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Letter from Germany

More and more women in Germany are taking to the career-girl style that originated in the United States. The more women going in for a career, the fewer domestic servants there are and the greater women's need for clothes that are not only smart but also practical and hardwearing.

That is why the looser line, presented season after season by Paris in an infinite number of variations, is meeting with such success, especially in the form of two-piece outfits. It favours freedom of movement, and at the same time helps to conceal any deficiencies of figure and create an air of casual elegance perfectly suited to the modern way of life.



SEIDENWEBEREIEN
GEBRÜDER
NAEF A.G., ZÜRICH

Pure soie imprimée
« Gonda », bedruckte
reine Seide
Werth Modelle, Berlin
Photo Hilla Korn



UNION S. A., SAINT-GALL

Guipure de laine
Wollguipure
Modèle Tony Schiesser, Francfort s. M.
Photo F. C. Gundlach



UNION S. A., SAINT-GALL

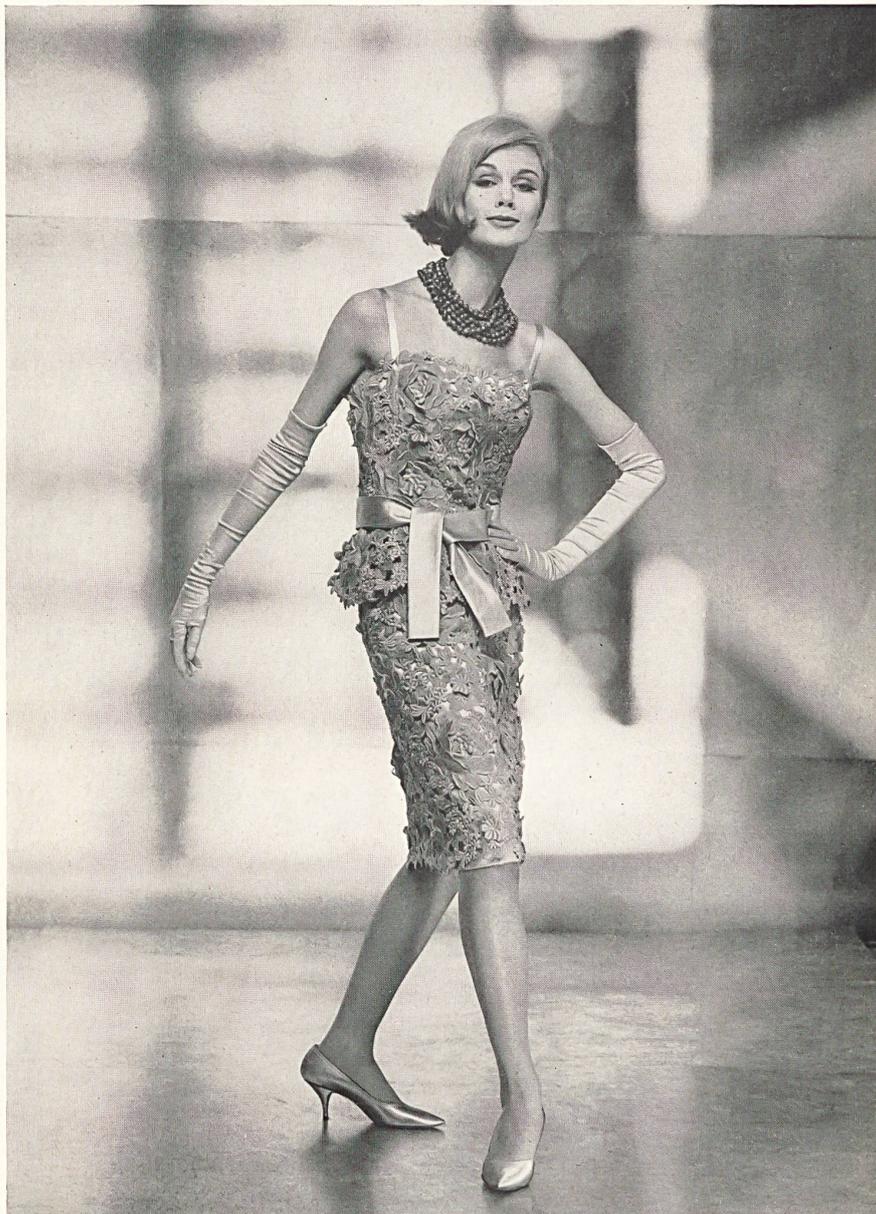
Guipure de velours
Velours-Guipure
Modèle Tony Schiesser, Francfort s. M.
Photo F. C. Gundlach

