

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1963)
Heft: 4

Artikel: Studied simplicity
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-798670>

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

Download PDF: 14.09.2025

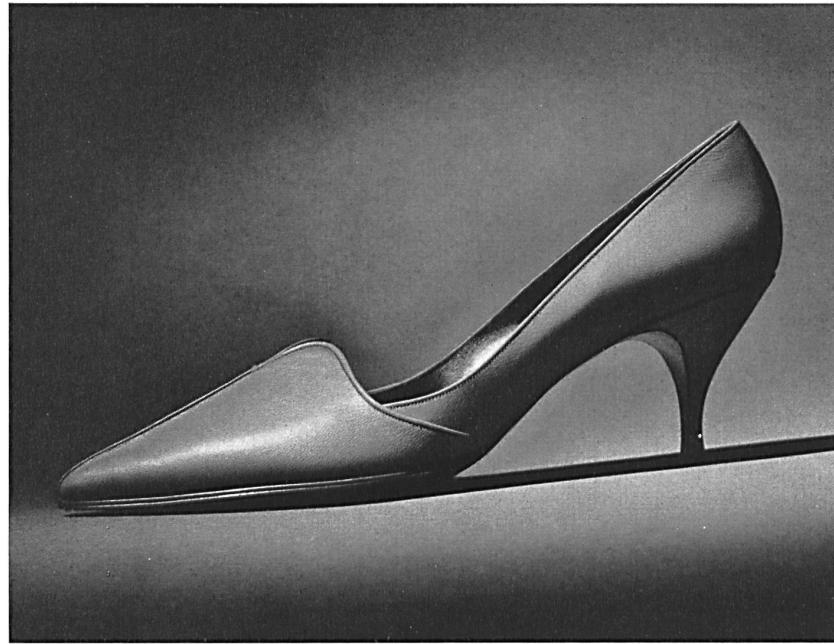
ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>

Studied Simplicity

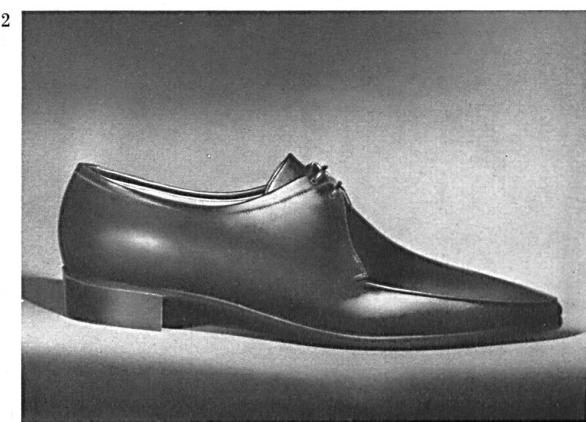
Internationalism and studied simplicity are the keynote of the footwear fashions for the 1963-1964 autumn-winter season. The new creations come in an infinite variety of models : comfortable walking shoes with wide heels, like those worn in Paris with sporty tailormades, suede pumps

trimmed with satin to go with little black dresses, knee-high boots for wear with winter coats. For short dresses, shoes remain the principal fashion accessory.

Imitation lacing, high vamps, straps, thongs, bows, ribbons, fine suede edgings or coloured edgings contrasting



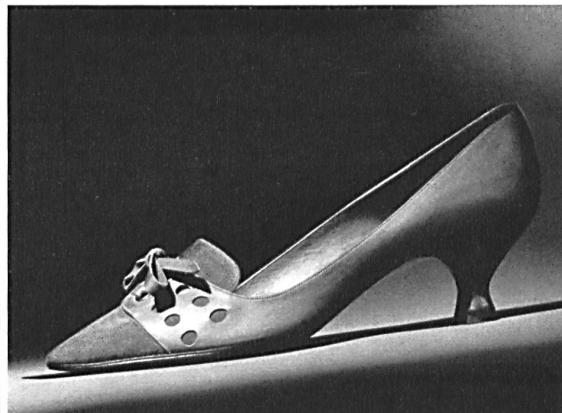
1



2



3



4

with the upper are but a few of the outstanding features of the new Bally collection. Combinations of tones are the height of fashion and much more daring and sophisticated now : black and brown, patent and black, chocolate and black.

Harmonious proportions characterize the new line ; all excesses are avoided, the day of caricatures is past. The

exaggeratedly pointed shapes are definitely out and replaced by shapes that are still slim but softly rounded at the toe and ideally proportioned.

The town walking shoe has a lower and wider heel, in answer to a legitimate demand for comfort. There are many 1 1/2 and 2 inch heels. The sports heel is a little heavier. It is interesting to note that the finest and best articles of this kind are made with genuine welts.

All the features of high fashion are translated into youthful creations. For the young there are high fashion models at medium prices.

