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Letter from Germany



**Toni Schiesser, Frankfurt
a.M.**

Weisser Organdy mit Stik-
kerei-Applikationen von:
Organdi blanc avec appli-
cations de broderie de:
Neuburger & Co., Saint-Gall.

Photo Eric

It was with intense relief that fashion circles all over Germany learned that Parisian Haute Couture — following the lead of Christian Dior — had on the whole remained faithful to the H-line, even though its creator had modified it slightly by turning the H into an A.

All the big wholesale fashion houses had staked heavily on the H-line, and the trend towards the long slender look and elongated waists has penetrated very deeply into the medium-quality ranges of ready-to-wear clothing. A radical change in Paris trends would have dealt a



Maag Lotos, Ebingen

Flock-Handdruck auf Organdy
von :

Impression flock à la main sur
organdi de :

Reichenbach & Co., Saint-Gall.

Photo B. Kürten

Herrmann Schwichtenberg, Berlin

Grosses Abendkleid; schwarzer
goldbedruckter Organza von :

Robe de gala; organza noir à
impression or de :

*L. Abraham & Cie, Soieries S.A.,
Zurich.*

Photo Herbert Tobias

heavy blow to the German clothing industries as a whole.

After hearing loud and vehement protests against Dior's H-line from widely different circles which, for many reasons, would have done better not to take sides, we have been more amused than surprised to see how the idea of a longer and more slender look has become imprinted on the subconscious minds of customers, in spite of differences in the interpretation of details. At any rate one cannot help feeling — sometimes reluctantly — that certain exaggerations of cut and the air of artificial elegance are already outmoded.

But enough of these digressions on the psychology of fashion. Let us consider two fields in which Swiss products play an increasingly important role in Germany. First of all, there are the imports of Swiss high quality ready-to-wear clothing (including hosiery). More and more frequently in the windows of exclusive clothing stores we see coats, suits, dresses, blouses and pullovers marked "Swiss model", "Swiss product" or "Imported from Switzerland".

Wagener & Schlötel, for example, the oldest and one of the leading fashion houses in Frankfurt-on-the-





Käthe Schneider-Steigert, Frankfurt a.M.

Eleganter schwarzer Sommerhut. Strohborste mit glänzenden Effekten von :

Elégant chapeau estival noir. Tresses de paille à effets brillants de :

Georg Meyer & Co., A. G., Wohlen.

Photo Eric

Käthe Schneider-Steigert, Frankfurt a.M.

Strohhütchen grau-gelb-weiss. Borste von :

Petit chapeau de paille gris, jaune et blanc. Tresses de paille de :

M. Bruggisser & Cie, S.A., Wohlen.

Photo Eric

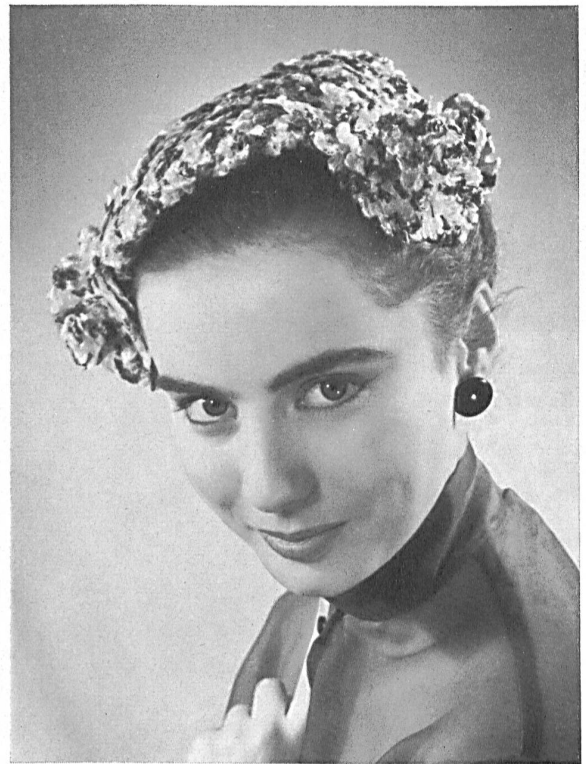
Toni Schiesser, Frankfurt a.M.

Rosé Baumwollsatin mit Silberfäden-Effekt von :

Satin de coton rosé avec effets de fils d'argent. Tissu de :

Stoffel & Co., Saint-Gall.

Photo Eric



Main, which for over three-quarters of a century now have been catering to the needs of a wealthy and exacting clientele, import as much as 60 % of their stock from Switzerland. They have entire window displays devoted to high quality camel-hair coats from Schibli's in Geneva. In other stores we may admire attractive displays of cocktail and evening dresses in organza, lace, tulle or duchess satin, sometimes trimmed with beautiful embroidery, from the workrooms of the firm of Marty (Zurich). Covetous glances are also frequently cast at the Hanro (Liestal) knitwear and jerseys in the form of tailormades and two-piece outfits in cream or pink wool, with



Hans W. Bodendieck, Berlin
Drap billard, Wolle und
Rayonne / laine et rayonne.
Gewebe : / Tissu :
Heer & Co. A.G., Thalwil.

Photo Lochmaier



Schweizerische Modellkonfektion wie sie in Deutschland vertrieben wird.
Couture en gros suisse distribuée en Allemagne.

Photos Eric

Jersey rosé, Modell: «Hanro»
Handschin & Ronus A.-G., Liestal.

Kamelhaarmantel
Manteau en poil de chameau
Modell: Arthur Schibli S.A.,
Genf

Rosa-weiss gestreifte Baumwolle,
weiss bestickt.
Coton rayé rose et blanc, brodé de
blanc.
Modell: Marty & Co., Zürich.

elongated waists, pleated skirts and loose jackets. A very smart poplin raincoat by Respolco (Zurich) has met with great success and customers have been clamouring for it.

