

This spring's shoes

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This spring's shoes

Bally Footwear Co. Schoenenwerd recently presented its summer collections. From the catalogues and booklets distributed on this occasion, we have chosen the following excerpts.

« All the grace of the present fashions has to be reflected in the footwear for the whole effect to be perfect. The new shapes are not merely pointed but slender too, so as to form a balanced toe. Without fine footwear, elegance is unthinkable.

A recent innovation is the *low back*. This new feature makes it possible to lower the back by about $\frac{1}{2}$ " , which has the effect of making the shoe seem lighter and giving it that touch of elegance required by the present fashions.

Not only the shapes, but the heels too are of great importance from the point of view of both fashion and structure. The new heels, designed to blend with this season's fluid, graceful lines, are more curved, although still very light and slender. They are placed further



forward in order to balance the lengthened line and favour a more graceful walk. The slenderest heels have the lower part in aluminium, which makes them practically unbreakable.

This season the emphasis is on aniline-dyed skins, shabby and moiréd leathers, in neutral and bright shades. In addition to white, the classical colour for summer, there is a whole range of beiges.

The choosing of a shoe to go with a very bright print no longer presents any problem thanks to the new light sandal in transparent Vinylite, which is simple in line and set off with very dainty neutral trimmings. Teenagers, who are so fond of colour, will find in the *College* and *Bally Miss* collections a whole range of spring shades, shabby leathers of a new type, such as *Swissette*, as well as charming and original decorative effects.

Wearability and fashion trends both exert their influence on men's shoes. Situated as it is at the crossroads of Europe, the great Swiss factory of Bally has to create different styles for Great Britain, France, Italy, Germany and even America, where its models are becoming more and more popular. Their perfect fit, their cosmopolitan styles, their remarkable suppleness and the quality of the leathers account for their success. Furthermore, the classical range of men's footwear, to which large numbers of men look each year for their favourite shoe, is as outstanding as ever.»

Modèles Bally déposés

