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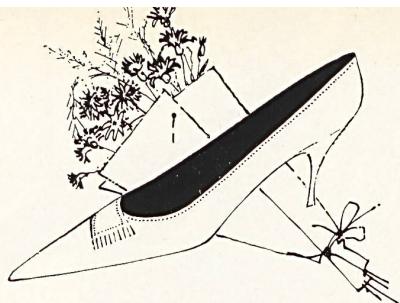
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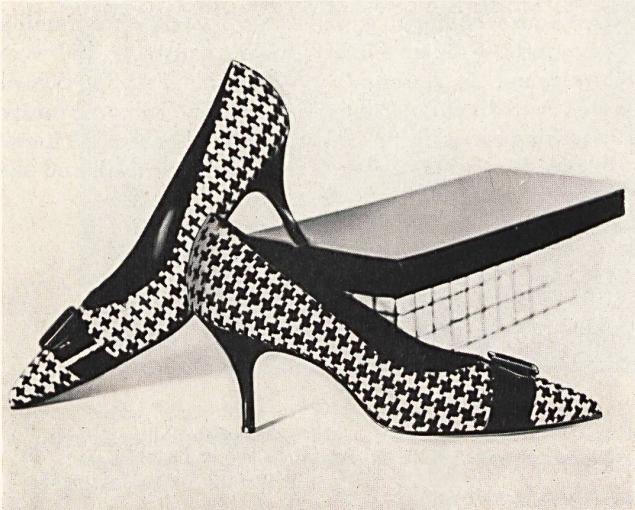
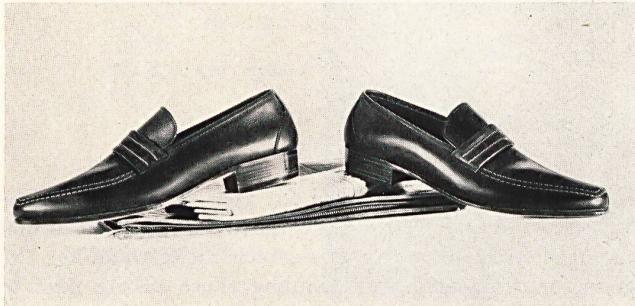


What's new in shoes?

In this spring's fashions the emphasis is on youth and femininity, the keynote of the new footwear is simplicity! The narrow style is still popular, especially in the high-heeled cocktail and evening models. The very slender, oval-toed elliptical shape is becoming all the rage and seems to have a great future ahead of it. It offers exciting ways of varying the pump and walking shoe. The popularity of the walking shoe, which was already appreciable last season, has become even more marked. For day wear, this style reigns supreme: the small casual walking shoe with 2 to 3 cm. heels, the town model with 4 1/2 to 6 cm. shoemaker heels, as well as a range of new forms with square toes. This trend gives us lower heels: 7 centimetres at the most. The gazelle heel is a new Louis XV style growing wider towards the bottom to give greater balance to the wearer. 2, 3 and 4 cm. heels have never been so numerous, especially in the youthful models made on elliptical lasts or with square toes. Mention should also be made of the shoemaker heel and its continental variation with a straight riser, whose sporting elegance is particularly suited to town walking shoes. It

Most of the Bally models are fitted on Ponte, the extremely light instep that never loses its shape.

While the trend in men's footwear is not so apparent as that in women's fashions, each season nevertheless brings us something new. The shapes are extremely varied: square toes for sports shoes and week-end wear, elliptical and narrow for town models. The very pointed shoe is now only found in the « young men's » department. The distinction between town, sports and week-end styles has never been so marked. The loafer, in both town and week-end versions, is coming into its own as the typical style for the modern man. In addition to the classical models such as the famous « Bally-scribe », mention must also be made of the attractive braided leather models, which can be worn for business. Finally let us call attention to the astonishing Parawet sole, the first waterproof leather sole produced by Bally.



has even been incorporated in an afternoon pump in black patent leather. The pump is once again a top favourite this season; it has many points in common with the smart walking shoe.

Fine calf-skins are in fashion, smooth for pumps, greased or grained for sports models. « Custom smoke » is a delicate patina deposited on the finished shoe to give it a specially luxurious look. This new speciality as well as the whole range of saddle stitched models is part of the new « craft look » line. Some pumps have an asymmetrical curve to them. The decorative touches are discrete; this season there are no romantic bows. The colours are also very simple to go better with the fashionable couture shades. « Pearl », this season's colour, goes well with everything, while white goes especially well with the brighter summery shades. The browns have grown lighter and range from dark nigger to light wood. The whole range is ideal for wear with light beige or white.