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LETTER FROM ROME

The Italian Look

The Italian Look, which is all the rage now in the two Americas (and even in the three) is remarkable for the fact that nobody in Italy has any idea what it is like. Should I say, would not even recognise it if he saw it? This is very possible. From Via Veneto to the seven beaches round Rome, from Cinecitta to the Castelli Romani, we live in the midst of a motley, noisy and charming crowd where everyone rubs shoulders with everyone else and where we find a thousand and

one different beauties. Thus, for example, Marina Vlady, who is Russian, Myriam Bru, who is Parisian, Yvonne Samson, who is Greek and Ava Gardner, who is a legendary "Southern Belle", are found side by side with Romans of the classic mould, like Gina Lollobrigida and Silvana Mangano. They do not resemble each other in the least. But their portraits appear in the pages of New York magazines with identical words of praise: "The Italian Look... The Italian Haircut... The Italian

Carosa, Rome

Organdi blanc travaillé avec applications de fleurs découpées de :

Organdis di cotone bianco operato, con fiori applicati in pizzo bianco di :

Walter Schrank & Co, St-Gall

Photos Scrimali

Fernanda Gattinoni, Rome

Organdi brodé de :
Organdis ricamato di :
Union S.A., St-Gall

Tissu placé par :
Tessuto fornito da :
Pierre Brivet S. à r.l. Paris



Carosa, Rome

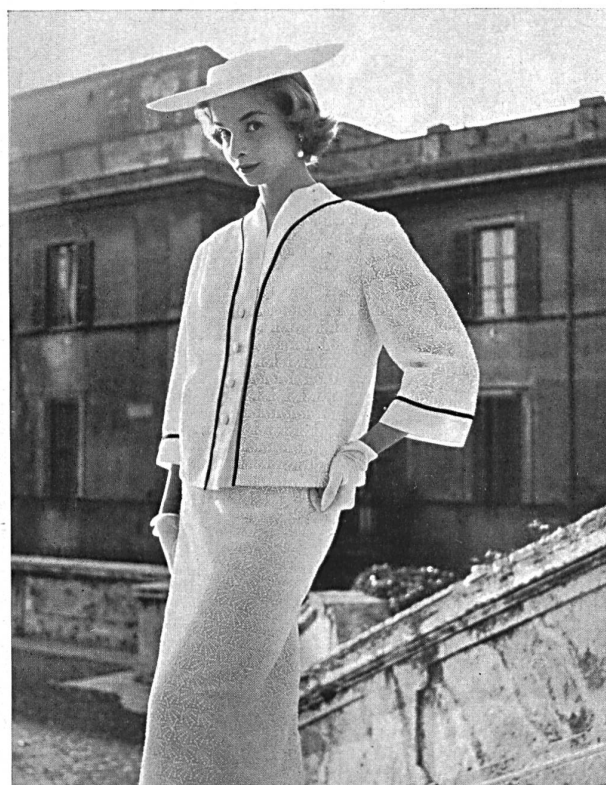
Broderie de coton blanc de :
Pizzo bianco di cotone di :
Walter Schrank & Co., St-Gall

Photo Scrimali

Make-up... The Italian Style...” Vogue happens, for example, to announce some mysterious novelties : “ The new, longer, neater Italian haircuts ; handsome turtle-neck jerseys ; dramatically pale make-up applied in the Italian manner... ”

It takes all sorts to make a world. And obviously it requires a little bit of everything to make the Italian Look. Yet I would not swear to the Italian origin of the turtle-neck jerseys which so enchanted Vogue, since very probably they came from New York. And I am quite ready to swear to the Swiss origin of the lovely summer dresses presented at the recent Roman fashion shows. Where other than in Switzerland could one find such delicate pink clouds embroidered with white stars that Fernanda Gattinoni presents under the name of “ Fior di Rosa ” ? Since Madame Gattinoni is so fond of caressing names and shimmering fabrics, we also have “ Lume d’Argento ”, which is a soft swirl of white, resplendent with tiny pearls. The third dress is called “ Fior di Sospiro „ and is the fulfilment of the dream of every young girl inspired by de Musset or *Vogue*. Here are flounces, here a belt, the promise of a ball, a breath of enchantment conjuring up visions of hawthorn and apple blossom. And all this comes to us from Pierre Brivet’s, the Parisian wholesaler who supplies Madame Gattinoni with everything needed to give the Italian touch to the international Glamour Girls — thanks to embroideries made specially for him in Switzerland.

Princess Giovanna Caracciolo favours Wasco (Walter Schrank & Co., St. Gall) for the models that she creates in her workroom — Carosa — in the Piazza di Spagna. She is carried away by lovely laces, which inspire her blue and white ensemble for afternoon wear shown here : an extremely simple dress, an extremely rich coat in which the two colours discretely alternate and intermingle. Again in lace, a white dress, perfect for a garden party, a wedding in the country, dinner at the beach.



Carosa, Rome

Organdi bleu brodé de blanc de :
Organdis di cotone blu ricamato in bianco di :
Walter Schrank & Co., St-Gall

Photo Scrimali



Antonelli, Rome

Tissu « Favorella » de
Stoffel & Cie, St-Gall

Photo Scrimali



Antonelli, Rome

Tissu « Poplinella » de
Stoffel & Cie, St-Gall

Photo Scrimali

And finally here is cotton organdie bedecked with the simple, solemn little flowers found in Books of the Hours: a sapphire blue ribbon is tied around this dazzling whiteness. In Venice, Capri, everywhere in fact, the happy combination of very different talents will win for the unknown beribboned young woman the romantic praise of the "Italian Look".

Irene Brin

Fernanda Gattinoni, Rome

Tissu brodé de St-Gall placé par :
Tessuto ricamato di San-Gallo fornito da:
Pierre Brivet, S. à r.l., Paris.

Photo Scrimali