A. NAEF & CIE S. A., FLAWIL

Galon d'organdi brodé avec motifs superposés
Besticktes Organdi-Galon mit applizierten über-
bestickten Motiven
Modèle Tony Schiesser, Francfort s. M.
Photo F. C. Gundlach

FORSTER WILLI & CO., SAINT-GALL

Guipure très riche avec fleurs appliquées en velours
Reiche Guipure mit handapplizierten Velours-Blüten
Modèle Tony Schiesser, Francfort s. M.
Photo F. C. Gundlach



Naturally a very simple, somewhat casual style like the career-girl style, intended for regular wear requires good quality materials. Hence the great success of Swiss fabrics for this line of clothing.

This was borne out quite recently at a sensational fashion show held at the « Frankfurterhof », the biggest and smartest hotel in Frankfurt. This presentation of career-girl styles had been organised by the well-known fashion writer Dr. Jutta M. Baro, on behalf of the Frankfurt Secretarial College. Five hundred secretaries, aged anywhere between eighteen and fifty, and a large number of representatives of the trade and daily press from all over Germany attended this original fashion parade full of stimulating new ideas, which were enthusiastically received by the appreciative audience. Eighteen German and Swiss fashion houses showed their models and accessories at this display, which was the



STEHLI SEIDEN A.G., ZURICH

Pure soie imprimée «Trianon» — reine Seide bedruckt
 Modèle Dorette Kleider, Berlin
 Photo F. Scheibe

are becoming more and more popular with the busy modern woman. The Swiss models of this type are difficult to beat, in either quality or style. As a result of this preference for jersey, the little fabric dress, which was so popular at one time, is now losing ground.

So much for the practical side of Swiss fabrics, to which must naturally also be added the wide field of lingerie, unquestionably dominated by Swiss fabrics, especially in the field of smart lingerie for night and day.

But this is not all, for the richest specialities of the Swiss silk mills and the St. Gall embroidery industry play a prominent role in this winter's fashions. Let us mention in particular the beautiful wool and velvet

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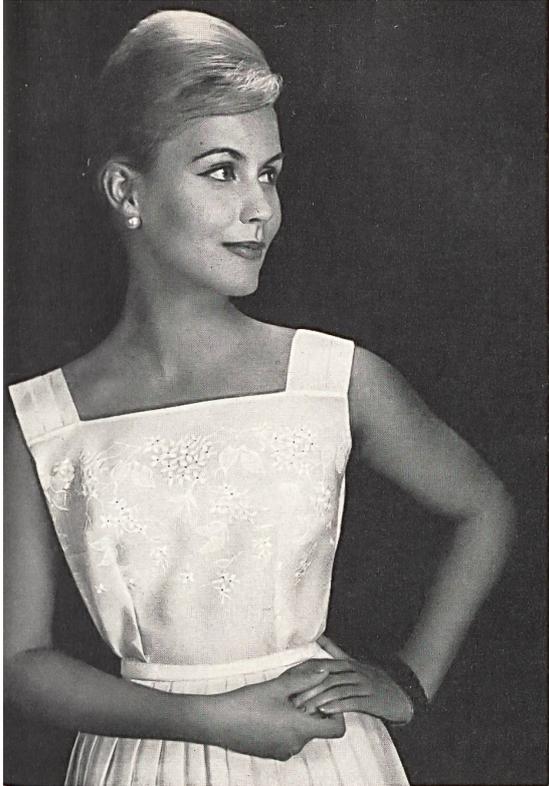
Tissu «Rivoli» — Gewebe
 Modèle Selbach Kleider, Berlin
 Photo F. Scheibe



first of its kind and aroused considerable interest among career women and throughout fashion circles.

In the very wide range of fashions shown, including everything from clothes for office wear and the town to clothes for dressy occasions, as well as sports, lounging and holiday wear, Swiss fabrics were well to the fore. Let us mention, for example, the water-repellent and crease-resistant poplins with a permanent finish such as Stoffel's «Aquaperl» (St. Gall), that the Munich specialist Trenchcoat-Baumann had used to make very smart raincoats and overcoats, very often lined with mohair or teddybear, and with fur collars, or for reversible coats combined with tweed or poplin of another colour; mention should also be made of the winter cottons in Jacquard weaves with very original designs, which are not only ideal for ski-fashions and after-ski wear but also met with very great success in the form of very smart jumper style office dresses.

