

# The new line in shoes

Autor(en): **[s.n.]**

Objektyp: **Article**

Zeitschrift: **Swiss textiles [English edition]**

Band (Jahr): - **(1961)**

Heft 4

PDF erstellt am: **04.06.2024**

Persistenter Link: <https://doi.org/10.5169/seals-798294>

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## The new line in shoes

This autumn will see the offensive launched by square toes, which are expected to carry the day with hardly any opposition at all. This style is as suitable for the afternoon pump as for the town walking shoe. Stiletto heels, on the other hand, seem to be on the way out; even the higher heels have a much wider base, which helps to give greater stability to the foot. The most popular height appears to be between  $1\frac{3}{4}$ " and  $2\frac{3}{8}$ ", but of course there are also many other heels both lower and higher than these. The new square style is found in the sturdy walking shoe with two or three laceholes, but also in slender, graceful pumps narrowed slightly at the toe, that are more feminine than sporty. However this trend has not ousted the oval toe, which is to be seen in the slender, almond-shape Ritz line. This style with its measured

grace and air of pure classical distinction, looks particularly well in smart pumps for afternoon and evening wear. This original creation has just been signalled out for special distinction by an American fashion committee who judged it "perfect". The Sultana line, similar to the previous model but with a very definite touch of the Empire period about it, and rounded at the toe too, is distinguished by the brief line and slender profile of the upper.

In all these models the decorative element is either sporting or sober, for this winter it is the shape that governs the fashion, the line that gives the shoe its character.

Note should be made in passing of the revival of the boot, most models of which have been made on square lasts. In this connection, let us mention in particular the small sporty boots in sealskin or imitation sealskin fitted with crepe soles, as well as the French style creations for the town.

With regard to materials, frequent use is made of patent leather in the whole range of fashionable colours; patent will also be extremely fashionable for the evening. Among the colours, warm browns, with a touch of red, predominate.

For men, the trend is also towards the square style. The exaggeratedly pointed styles are quite out of fashion now, and the prevailing trend is definitely towards the traditional English look. The loafer, now accepted for town and office, is cut fairly high for town, to go with the currently fashionable trousers without turn-ups. Uppers fitted on elastic make these models fit perfectly. Among the "avant-garde" creations, let us mention the Wellington boot with short elastic upper, as worn at one time by army officers. The colours are definitely autumnal; mention should also be made of the "Custom Smoke" patina used for men's as well as women's shoes, which gives a typically craft look to aniline dyed leathers.



Brocade "International" line



"International" line, Ritz style, patent and tweed



"Madeleine" line, Sultana style



"Madeleine" line, square style



"Wellington boot"



"Vogue" line, square style

Registered  
BALLY models

Marty & Co

AFTERNOON, COCKTAIL AND EVENING DRESSES  
MARTY & CO · STAMPFENBACHSTR. 56 · ZURICH · TELEPHON 289532/33

Modèle ALGO S. A., ZURICH

Tissu : L. Abraham & Cie, Soieries S. A., Zurich

Photo Lutz



Modèle ALGO S. A., ZURICH

Tissu : L. Abraham & Cie, Soieries S. A., Zurich

Photo Lutz



Modèle EL-EL S. A., ZURICH

Ensemble robe manteau en brocart avec garniture de vison

Photo Lutz



Modèle EL-EL S. A., ZURICH

Robe de cocktail en brocart pure soie

Photo Lutz





Modèle EUGEN  
BRAUNSCHWEIG A. G.,  
ZURICH

Robe de dîner en crêpe  
Charleston  
Charleston crêpe dinner  
dress

Vestido de cena en crespón  
Charleston  
Dinerkleid aus Charleston  
Crêpe

Photo Lutz

Modèle EUGEN  
BRAUNSCHWEIG A. G.,  
ZURICH

Robe de cocktail en crêpe  
pure soie  
Pure silk crêpe cocktail dress  
Vestido de coctél de crespón pura seda  
Cocktailkleid aus reinseidenem Crêpe  
Photo Lutz





Modèle E. WEBER & CIE S. A., ZURICH  
Robe du soir en shantung Mandarin pure soie  
Pure silk Mandarin Shantung evening dress  
Vestido de noche de shantung Mandarin pura seda  
Abendkleid aus reinseidenem Mandarin-Shantung  
Photo Jack Malaise



Modèle E. WEBER & CIE S. A., ZURICH  
Robe d'après-midi en pure soie  
Pure silk afternoon dress  
Vestido de tarde pura seda  
Reinscidenes Nachmittagskleid  
Photo Jack Malaise



Modèle  
GERSTLE & CO.  
S.A., ZURICH  
Photo Tenca



◀ Modèle  
GERSTLE & CO.  
S.A., ZURICH  
Photo Tenca



Modèle  
BEBLO S.A., BALE  
Photo Rosemarie Beerli

Modèle  
BEBLO S.A., BALE  
Photo Rosemarie Beerli





Modèle « SAMODE », MODEN S. A., MONTREUX  
Fabrique de robes et blouses  
Blouse en dentelle de laine de couleurs  
Multicoloured wool lace blouse  
Blusa de encaje de lana multicolor  
Bluse aus farbiger Wollspitze  
Photo Lutz



Modèle WALTER STARK, SAINT-GALL  
Soie sauvage brodée de  
Walter Stark, Saint-Gall

Modèle GACK, ZURICH  
Tissu: « rbc », Rudolf Brauchbar & Cie S. A., Zurich  
Photo Rév





*Gack*

GACK-MODELLE

ZÜRICH

STAMPFENBACHPLATZ 1/2

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