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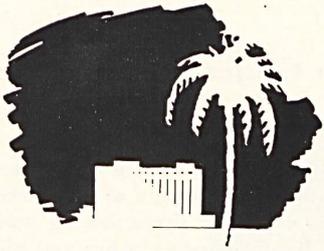
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Los Angeles Letter



FORSTER WILLI & CO.,
SAINT-GALL

Organdi blanc brodé genre petit-point
Petit-point style embroidered white
organdie
Modèle Don Loper, Beverly Hills
Photo John Engstead, Beverly Hills



The changing scene in California

Don Loper, that newsworthy gentleman, is as usual, the sensation of the season with his combination of complete wearability, fabulous fabrics, intricate dressmaking and infinite chic. Showing both « Ready-Now » clothes and his couture collection, he displayed reed-slim suits in Swiss chiffon wools, silky costumes of sleek daytime dresses with their matching and reversible full-length coats, 8 ounce wraps fashioned from nine yards of floating taffeta, « Illusion » coats for dancing evenings made completely of chiffon banded around its entire perimeter with five inches of matching satin, Forster-Willi re-embroidered lace appliques lavished on a wide organza skirt, a re-embroidered Swiss silk organza shot with gold in a « fête champêtre » dress for the most elegant of balls.

Notes from here and there : Charles Le Maire, fluid lines, ageless, seasonless clothes. His « Robin » dress has an Infanta skirt in tiers of re-embroidered white organdy covered by an overskirt, train and bodice of navy faille. Many imported cottons in this collection.

Travilla covers the figure in softness and a variety of fine Swiss fabrics.

Gustave Tassell also shows soft, fluid lines. Waistlines are up, down, and in the middle. Many pockets here. Colors are in red tones and soft, pale greens.

Maxwell Shieff shows exciting treatments rather than emphasis on one silhouette. Use of boxed shirring, all-over shirring of sheer materials. Many plaids and checks. Colors subdued: black, white, grey come in the cafe range, some pale citrus colors.

Helen Rose, another very soft, fluid collection, figure-flattery galore.

Paul Whitney, the look of softness, here, too, emphasized in easy silhouettes and bias cuts. Definitely for the young figure. No hard shapes ; variety of fabrics and emphasis on black and white.

In the sportswear collections the emphasis is on the extremely casual silhouette and bold, bright almost harsh colors in the manner of modern paintings and the quality of bright, California light.

Hélène Miller

« ZURRER »,
WEISBROD-ZURRER FILS,
HAUSEN s. A.

Modèle Irène, Los Angeles
Tissu distribué par :
Fabric distributed by :
K. Myer, Mill Valley (Cal.)



« ZURRER », WEISBROD-ZURRER FILS,
HAUSEN s. A.

Tissu soie sauvage — Raw silk fabric
Modèle Irène, Los Angeles
Fabric distributed by K. Myer, Mill Valley (Cal.)



« ZURRER », WEISBROD-ZURRER FILS,
HAUSEN s. A.

Faille noire
Modèle Irène, Los Angeles
Fabric distributed by K. Myer, Mill Valley (Cal.)