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Los Angeles letter

L. ABRAHAM & CO., SILKS LTD., ZURICH
Pure soie imprimée
Printed pure silk
Modèle Helga, Los Angeles



More... and more... and more

New designers are springing up like the proverbial mushrooms. They are here, they persevere, they prosper. Many new names have flashed across the local horizon to become permanent stars on the California scene. They have joined the couture group emphasizing ingenuity of design, refinement of color, advanced sewing techniques and the overwhelming use of fine fabrics, a large part of them from Switzerland.

We will try to give you a brief summary of the new trends in a number of the more outstanding couture collections. There seem to be some over-all similarities of feeling but the individual signatures are so distinct that they can be noted and felt in the same way that designers with their personal stamp can be pointed out the world over.

Here are some of the trends noted:

Helga, her look for the next season is fluid, a continuation of a trend. Waistlines are loosely fitted, hips are flat and skirts flare slightly just to cover the knees. One-piece dresses in over-blouse effects and loosely belted dresses give a young, casual look to daytime dresses. For evening, easy sheaths, low-belted and slightly full skirts with narrowed hemlines. Fabrics very important. Colors are gay: apricot, orange, pistachio, raspberry, magenta, sky blue, yellow, pink and black.

Paul Whitney, one of the younger and most creative talents, whose specialty is utmost sophistication for the smaller woman. This year's emphasis on shaped, controlled skirts with tiny waistlines. Every detail is inevitably right in the manner of a great artist. Note: jewelled hemlines for fall.

FORSTER WILLI & CO., SAINT-GALL
Guipure appliquée
Appliquéé guipure
Modèle Paul Whitney, Los Angeles

Irene enters the fashion scene dramatically with both shape and color emphasis combining to give that inimitable « Irene » look, an appearance of infinite refinement with tremendous chic. No confined fit here, lines fluid and semi-fitted. Extra emphasis on the costume — for street, for travel, for theatre and great evenings such as the opera. No special color but a great variety of it in strong shades.

Werle' uses capes this season in every variation and all on a lavish and opulent scale.

Cahill, famous bridal house, uses the most elegant fabrics that come out of Switzerland for his gowns that are an important part of any social wedding. This collection features belled skirts, front panels, hemlines raised in front and low swooping in back to form trains, sheaths with panniers, lowered torso backs.

Ernest Newman features the slim silhouette all through his collection. His bias skirts cling to the hipline where there is often emphasis in daytime clothes. Silks, crepes, brocades and woolens in true reds, bright and dull greens, royal blues.

d'Crenza, a relatively new house which has created a collection almost regal in its elegance. Collarless costumes with wide sleeves and flaring skirts. Released princess silhouettes with bare touches of detail. Smart combinations of beiges and black beloved by this designer plus bold, bold prints. Noted: a scissors-look in the princess lines with criss-cross cut and asymmetrical seaming. This silhouette is repeated for evening in browns and pearl grays.

Greer-MacIntosh features elegant brocades, woolens, satins in dramatic colors to emphasize the theme of the collection: opulence. Styling has been understated to display exciting fabrics to their very best. The look: rounded, hippy to express the provocative female. Strong emphasis on the slim, formal gown.

Helene Miller

