel: Los Angeles letter
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DOI: <https://doi.org/10.5169/seals-798561>

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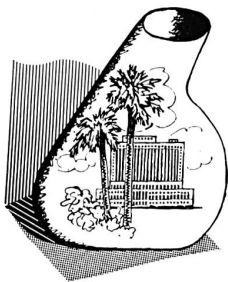
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Los Angeles Letter

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



X

Un exemple de la
production « Cali-
fornia Girl ». Qua-
tre robes réalisées
dans le même chiffon
de coton suisse, im-
primé et terminé aux
Etats-Unis. Le mo-
dèle (x) s'est vendu
de 2000 à 3000 exem-
plaires.

Issus de
TOFFEL & CO.,
SAINT-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