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Autor: [s.n.]
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The new line in shoes

This autumn will see the offensive launched by square toes, which are expected to carry the day with hardly any opposition at all. This style is as suitable for the afternoon pump as for the town walking shoe. Stiletto heels, on the other hand, seem to be on the way out; even the higher heels have a much wider base, which helps to give greater stability to the foot. The most popular height appears to be between $1\frac{3}{4}$ " and $2\frac{3}{8}$ ", but of course there are also many other heels both lower and higher than these. The new square style is found in the sturdy walking shoe with two or three laceholes, but also in slender, graceful pumps narrowed slightly at the toe, that are more feminine than sporty. However this trend has not ousted the oval toe, which is to be seen in the slender, almond-shape Ritz line. This style with its measured

grace and air of pure classical distinction, looks particularly well in smart pumps for afternoon and evening wear. This original creation has just been signalled out for special distinction by an American fashion committee who judged it "perfect". The Sultana line, similar to the previous model but with a very definite touch of the Empire period about it, and rounded at the toe too, is distinguished by the brief line and slender profile of the upper.

In all these models the decorative element is either sporting or sober, for this winter it is the shape that governs the fashion, the line that gives the shoe its character.

Note should be made in passing of the revival of the boot, most models of which have been made on square lasts. In this connection, let us mention in particular the small sporty boots in sealskin or imitation sealskin fitted with crepe soles, as well as the French style creations for the town.

With regard to materials, frequent use is made of patent leather in the whole range of fashionable colours; patent will also be extremely fashionable for the evening. Among the colours, warm browns, with a touch of red, predominate.

For men, the trend is also towards the square style. The exaggeratedly pointed styles are quite out of fashion now, and the prevailing trend is definitely towards the traditional English look. The loafer, now accepted for town and office, is cut fairly high for town, to go with the currently fashionable trousers without turn-ups. Uppers fitted on elastic make these models fit perfectly. Among the "avant-garde" creations, let us mention the Wellington boot with short elastic upper, as worn at one time by army officers. The colours are definitely autumnal; mention should also be made of the "Custom Smoke" patina used for men's as well as women's shoes, which gives a typically craft look to aniline dyed leathers.



Brocade "International" line



"International" line, Ritz style, patent and tweed



"Madeleine" line, Sultana style



"Madeleine" line, square style



"Wellington boot"



"Vogue" line, square style

Registered
BALLY models

Marty & Co

AFTERNOON, COCKTAIL AND EVENING DRESSES
MARTY & CO · STAMPFENBACHSTR. 56 · ZURICH · TELEPHON 289532/33

Modèle ALGO S. A., ZURICH

Tissu : L. Abraham & Cie, Soieries S. A., Zurich

Photo Lutz



Modèle ALGO S. A., ZURICH

Tissu : L. Abraham & Cie, Soieries S. A., Zurich

Photo Lutz



Modèle EL-EL S. A., ZURICH

Ensemble robe manteau en brocart avec garniture de vison

Photo Lutz



Modèle EL-EL S. A., ZURICH

Robe de cocktail en brocart pure soie

Photo Lutz





Modèle EUGEN
BRAUNSCHWEIG A. G.,
ZURICH
Robe de dîner en crêpe
Charleston
Charleston crêpe dinner
dress
Vestido de cena en crespón
Charleston
Dinerkleid aus Charleston
Crêpe
Photo Lutz

Modèle EUGEN
BRAUNSCHWEIG A. G.,
ZURICH

Robe de cocktail en crêpe
pure soie
Pure silk crêpe cocktail dress
Vestido de coctél de crespón pura seda
Cocktailkleid aus reinseidenem Crêpe
Photo Lutz





Modèle E. WEBER & CIE S. A., ZURICH
Robe du soir en shantung Mandarin pure soie
Pure silk Mandarin Shantung evening dress
Vestido de noche de shantung Mandarin pura seda
Abendkleid aus reinseidenem Mandarin-Shantung
Photo Jack Malaise



Modèle E. WEBER & CIE S. A., ZURICH
Robe d'après-midi en pure soie
Pure silk afternoon dress
Vestido de tarde pura seda
Reinscidenes Nachmittagskleid
Photo Jack Malaise



Modèle
GERSTLE & CO.
S.A., ZURICH
Photo Tenca



◀ Modèle
GERSTLE & CO.
S.A., ZURICH
Photo Tenca

Modèle
BEBLO S.A., BALE
Photo Rosemarie Beerli



Modèle
BEBLO S.A., BALE
Photo Rosemarie Beerli





Modèle « SAMODE », MODEN S. A., MONTREUX
Fabrique de robes et blouses
Blouse en dentelle de laine de couleurs
Multicoloured wool lace blouse
Blusa de encaje de lana multicolor
Bluse aus farbiger Wollspitze
Photo Lutz



Modèle WALTER STARK, SAINT-GALL
Soie sauvage brodée de
Walter Stark, Saint-Gall

Modèle GACK, ZURICH
Tissu: « rbc », Rudolf Brauchbar & Cie S. A., Zurich
Photo Rév





Gack

GACK-MODELLE

ZÜRICH

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