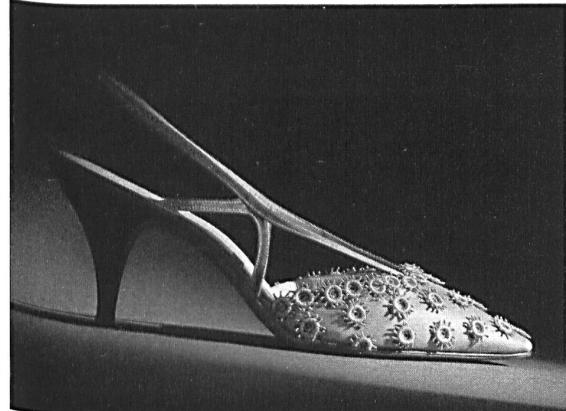
Boots will be all the rage this winter. They are made of suede, smooth leathers, sealskin or pony. Boots will be worn both in town and in the resorts, from morning

to evening, since there are even models made of embroidered satin.

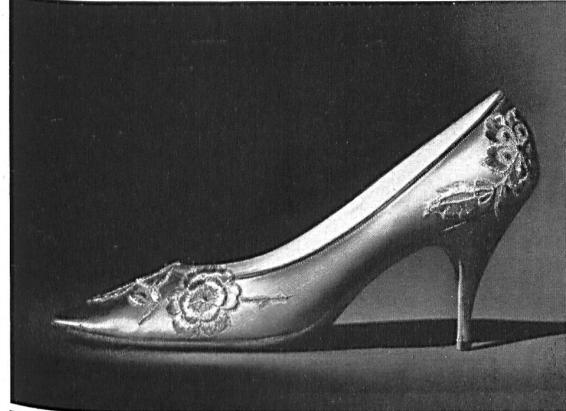
For men, the dynamic line, the shape inspired by the «Gran turismo» breed of cars is in. The loafer, also neatly streamlined, is fast becoming the town shoe for the modern man. The «young executive» style comprises a whole series of town and business models, with a simple, distinguished elegance. The shape is also slim, the toe lightly rounded or square. For the evening, loafers will be worn decorated with a buckle, or the very sober «Richelieu» shoe in fine box-calf, patent leather or even satin. For the week-end, whether driving or walking, the crêpe sole is back again. For the fairly classical sports style there are many perforations and much saddle type stitching.

In addition to these standard models of leather shoes, we wish also to mention the very lovely creations Bally makes in cooperation with the Swiss embroidery industry. We show here several models of satin shoes, trimmed with

embroidery cut-outs or guipure, ideal for evening wear or cocktails, preferably matched with a dress in the same embroidery.



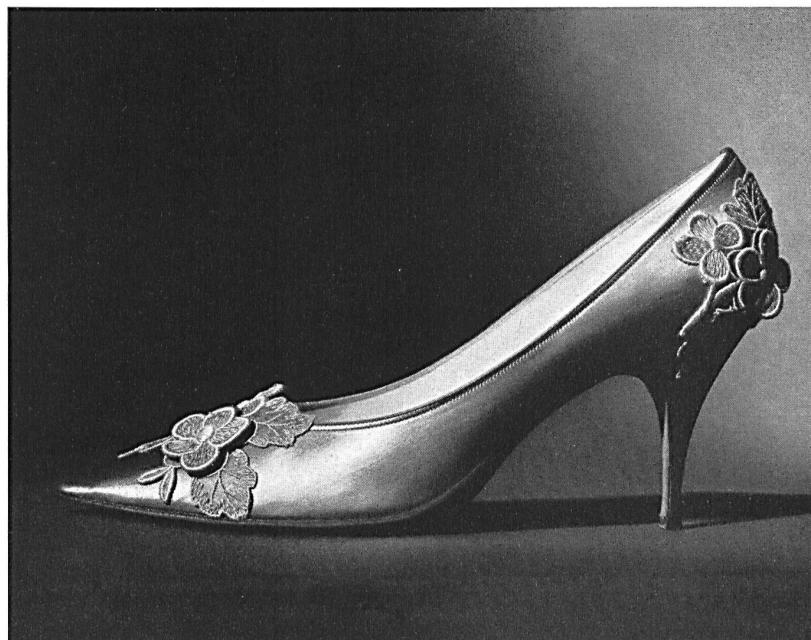
5



6



7



8

MODÈLES BALLY DÉPOSÉS

1. High Fashion : attractive pump cut low on the side, high vamp
2. City : the modern town shoe with a streamlined effect
3. Bootie : the new town boot, low slung
4. Young Fashion: box-calf and suede; imitation lacing and high vamp
5. Embroidery by FORSTER WILLI & CO., SAINT-GALL
6. Embroidery by FORSTER WILLI & CO., SAINT-GALL
7. Embroidery UNION S.A., SAINT-GALL
8. Embroidery by FORSTER WILLI & CO., SAINT-GALL