

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1959)
Heft: 2

Artikel: Letter from Los Angeles
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DOI: <https://doi.org/10.5169/seals-798533>

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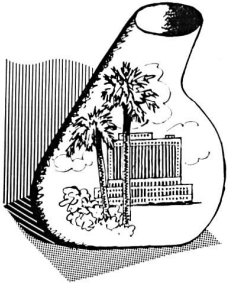
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Letter from Los Angeles

GETTING IN THE SWING

Here in California we seem to be swinging full circle... back to things as they normally are, yet somehow different because of the influences at work during the past several seasons. They call it a return to normal... waistlines where they belong, hemlines at a flattering length, full skirts for those who like them and slim skirts for those who can wear them.

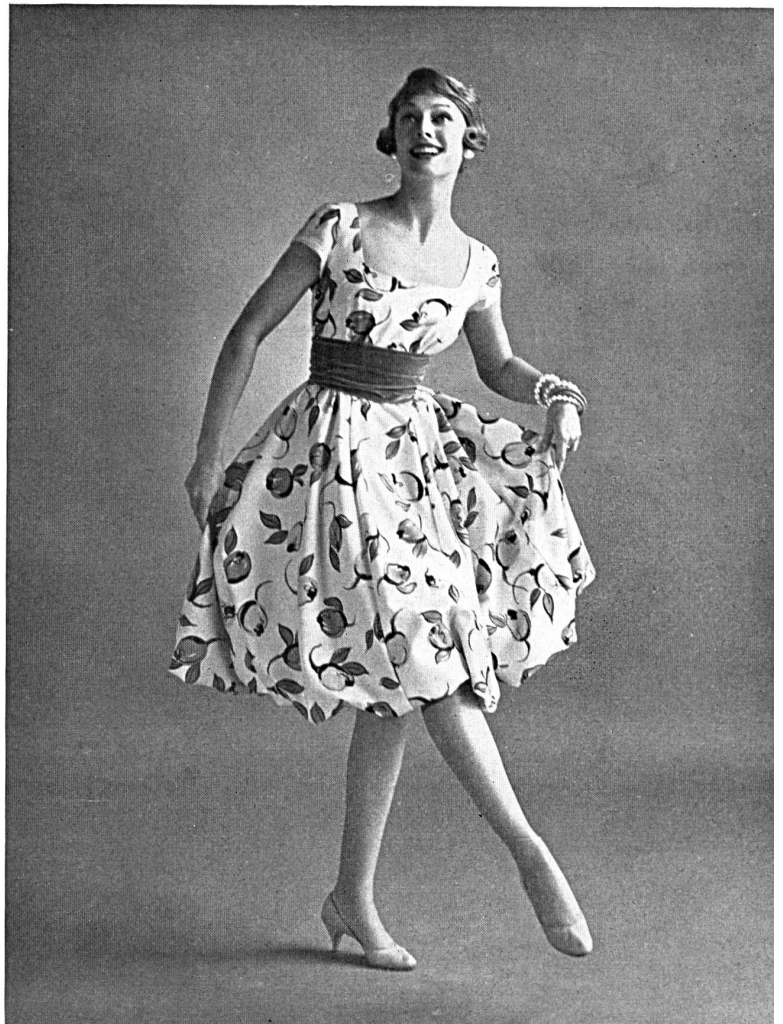
However, the waistlines retain an Empire feeling, tho' not a severe line. The daytime hems remain fairly short. And sophisticated hands have cut and sewn the new clothes in a shape that is not exactly as it was B.S. (Before Sack). And clothes are more determinedly feminine in gentle fabrics that reveal and shape the figure at the same time.

The great speciality of the California market is the great love of all American women... young, old and in-between... the shirt-waist dress. And no one makes it as California sports designers do. This season it is found in



STOFFEL & CO., SAINT-GALL

Striped woven cotton fabric
Tissu de coton avec rayures tissées
Model by Helga, Los Angeles
Photo John Engstead



STOFFEL & CO., SAINT-GALL

Colour printed cotton fabric
Tissu de coton imprimé en couleurs
Model by Pat Premo, Los Angeles
Photo John Engstead

every size, shape, color and fabric imaginable with combinations of trims, embroideries and initials that take it from the early morning hours to all but the most formal evening events. Maxwell Shieff even does his cocktail masterpieces in the shirtwaist, usually in black and white in some glorious extravaganza of organdy, with delicate Swiss embroideries or eyelet.

