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Los Angeles News

Covering the Collections

There seems to be a great consistency in a change to the more elegant, the more ornate, the more baroque and the more expensive on the California fashion scene. The trend is toward lavish embroideries, gleaming beadwork and jewel trims, and fascinating trickery of all kinds. Seen in the collections: Charles Le Maire, colors on the cocoa and beige side with dashes of brilliant magenta in Abraham pure silk and delicate chiffons with bodice lacing

in an all-over criss-cross pattern of chiffon. Also Forster Willi wool embroidery on net worked into the fabulous « Infanta ». Mr. Le Maire has long been known on the New York fashion scene and then for many years as designer for Twentieth Century Fox movie studios. His clients bear names known across the continents.

Helen Rose, also a studio recruit to the wholesale fashion field, altho she still is connected with the studios :



1

1
RUDOLF
BRAUCHBAR & CIE
LTD., ZURICH
Printed tissue satin.
Model by Maxwell Schieff
of Beverly Hills
Photo Garrett-Howard Inc.



2

2
STOFFEL & CO.,
SAINT-GALL
Printed cotton fabric
Model by Pat Premo,
Los Angeles



FORSTER WILLI & CO.,
SAINT-GALL

Tissu brodé avec fleurs appliquées
Embroidered fabric with appli-
quéd flowers
Modèle Helen Rose, Los Angeles
Reprinted from Harper's Bazaar



A. NAEF & CIE S. A.,
FLAWIL

Broderie multicolore
Multicoloured embroidery
Modèle Dan Werlé, Los Angeles
Reprinted from Harper's Bazaar

an unbelievable collection of a 75 numbers starring chiffons for which she is famous, surprises in shapes such as sleeveless slim Persian and Oriental ones, Greek peplos, great butterfly stoles and tiny fur pieces as well. Her colors run the gamut but seem to predominate in the yellow, gold green spectrum. Great individuality characterizes the collection.

Maxwell Shieff, also with a large collection of 80 numbers was the sensation of the season at the New York presentation of his collection. He too seems to center his collection of costumes, street dresses and a large number of cocktail clothes in the greenish gold group of colors but uses all colors, including blacks and a large group in the violet end of the color scale. He says his great sales were in the costume part of the collection — that almost anything with a jacket sells like wild-fire, altho his cocktail clothes are by now standards with a large segment of American women.

Mr. Shieff keeps waistlines fitted altho a number of them have been dropped, including the dropped torso on an outstanding coat. He finds that exciting and luxurious fabrics have become his hallmark and he particularly recommends those he buys from Switzerland. He is adding wedding gowns to his collections since he has had so many requests and these, of course, will especially use Swiss fabrics. A number of his gowns have only armhole openings and high necks, or belled sleeves in an

Empress of China look. He has also used a large number of warp prints, too, in this collection — of course, they'r Swiss!

In the medium price line. Pat Premo presents a collection that benefits from her travels of 15,000 miles a year. Her clothes are adaptable to the American scene and to travel. They come in fly-away weights, in coton chiffons for warm weather, Appenzell handkerchiefs put together, too, are the essence of another. Jerseys and wools for fall with lots of bias treatment and easy skirts run the gamut of color. She has added a collection called «The Patrician», a semi-couture line of cocktail suits and dresses in higher price ranges that point up the demand for better and better clothes. All her collections emphasize at one time or another imported fabrics and she is famous, especially, for her use of Swiss fabrics.

In the junior style and price range, California Girl specializes in a color story with easy lines, as the very young with the very perfect figures like them. Jim Church, the designer, has laid out a «suit look, a travel look, an easy wrap look, an eased sheath, a sleeveless jacketed look, a jumper-bulky look and a long jacket, sleeveless over a longsleeved dress look.» His colors are based on a winey gold-green look and everything is coordinated to go with that or blend with that. It is a wonderful neutral that carries his clothes into most of the better department stores in the country. He has also featured some unusual Swiss prints.

J. G. NEF & CO. LTD., HERISAU

Paysley printed pure lamb's wool fabric
Model by Thomas Shirt, Los Angeles