At Wagener & Schlötel's, as in all stores importing Swiss articles on a large scale, it has frequently been noticed that customers are always willing to pay comparatively high prices, made even higher by customs duties, as long as they are sure that they are getting for their money a good-quality article of perfect workmanship.

Another item which is important both for its volume and for the role it plays in fashions is the millinery braid, as well as finished hats, that Germany imports from Switzerland. Yet another Frankfurt firm, Loos & Co., is among the leading German importers of this speciality. Plain and coloured braids from Wohlen, made

according to different techniques, are ideal materials enabling milliners to realise their most fanciful creations. But Germany also imports hoods and artificial straw fabrics from Switzerland as well as silk, wool and straw jerseys and finished hats of the best quality in felt, velvet, melusine or straw.

Let us finally add that Germany is still — as international millinery experts will confirm — a bulwark of resistance against the hatless fashion which is becoming more and more widespread. Although women here, as in other countries, like to go without hats — in order most likely to show off a particularly attractive new hair-do — and although the craze for fast sports cars and life in the open air favour this habit, a fashionable little hat, worn with chic, adds that indispensable touch of elegance to any outfit.

EMILY KRAUS-NOVER

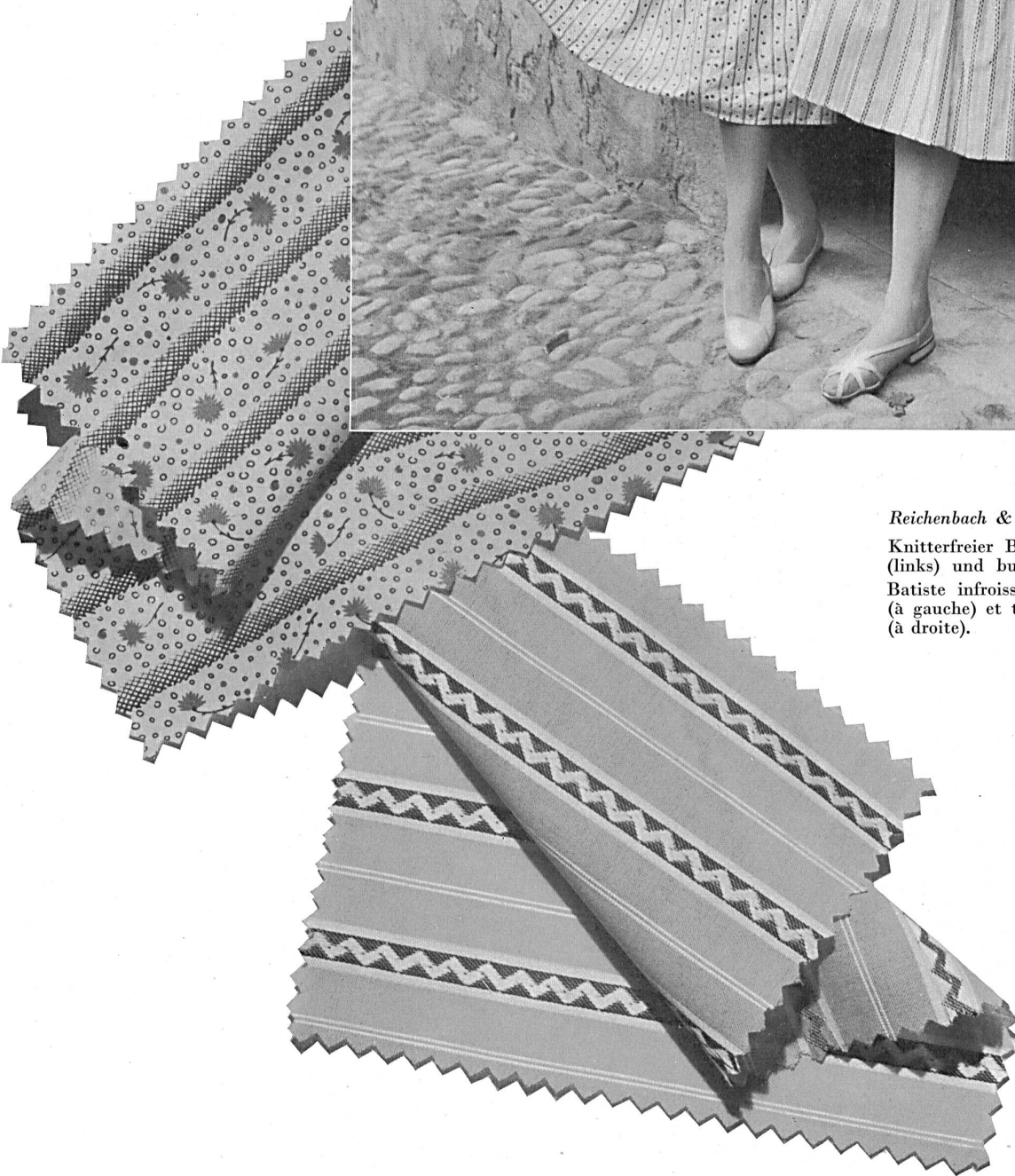
Modelle : / Modèles :

Jungmoden Mickhausen G.m.B.H.,
München.

Photo Lore Wolff



Reichenbach & Co., St. Gallen
Knitterfreier Batist, bedruckt
(links) und buntgewebt (rechts).
Batiste infroissable, imprimée
(à gauche) et tissage fantaisie
(à droite).





Hannah Troy, New York
 Fabric by
Stehli & Co., Zurich



Nat Kaplan, New York
 Fabric by
Stehli & Co., Zurich

Photo Larry Gordon Studios