

**Zeitschrift:** Swiss textiles [English edition]  
**Herausgeber:** Swiss office for the development of trade  
**Band:** - (1965)  
**Heft:** 2

**Artikel:** Los Angeles letter  
**Autor:** Miller, Helene F.  
**DOI:** <https://doi.org/10.5169/seals-798344>

### **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**

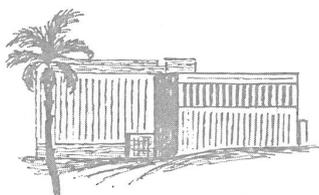
L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées 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:** 01.04.2026

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



## Los Angeles Letter

Summer Fashions... simple by day, enchanting by night, Don Loper completely expressed this split personality in his custom and "ready-now" collections for summer. By day his deceptively simple suits speak softly in small checks or silk and worsted suitings with curved seamings from shoulder to waist, an occasional soft blouson back from a welt-seamed yoke, a triple play of tabs to cover a button front opening. Shoulders are imperceptibly wider and barely padded.

These are luncheon suits, tea suits, business suits and what Loper calls walking suits with long, tunic-like coats for the woman who covers many kinds of places in her ultra-busy Southern California day.

Loper's evening gowns, which grace many of the most beautiful women in the world, are always complete costumes with paper weight costume coats to travel well and create an entire harmonious picture for the well-turned out woman. All costumes are done in the



SILK MILLS NAEF BROTHERS LTD.,  
ZURICH

Tissu imprimé  
Printed fabric  
Modèle: Don Loper, Beverly Hills  
Photo John Engstead

SILK MILLS  
 NAEF BROTHERS LTD.,  
 ZURICH  
 Tissu imprimé  
 Printed fabric  
 Modèle: Don Loper, Beverly Hills  
 Photo John Engstead



finest imported fabrics such as the long gown shown with the color-keyed coat to match. Loper's signature is repeated in large, face flattering collars that stand up or lie flat around the neck. Colors range from wisteria (a pale, pale lavender) through midnight blue as a substitute for black, brilliant lighter almost electric blues to go with a Naef print dress, tabac, shell pink, sand and beige with a number of all black ensembles, a departure for summer.

Michael Novarese has planned the high points of his summer collection around Forster-Willi embroideries as well as Abraham fabrics, his emphasis being on a drapeable, fluid look that spells cool, cool, cool. The front look is high with soft sleeves, easy blouson bodices, softly flowing skirts. As always there is the Novarese perfection in dressmaking combined with the finest fabrics obtainable and a great subtlety of line that makes him continually one of the most sought after designers in the country.

For a complete change in feeling we interviewed Jim Church of California Girl who has been featured on these pages before as a gifted designer in the large volume

dress field, and as an originator of his own prints on Swiss fabrics. He has chosen three colors and a great deal of white for his summer collection. They are celery green, persimmon orange and a bright gendarme blue. Outfits are coordinated dress and jacket, dress and coat or three pieces with blouses striped or dotted in the chosen color harmonies. Suit jackets, in lightweight summer fabrics, are hip-bone length with skirts free-swinging by means of A-lines or box or wide side-pleats. Jim Church is definitely for the young or young-in-heart with a young budget altho he gives a couturier look, touch, color, seaming or shaping to everything he does.

*Also Noted:* Neal Gifjohnston covers a fine white pique dress with the Sundowner, a little double-breasted, double knit jacket to replace the summer evening sweater. Renée Firestone uses soft crepe in a dress with button-on hood and raglan shoulder zipper closure. Gustave Tassell uses the sheerest of white silk organza etched in palest grays in an enormous back sweep for an impressive ball gown. Much use of the dolman sleeve and collars eliminated on summer suits.

Helene F. Miller