

Los Angeles letter

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Los Angeles Letter

Roll out the red Carpet—for Color!

Color is life and life is colorful! That's the way California designers are feeling these days. They are featuring such colors as citron, lime, light blues in pastel baby colors or the more subtle, grayed azure ones. Then there are the soft maize and champagne groups and azalea pinks softened to watery tones, definite woodland greens

lines emphasize the cleverness of her fabric choices as in the personal way she uses thin silks specially printed for her in Switzerland. She uses their airiness in full skirts topped with solid wool jackets for spring. In the evening group, she again emphasizes the lovely-lady, floating quality of her Swiss fabrics with costume coats of silk



«ZURRER», WEISBROD-ZURRER FILS,
HAUSEN s.A.

Tissu de soie beige, genre lin

Beige silk linen

Modèle Kurt Meyer pour Helen Rose

with a brilliance to them that is shocking against the contrast of very white white. As always for this time of the year there is the wonderful fresh look of red, white and blue combinations for the unbeatable look of spring.

Notes from the Collections

Each year we are impressed more and more with the sureness and fashion rightness of *Helga*, whose understated

and wool. Colors: subtle pale, pale blues or brilliant greens subdued with their complements or monochromatic harmonies breathtakingly beautiful in their refinement of tone against tone.

Inevitably, *Irene* has a «succès fou» on her hands. This year she emphasizes a return to normalcy, meaning that her customers want their waists at natural places and their clothes with a natural look. They look to her for a comforting and enduring elegance that enhances rather



FORSTER WILLI & CO., SAINT-GALL

Organdi de soie uni et brodé
 Plain and embroidered silk organdy
 Modèle Irène, Los Angeles
 Photo John Engstead

than disguises their natural beauty. Of course, this is what *Don Loper* has been preaching, successfully, for years. As a famous movie star once told this writer years ago: I am paid to look well-dressed, well-groomed and well-wanted. I don't want to look weird and wildly different — just beautiful. Each time I put on one of my collection of Irene suits or go to a premiere in one of her gowns, I know I look the way I'm supposed to look. I wear some of her things several seasons and they still remain high fashion.

Colors in the Irene collection were lime, pale, slately blue, turquoise, a number of pure whites, champagne, soft primrose and very little black. A sprinkling of large pastel dots and what Irene calls « the most beautiful print

I have seen in many seasons », a Swiss confection in delicately colored tearose and lavender flowers made in two simple styles: an eased sheath tied with spaghetti ties stemming from flowers just above the hip and a flared, cowl-necked model.

Another outstanding designer in this season that seems to reflect a kind of wild optimism, is Paul Whitney. His collection was shown against the dramatic setting of a modern art gallery where the « woman who is treasured » stood out against the exquisite background of stark paintings and exquisite stone sculpture. His clothes are designed for the limited few who can take their places in the world of sophistication with ease and assurance, reinforced with Mr. Whitney's own ease and assurance in



« ZURRER », WEISBROD-ZURRER FILS,
HAUSEN s.A.
Tissu de soie noire, genre lin
Black silk linen
Modèle Kurt Meyer pour Helen Rose

the most intricate handling of line and fabric. His collection shows a number of raised empire waistlines in dresses, coats and tunics that give a deceptively young air to his clothes. Sometimes rows and rows of stitching define the high line, sometimes wide belts or slot seaming. In one of the most beautiful gowns of the collection—a pastel red, yellow and green Swiss sheer print floral—the skirt is

defined in tier-on-tier with each tier outlining the pattern of the print in a scallop.

Closing Note: A young man to watch for the future, Michael Novarese whose handling of the numerous Swiss fabrics he uses shows a maturity far beyond his years. Definitely another addition to our couture.



ERRATUM

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This « Nefertiti » turban in embroidered silk organdy by Forster Willi & Co., Saint-Gall, was designed by Madam Vernier, Royal Milliner to Princess Marina, the Princess Alexander and the new young Duchess of Kent, London. Ce turban « Nefertiti » en organdi de soie brodé de Forster Willi & Co., à Saint-Gall, est une création de Madame Vernier, modiste de la Cour à Londres.