Another striking trend of California couture is the "complete" look—jackets over dresses, coats over dresses with detail uniting the pieces to produce that handsomest of all looks, the costume look. Intricate shirring and pleating, draped bodices of unbelievable complexity, magnificently cut skirts and the plus feature of self or matching belts (which we Californians have a special affinity for) are other tricks of the trade that characterize this season.

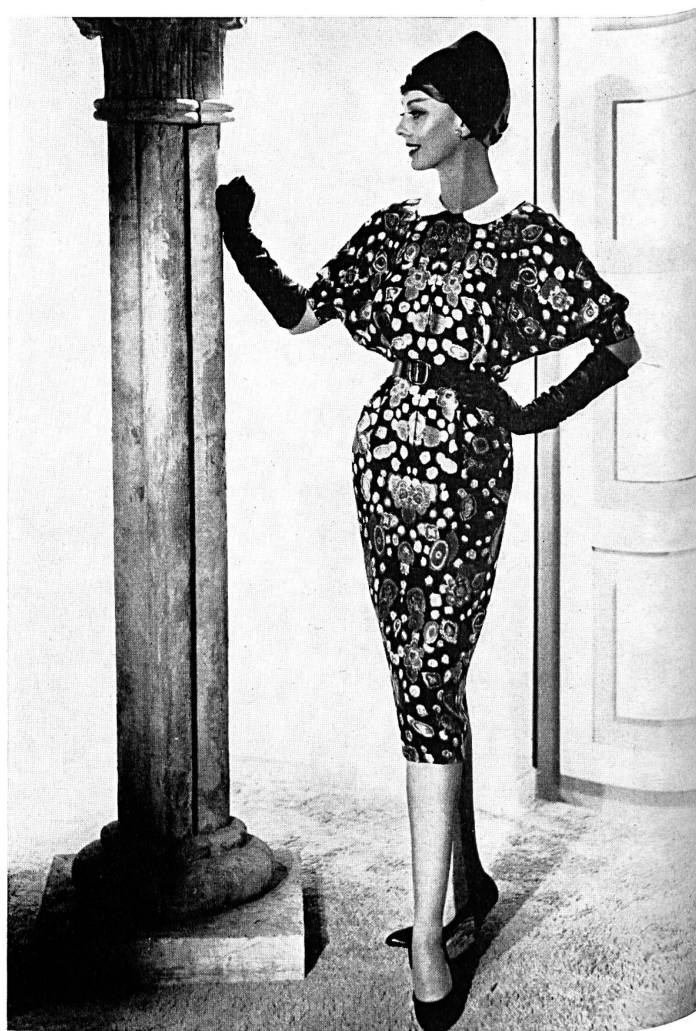
One of the most talked about presentations was that of Don Loper who always comes up with something that is not only wise in the ways of publicity but practical and perfectly wearable in the well-dressed woman's wardrobe. He presented a complete travel wardrobe named "Viking II", in honor of the Scandinavian Airlines System polar flight to Europe. The wardrobe consisted of six changes from sportswear through daytime to gala evening, all completely packed in its own wicker suitcase. This versatile designer also presented the season's outstanding combinations of Swiss fabrics, both printed and embroidered, combined with plain silks in spectacular dancing and evening dresses. The results were overwhelmingly handsome and another paean of praise was sung for clever Swiss textile manufacturers.

Helene-F. Miller



RUDOLF BRAUCHBAR & CIE, ZURICH

Pure silk beige plain fabric (coat)
Tissu beige uni pure soie couleur ficelle (manteau)
Model by Irene Cove, Inc., Culver City (Cal.)



RUDOLF BRAUCHBAR & CIE, ZURICH

Pure silk hand printed twill with black ground
Twill pure soie imprimé main sur fond noir
Model by Irene Cove, Inc., Culver City (Cal.)



FORSTER WILLI & CO., SAINT-GALL

Green and pink embroidered white organdy (front)
 Organdi blanc brodé en vert et rose (panneau)
 "Pettidress" by Don Loper, Beverly Hills
 Photo John Engstead

FORSTER WILLI & CO., SAINT-GALL

Relief embroidered bouquet on silk organdy
 Broderie relief sur organdi de soie
 Model by Irene Cove, Inc., Culver City (Cal.)



FORSTER WILLI & CO., SAINT-GALL

Garnet-rose printed silk organdy
 Organdi de soie imprimé
 Ball gown by Don Loper, Beverly Hills
 Photo John Engstead