The two- and three-piece jersey outfits, which are just as suitable for travelling as for the office and the home,



« RECO »,
REICHENBACH & CO.,
SAINT-GALL

Batiste Minicare
Modèle Ersa G.m.b.H.,
Saarbrücken

« RECO », REICHENBACH & CO.,
SAINT-GALL

Batiste Minicare
Modèle Ersa G.m.b.H., Saarbrücken

STOFFEL & CO., SAINT-GALL

Coton d'hiver jacquard
Winter-Baumwoll-Jacquard
Modèle Zweigler-Modelle
Photo F. C. Gundlach

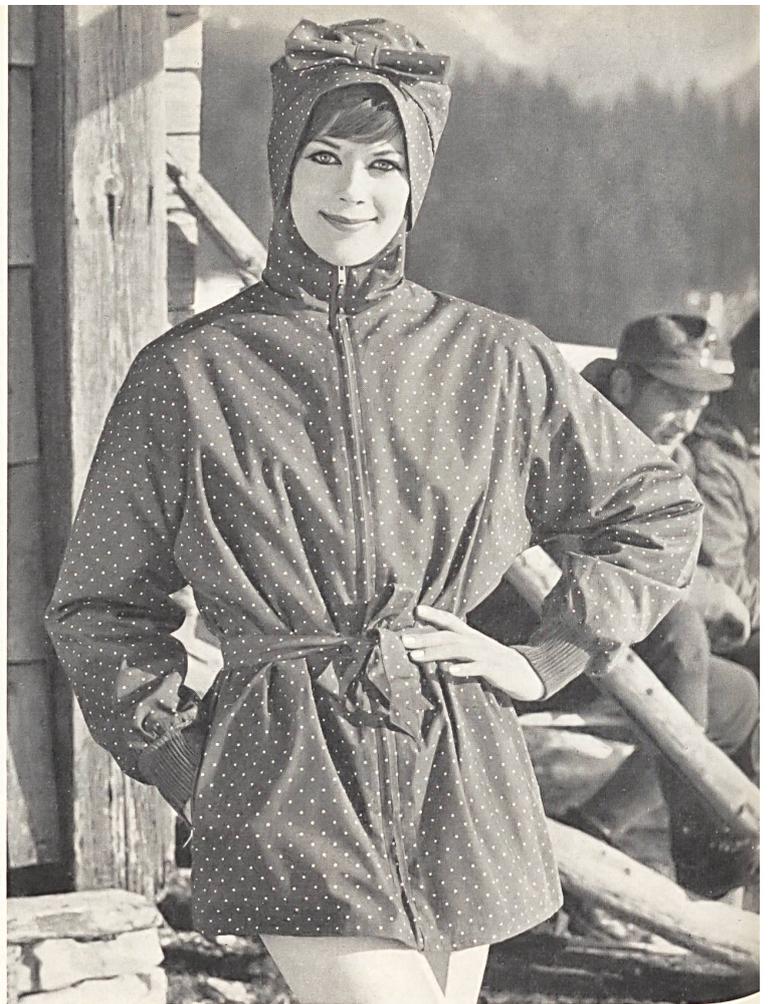


STOFFEL & CO., SAINT-GALL

Coton d'hiver jacquard
Winter-Baumwoll-Jacquard
Modèle Zweigler-Modelle
Photo F. C. Gundlach

HEER & CIE S. A.,
THALWIL

Tissu de coton imprimé
main en quatorze couleurs
Baumwollgewebe in vier-
zehnfärbigem Handdruck
Modèle Grillmeier, Munich



« WOCO », WINZELER, OTT & CIE S. A.,
WEINFELDEN

Popeline de coton hydrofugée pour anoraks
Imprägnierte Baumwollpopeline für Skiblusen
Modèle Ursula Schüner, Munich



guipures (Union Ltd., Forster Willi & Co.) which call for a very keen fashion sense and outstanding skill in the matter of couture. They have to be literally moulded and modelled on the body, for these embroideries, which are made even more plastic by hand appliqué work, completely rule out the help of seams and darts; with this material, each flower has to be cut out separately to be added later, the foliage has to be re-embroidered and so cleverly that even the sharpest eye can discern no trace of the operation. The Frankfurt couturière Toni Schiesser is a pastmaster in this type of work; her sumptuous cocktail and evening creations will shine this winter at all the big gala receptions where the smart set gather.

Emily Kraus-Nover

STOFFEL & CO., SAINT-GALL

Popeline « Aquaperl » hydrofugée
Wasserabstossend imprägnierte « Aquaperl »-
Popeline
Modèle Trenchcoat-Baumann, Munich
Photo F. C. Gundlach