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Letter from Germany

In interested trade circles the discussions regarding the evolution of fashion in Germany seem to be never-ending. In the trade press, in fashion magazines and the daily papers, at congresses and round-table conferences, opinions, hopes and theories differ endlessly as to whether there will shortly be a new dictatorship in the field of fashion or whether the current slogan "everyone according to his own taste" is more likely to continue to hold good for several years to come.

Werner Lauer, who is responsible for the collections of Lauer-Böhlendorff, Krefeld-Berlin, and is one of the

most talented German fashion designers today, expresses the opinion held by wide circles in the fashion trade.

He is firmly convinced that the time is past when certain hard and fast lines and styles can be dictated. He thinks that the women of today no longer have any wish to submit to the dictates of a fashion created for a small elite living in a world of their own. In his opinion, the future of the fashion industry lies in offering women a fashion that is as full of contrast and variety as possible, enabling them to change their appearance according to the time of day and the occasion. Another possibility



HEER & CIE S.A.,
THALWIL

Satin de coton douppion,
imprimé main
Baumwoll-Satin Douppion,
handbedruckt
Modèle Uli Richter, Berlin
Photo Rico-Puhlmann



ROBT.
SCHWARZENBACH & CO.,
THALWIL

Satin chiné, pure soie
Reinseidener, kettbedruckter
Satin
Modèle Hentschel Co., Berlin
Photo Günther Dittmer

is the discovery and development of new fields requiring specialized clothing.

One of these fields (new for Germany at least) is that of leisure clothes. Emil Wagner, a Heilbronn leather goods manufacturer, produces the charming "Hobby-dress" line of casual yet elegant models combining lovely soft leathers, in the most subtle shades, with Swiss made woollens, pure silks and cottons. His creations include narrow nappa leather or suede pants to be worn with gay peasant blouses fringed at the hem, as well as brief nappa

shorts to go with pullovers with sailor collars of the same leather. The jackets of leather braided poplin suits are lined with the same printed silk as the matching blouse. Swiss Shangor cotton, with a marked structural effect, is used to make lounging clothes that are the height of casual chic.

Apart from these new fields, the leading role in today's fashion life is played by materials and colours, according to Lauer, a view which moreover is shared by most specialists.

Undoubtedly this shift of interest from style and line to materials accounts largely for the really amazing success enjoyed among trade circles and the general public by Swiss haute couture fabrics, which are so superlatively beautiful, so exclusive and of such high quality.

In Frankfurt, Toni-Schiesser's exacting clientele, drawn from the highest spheres of financial and economic life, are all vying with one another to have a dress or outfit made with the consummate skill of this famous couturière in precious St. Gall guipure, embroidered silk organdie or original handkerchief batiste. The lovely

little blouses copiously adorned with flounces of broderie anglaise for wear with black silk suits have met with outstanding success; the same is true of the light broderie anglaise boaters and lace charlottes made by that excellent milliner Käthe Schneider-Steigert.

Charles Ritter of Hamburg-Lübeck has also had great success with the models made of Swiss fabrics in his summer collection. As he said: "In my spring and summer collections, my preference is for Swiss fabrics. They are always in such exquisite good taste, so dainty and so vaporous that it is a real pleasure to work with these materials". His collection consisted mainly of dresses



ROBT.
SCHWARZENBACH
& CO., THALWIL

Nouveauté jacquard façon-
née en soie mélangée
Fassonierte Jacquard-
Neuheit aus gemischter
Seide
Modèle
Günther Hasso Arendt KG.,
Berlin
Photo Hilla Korn



HEER & CIE S. A., THALWIL

« Sarabande », coton imprimé main / Baumwolle, Handdruck
Modèle Ruth Palme, Berlin
Photo Renata Riederer

for receptions, garden-parties and summer dances. One very striking model was a shirtwaist dress in a heavy white embroidery scalloped with pink silk braid decorated with floral motifs. The petit-point type embroideries and *mille fleurs* laces with corollas in relief aroused great admiration.

