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Autor: [s.n.]
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THE CLOTHING INDUSTRIES

The latest news in shoes

During the presentation of models from its new autumn collection, held in Zurich at the end of August, *Bally Co. Ltd. of Schönenwerd* laid particular stress on two branches of its production, the manufacture of the wooden lasts on which are fitted the pieces of leather to be made into shoes, and the manufacture of wooden heels. These two aspects of production deserve to be dealt with at greater length instead of merely being mentioned here in passing; is it generally known, for example, that the Schönenwerd firm is the only concern in Europe — and there is not a single one in the United States — that makes its own lasts, which results in very close collaboration between two important fields of production.

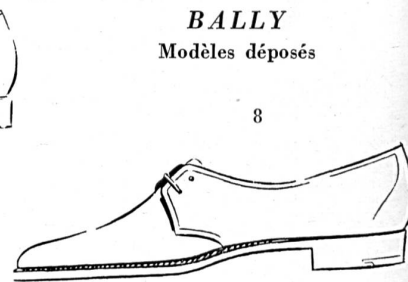
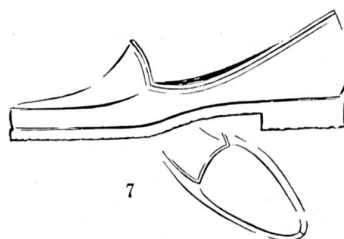
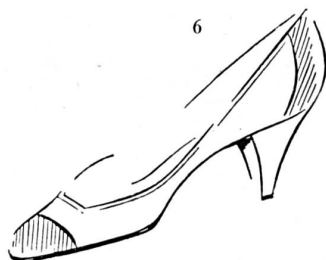
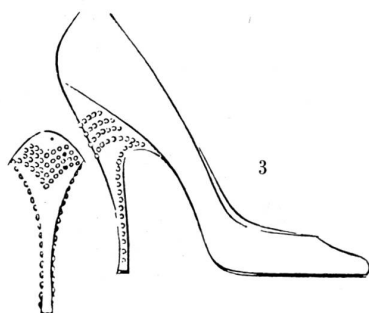
The fashion writers and journalists for whom this presentation had been organised had the opportunity of closely examining a number of interesting hides from which today's shoes are made, in particular aniline leathers with their luminous and transparent hues, lustre-calf, which owes its shine to a treatment with a mother of pearl essence, and the curious printed leathers, the latest novelty from America.

This winter's shoes will be very narrow, elongated and elegant. Among the dressy shoes, the high-heeled pump predominates (1). In this category we were particularly impressed by the pumps in printed leather (2) and those with the heel studded with strass (3), as well as by the evening sandals with just a wisp of a strap that nevertheless stay put almost miraculously thanks to a new elastic « Spring-o-lator » sole (4). Some of the runabout shoes too will have high narrow heels (5).

For teenagers, comfort and wearing qualities are combined with smartness as in the new « miss » style which is slightly more dressy and particularly suitable for evening wear, especially when in suede and patent combined (6).

In men's shoes too, the trend is towards more slender lines. Soles are no longer thick and heavy, but comfort, good insulation against cold and resistance to damp have not been sacrificed, thanks mainly to the light rubber soles of the « Airline » series (7). The « lo-line » style, cut low at the instep, promises to be very popular (8).

We can unfortunately name but a few of the lovely new colours, such as avocado green, an olive tint that is very popular for shoes for teenagers, the dark green « black ivy », the « Picaninni », « Espresso », « Java » and « Moreno » browns, and the « Barbera », « Grenadine », « American beauty » and « Bitter orange » shades of red ranging from purplish-blue to orange.



BALLY
Modèles déposés

Hats of today

The Swiss millinery industry has made very definite progress during the last few years, not only from the point of view of the elegance of the models presented but also from that of production figures and the volume of exports. We are concerned here only with the manufacture of finished hats and not with that of felt hoods or straw braid. This Swiss industry consists of a score of concerns, seven of which are quite large, employing some 1000 workers in all. These factories supply milliners and the big stores with finished hats,



Photo Lutz

ready for sale, in all the usual and new materials. As work in this industry is mainly seasonal, the workers used to be faced with the danger of unemployment, whereas nowadays exports make it possible to provide employment all the year round. The value of Swiss hats exported in 1953 amounted to 2.4 million Swiss francs and in 1954 to 3.2 million; the figure for 1955 will probably be even higher. These figures include men's as well as women's hats (Swiss statistics make no distinction between the two), but the latter are by far the more important and account for approximately 95 % of the figures quoted, according to the manufacturers' estimates.

Swiss hats are in great demand on foreign markets because they always follow closely the latest Paris fashions but in a form adapted to a wider clientele who would be unwilling to wear very exclusive models representing the new trends in their pure state. The Swiss hat manufacturers owe their success therefore to their ability to transform new ideas — even when they are originally rather exaggerated — into products that have a wide commercial appeal.

At the beginning of September, the Association for the Promotion of Women's Hats and the Press Department of the Exporters Association of the Swiss Clothing Industry organised an attractive showing for the press of the latest creations of the Swiss millinery industry. This event, which took place — in ideal weather — after dinner on board a comfortable boat of the Lake of Zurich, gave those present a very good idea of Switzerland's production of women's hats. We are reproducing here some of the *Swiss models* shown on this occasion.

Photos Tenca

