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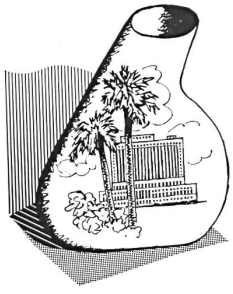
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This is the Time to be Merry

This is the time of the year when National Press Week occurs and editors come from all over the United States to Los Angeles. What they saw were high-colored, high-fashioned sportswear for the young and young-in-heart in the middle price brackets. The couturier group as usual featured magnificent fabrics from all the world and fine dressmaking for conservative or daring women of any age. The color combinations were outrageously handsome, shockingly complicated and bewilderingly simple.

Maxwell Shieff emphasized the simple monochromatics of yellow, beige and brown while three daytime dresses of red, white and blue chiffon will be country-wide conversation pieces for patriotic (or just plain chic) American women.

Don Loper combined a blazing citron yellow dress with a cape-collared sleeveless coat of Parma violet and white plaid, lined in the dress fabric. Another of his daring adventures in color was a tangerine and white paisley dress highlighted by a slim Oriental coat of tangerine.

J. G. NEF & CO. LTD., SAINT-GALL

Fabric / tissu
Model by Maxwell Shieff, Los Angeles

FORSTER WILLI & CO., SAINT-GALL

Embroidered trimmings / garnitures brodées
Model by Maxwell Shieff, Los Angeles





FORSTER WILLI & CO., SAINT-GALL
Gold and white lace / broderie or et blanc
Model by Don Loper, Beverly Hills
Photo John Engstead



STOFFEL & CO., SAINT-GALL

Textured cotton Jacquard fabric
Jacquard de coton structuré
Model by Pat Premo, Los Angeles



STOFFEL & CO., SAINT-GALL

Textured printed cotton fabric
Tissu de coton structuré imprimé
Model by Pat Premo, Los Angeles

Helga's classically well-bred lines emphasized fabrics in « soft-focus » such as warp prints and ombré stripes. Her Swiss handkerchief linens were all soft-colored pastels and even her brilliant colored dresses in gold and orange were low in key.

Werlé combined a potpourri of exciting textures with both bright and muted colors for the sophisticated woman. Navy, black and beige are frequently highlighted with soft old rose, violet in wide variety and magnificent fabrics snatched from the top of the textile market.

Pat Premo, designer of extremely « wanted » clothes, used fabrics that were exclusively her own or found solely in Haute Couture collections. When Pat Premo

and her husband go to Europe each year for fabrics, they go not only to see and buy but to co-create with their long-time friends, the textile makers. This season, an eminent result was a Swiss fabric woven entirely of 1/8 inch ribbon. One design in this fabric appears with white daisies on a fuchsia ground. Another with orange geraniums on a rich, green ground providing new color shock and boundless appeal.

Thus it is demonstrated again and again that in working with Swiss textile houses, American designers avail themselves more and more of the opportunities for exclusivity and quality.

Hélène F. Miller



STOFFEL & CO.,
SAINT-GALL

Textured printed cotton
fabric
Tissu de coton structuré
imprimé
Model by Pat Premo,
Los Angeles