

**Zeitschrift:** Swiss textiles [English edition]  
**Herausgeber:** Swiss office for the development of trade  
**Band:** - (1956)  
**Heft:** 3

**Artikel:** Los Angeles letter  
**Autor:** Miller, Helene F.  
**DOI:** <https://doi.org/10.5169/seals-798609>

### **Nutzungsbedingungen**

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften. 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. [Siehe Rechtliche Hinweise.](#)

### **Conditions d'utilisation**

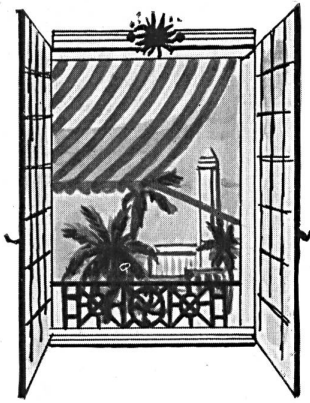
L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. [Voir Informations légales.](#)

### **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. [See Legal notice.](#)

**Download PDF:** 16.03.2025

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



## Los Angeles Letter

FABRICS MAKE THE FASHION

Fabrics make the fashion, says Helga.

Like all great designers, Helga lets her fabrics dictate her designs. Thus she achieves subtle clothes known for high fashion understatement with carefully calculated daring. Helga uses only the finest of materials, much of her yardage being woven exclusively for her in European and domestic mills.

Although born in Germany, Helga journeyed when quite young to England. There, at the age of fifteen (she says she passed for twenty) she began her design studies under a French directrice. As part of her training, she travelled regularly four times a year to Paris to buy fabrics and view collections. She became a designer in a famous London firm and later took her talents to New York where she designed for two equally famous houses of distinction. Her next move was to San Francisco where, in 1947, she and her husband established their own business under the name of Helga. She insists it was fun to live in San Francisco, but difficult to create and her next move was to Los Angeles where she feels there is the life and bustle and receptivity to new ideas that marks this as a genuine fashion center.

The firm of Helga is doubly-headed. The second and business head is that of her charming and talented husband, Walter Oppenheimer, who makes it possible for his wife to create to her heart's content. She lives, dreams, sleeps dresses, she says, and for each collection she does over 1000 sketches. She pares this number down to 100, then revises and drapes in the fabric to be used, turning the making of muslins over to an assistant.

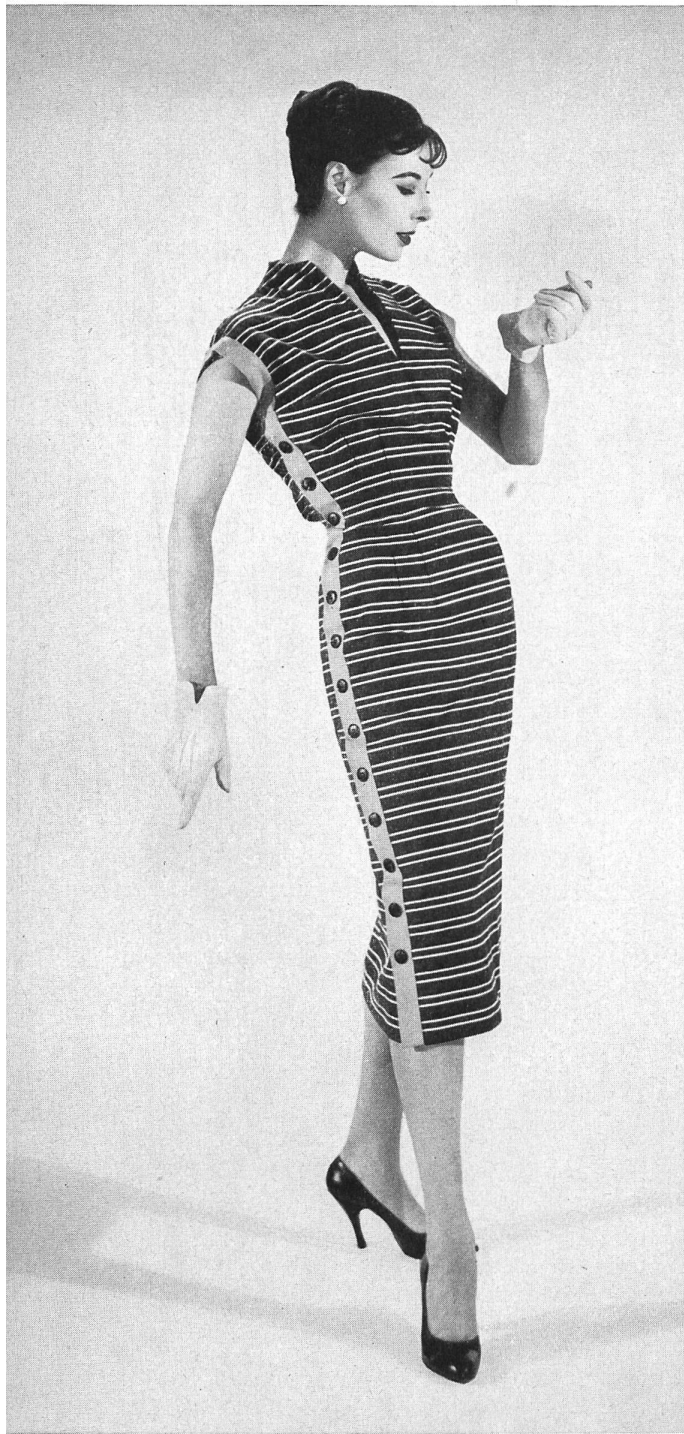
Since Helga's clothes are sold only in the finest shops throughout the country, it is only natural for her to use Swiss fabrics. This she does in abundance and in varied collections: plain fabrics for fall and winter, fine silk prints and organzas for spring and summer, exotic cottons for resort wear. She says she



**WINZELER, OTT & CIE S.A.,  
WEINFELDEN**

« WOCO » handkerchief lawn  
exclusively through  
*Pavillon Fabrics Ltd, New York*  
*Model by Helga, Los Angeles*

Photo John Engstead



**STOFFEL & CO, SAINT-GALL**

Navy cotton with white woven satin stripes.

*Model by Helga, Los Angeles*

**L. ABRAHAM & CO., SILKS Ltd, ZURICH**

Pure silk white satinorganza.

*Model by Helga, Los Angeles.*



Photos John Engstead

chooses Swiss fabrics because they exemplify her collection which is "simply beautiful and beautifully simple". The mark of quality and of Helga's clothes can be described in no better fashion.

*Helene F. Miller*