

Lucien Lelong retires

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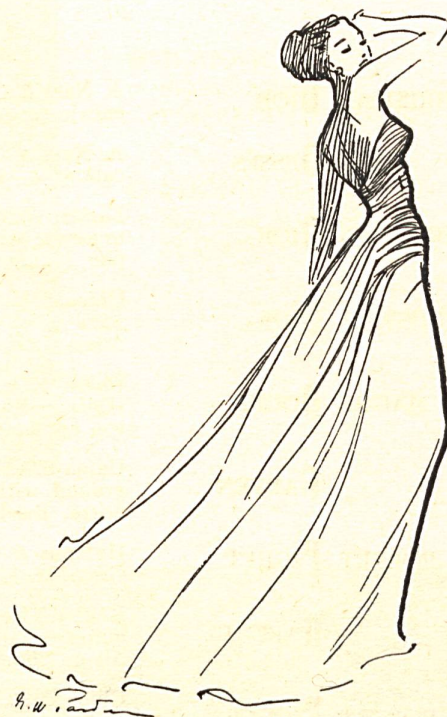
LUCIEN LELONG RETIRES

At the end of July, the great Parisian couturier, Lucien Lelong, quite suddenly announced his intention of retiring from business and closing down his establishment before presenting his new collections. It is said in Paris that this unexpected decision has been dictated by health reasons.

Lucien Lelong's parents already owned a dressmaking establishment at the Madeleine and he himself opened his own house in the Avenue Matignon in 1924. This famous dressmaker has played a leading part in the evolution of feminine fashions during the last 25 years and many of his creations have won celebrity, such as the «figure on the prow» style, for example. To this we must add that he held the appointment of President of the Syndical Chamber of Dressmaking during a period when much tact was required. Lelong's influence on fashion has been much more widespread than would at first appear. He has, indeed, always gathered around him young people of great promise, whose ideas he turned to good account and who, in their turn, derived from this collaboration an enrichment of taste and experience. The authority of Lelong has certainly been considerable in this respect and the names of two of his former «pupils», Pierre Balmain and Christian Dior, suffice to prove it. We are witnessing the retirement of a Master, in the best sense of the term, and his departure from the scene of the Parisian fashion world is a real loss.

It was due to Lucien Lelong that the first official presentation abroad of Parisian haute couture was held at Zurich in 1945 (see *Textiles Suisses*, Nos. 3 and 4/1945).

«*Textiles Suisses*»



THE INTERNATIONAL SILK CONGRESS

Lyons and Paris have this year been the seat of the first International Silk Congress held since the war, from June 14th to 18th. Two hundred delegates, representing twenty-eight countries, assembled for the Congress. The space at our disposal does not allow us to review, even briefly, the many recommendations formulated by the fifteen special committees and the general assembly. Suffice it to say, that these views tally with the interests of both producers and consumers. Their primary object is to develop silk production, to increase its quality and to depress and stabilize prices. Discriminatory measures (luxury taxes, prohibition of use, etc.) and currency problems which today complicate and hamper the international silk trade, must be abolished and tariffs lowered. These resolutions passed by the delegates do not, of course, commit their respective governments. Let us hope, however, that the recommendations will receive due attention and that effective steps to promote world trade will be

taken in answer to the desire expressed at the Congress.

Switzerland has always been greatly interested in all problems concerning the silk trade. Our readers will be happy to learn that the next international meeting will be held at Zurich, in 1949. The task laid before the Meeting will be the unification of conditioning regulations.

In conclusion, we would add that the Swiss delegation to this first post-war International Congress was presided over by Mr. R. H. Stehli, President of the Association of Swiss Silk Manufacturers; other members of the delegation were: Dr. H. F. Sarasin, Messrs. U. Iselin, G. Verron, F. Mosimann, R. Brauchbar, Rud. Bodmer, J. de Bary, P. E. Vischer, Stehelin and P. Hoehn.

N. B. — More details will be published on the same topic in our next issue. *The Editor.*