

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

Artikel: A model collection of footwear
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DOI: <https://doi.org/10.5169/seals-798616>

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A model collection of footwear

Twice a year, the *Bally's Shoe Factories Ltd., Schönenwerd*, presents its new collection to the press. This is always an eagerly awaited fashion event : in fact, the importance of the firm, the prestige it enjoys on foreign markets, the part played by exports in its economy and the care it devotes to the creation of new models make each season's collection the model for what will be worn in the way of footwear by women, men and children, in classical and fancy styles for daily use, the street, travelling, week-ends, holidays and sport, dancing and evening wear. Always on the lookout for new ideas with regard to shapes and colours, new finishes and original leathers, Bally adopts and adapts for its customers, who are to be found all over the world, whatever is suitable in the different footwear trends for use by the general public or a select few.

During the course of this presentation, consisting of an exhibition and a fashion parade accompanied by an interesting commentary, we noticed the following general trends : an increased emphasis on slender lasts with finely tapered toes, the appearance of greater length due to the narrower toes being offset by the heels which are finer and more underset ; the dull-look is one of this season's fashion headlines ; black is given fresh interest by the new types of leather ; taupe, a blend of brown with grey, has come into the fashion picture ; in the current collection the decorative effect is mainly inspired by the last and the cut of the shoe, except for evening shoes which are richly decorated with rhinestones or iridescent beads, while heels are made of light metal. Let us note too the importance given to shoes for teenagers, children (whose shoes



must fit perfectly), skiing and mountaineering. In this last connection it should also be mentioned that Bally equipped the Swiss expeditions which conquered Lhotse and made the second ascent of Everest.

Modèles BALLY déposés

