

**Zeitschrift:** Swiss textiles [English edition]  
**Herausgeber:** Swiss office for the development of trade  
**Band:** - (1965)  
**Heft:** 2

**Artikel:** On foot and by car  
**Autor:** [s.n.]  
**DOI:** <https://doi.org/10.5169/seals-798334>

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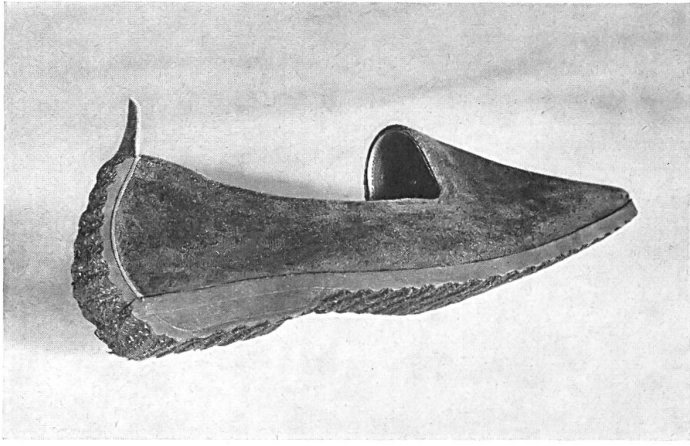
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Auto-shoe

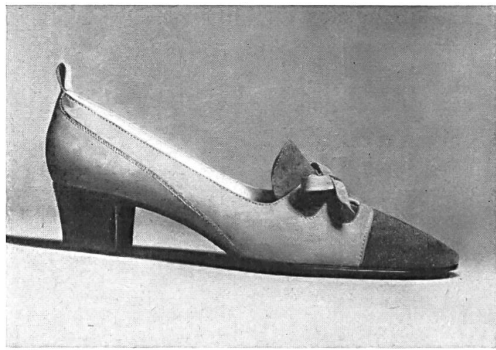
## On Foot and by Car

For 1965, Bally has created shoes that reflect the international trends in style launched by Paris, New York, Rome and Florence, with allusions to the fashions of the 20's and 30's. The main feature of the new fashion is the « open » look, hence the prevalence of sling-backs. Bows, straps and buttons are also used to set off the new line. The town walking shoe comes in a great number of variations. Its sporting chic is even more marked than usual, and almost equals that of the very restrained pumps, the many light sandals and seasonal sling-backs. The boutique style, so popular today, strikes a compromise between the youthful and high fashion styles.

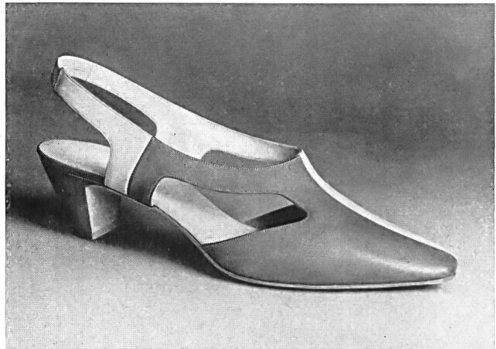
Square or rounded toes, almost symmetrical and wider shapes, cleancut lines, discreet ornaments, are found throughout the collections for 1965. The heel is one of the main features of the new line: wider, more comfortable, straighter and often placed further back. The most popular heights are 1 3/4", 2" and 2 1/4", and 3/4" and 1 1/8" for the more sporting styles. Fabrics are back in fashion and give shoes a new look. A great deal of soft kid, very fine, smooth and finely grained calf, plaited leathers and all the synthetic and natural fabrics emphasize the alert and youthful character of the new models. The fashionable Concorde beiges, a little almond green, black, white, Atlantic blue and Chantilly grège are the chief colours for the coming season, which will also see a great many combinations of colours with white or pastel shades.

For the man about town, the City-Man style, synonymous with a virile, Anglo-Saxon type of elegance, sets the tone. The modern man prefers an unconventional but stylish shoe with the emphasis on comfort. Typical in this respect is the quiet, youthful unlaced Chelsea boot. The loafer, also without laces, and a high silhouette, is worn for both town and sport. The golfing style, in comfortable and oval shapes, is coming back into favour. Black, a great deal of dark brown, a little beige, white and a few combinations with white are the prevailing colours in a practical, more youthful fashion avoiding all extravagance.

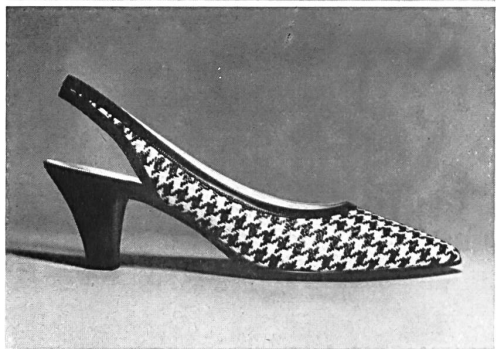
Finally we must just mention a novelty, the new « auto-shoe », created as a result of close cooperation between Bally and Shell. This is the ideal form of footwear for the woman who drives her own car, a soft, extremely comfortable and dependable shoe in which the counter or stiffening at the back is replaced by the sole continuing on from the heel to the top of the back. In this way no matter what position the foot is in, the non-slip heel stays put, a feature of considerable advantage especially in sports cars.



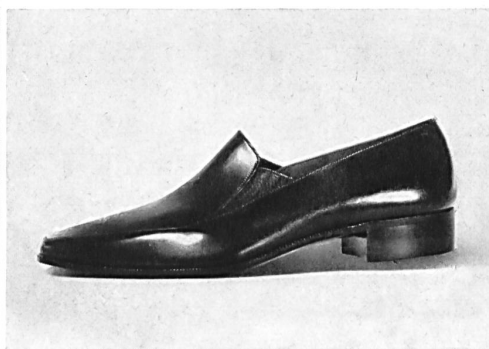
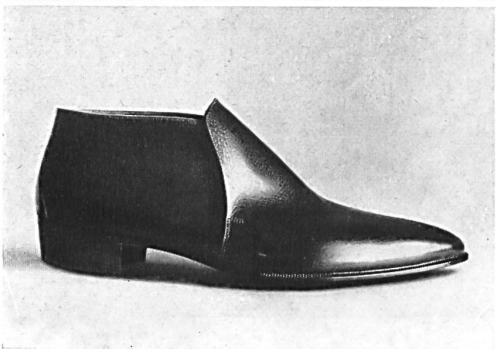
Bally-Madeleine



Miss Bally



Bally International



BALLY MODÈLES DÉPOSÉS

◀◀ Chelsea boot

◀ Bally Favore