The new fabrics presented to the German trade and

daily press in Munich by Stoffel & Co. met with general approval; the fabrics shown included printed cotton organdie checks with a soft finish as well as featherweight terylene and cotton "Aquaperl" fabrics for rainwear.

Emily Kraus-Nover.



HEER & CIE S. A., THALWIL

« Funny Face », coton imprimé main / Baumwolle, Handdruck
Modèle Lindenstaedt & Brettschneider, Berlin
Photo Ursula Knipping



A. NAEF & CIE S. A., FLAWIL

Guipure et organdi brodé
 Guipurespitze mit besticktem Organdy
 Modèle Lauer-Böhlendorff, Krefeld-Berlin
 Photo F. C. Gundlach



WALTER SCHRANK & CO., SAINT-GALL

Guipure / Guipurespitze
 Modèle Toni Schiesser, Frankfurt a. M.
 Photo F. C. Gundlach



UNION S. A., SAINT-GALL

Broderie chimique sur organdi de soie et velours noirs
Ätzzpitze auf schwarzen Seidenorgandi und Samt
Modèle Toni Schiesser, Frankfurt a. M.
Photo F. C. Gundlach



STOFFEL & CO., SAINT-GALL

Organdi de coton imprimé
Baumwoll-Organdy, bedruckt
Modèle Detlev Albers, Berlin



STOFFEL & CO., SAINT-GALL

Organdi de coton imprimé
Baumwoll-Organdy, bedruckt
Modèle Gehringer & Glupp, Berlin

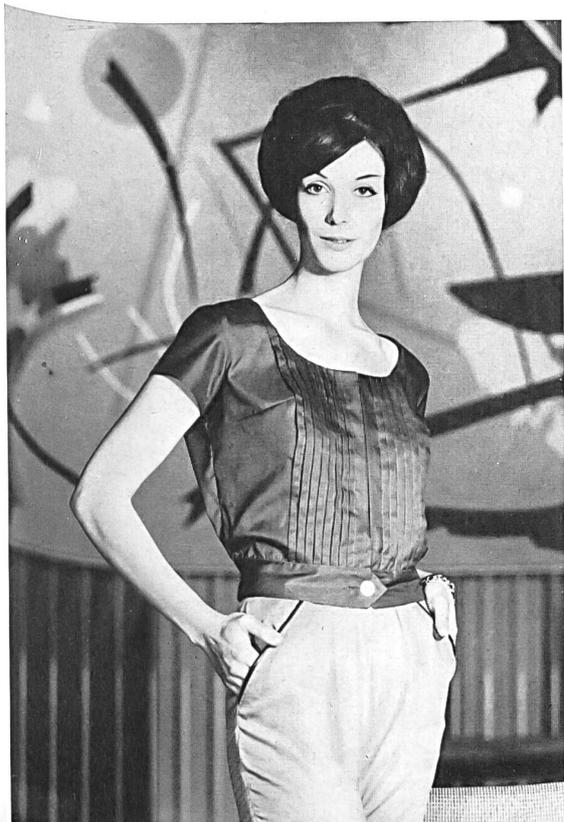
REICHENBACH & CO., SAINT-GALL

Popeline de coton brodée
Bestickte Baumwoll-Popeline
Modèle Toni Schiesser, Frankfurt a. M.
Photo F. C. Gundlach



STOFFEL & CO., SAINT-GALL

Coton genre shantung
Baumwollgewebe in Shantungcharakter
Modèle Hobbydress Kleiderfabrik G.m.b.H.,
Heilbronn
Photo F. C. Gundlach



STOFFEL & CO.,
SAINT-GALL

Shangor de coton
Baumwoll-Shangor
Modèle Hobbydress
Kleiderfabrik G.m.b.H.,
Heilbronn
Photo F. C. Gundlach



Modèle Ersa, Saarbrücken



Modèle Ersa, Saarbrücken

Modèle
Wollenschläger & Co.
G.m.b.H., Baden-Baden
Photo W. E. Lautenbacher



REICHENBACH & CO.,
SAINT-GALL

Tissus brodés
Bestickte Gewebe