ADVERTISEMENT

Fall Time Fashions Revealed by the Shelton Looms Assemblage

The Ritz Carlton Hotel
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& Associated Garment Manufacturers

Sidney Blumenthal & Company Inc., 395 Fourth Ave., New York City

THE Fashion Show presented by the Shelton Looms exceeded in brilliancy of display, captivating originality, widespread interest and enthusiasm any of the exhibits shown here before. Due to the war, the Shelton Looms Fashion Show was not held in 1918. Well was it foretold at the time that the next exhibition would bring forth some startling and refreshing changes in garment styles. For surely the war spirit of sacrifice and economy manifested in the modesty of ladies' apparel, while noble in its purpose, was not in keeping with the progressive trend of women's tastes, and so the relief from the war strain is again happily expressed in delightful, charming and novel designs.

A new wave of inspiration toward higher ideals in garment fashions has been communicated to America's designers. This is actuated by a nation-wide expression for the finer and more distinctive materials and modes for women's apparel, all of which is due to the higher standard of earning capacity of American womanhood.

Four years ago this Fashion Show idea was conceived. Shows generally have general tendencies for good. This Fashion Show, however, has certain specific points of value which give it rather a unique place in the institution of the World of Fashion.

Its motives are as follows:

FIRST—To stimulate interest and faith in the production of garments of American design from textiles of purely American manufacture.

SECOND—To foster a finer spirit of highly valuable co-operation among the textile manufacturers, converters of textiles into garments, and buyers of ready-to-wear apparel.

THIRD—To emphasize thru this practical demonstration to American women (the ultimate buyers) the style, merit, and money value of garments of purely American achievement.

Buyers of ladies' garments throughout the United States, Canada, Mexico and South America have found in the Shelton Looms Exhibition an authoritative guide in the purchase of the season's newest creations. It is conceded that this show offered a most unusual opportunity for viewing under one roof the very finest examples of American and European style conceptions, and affords for buyers an immeasurable saving of time in this respect.

Nothing reflects so well and favorably the importance and value of this annual fashion event as the active interest and participation of so authoritative a group amongst American designers as Hickson, Bergdorf & Goodman, M. De May, Grean and the Cockroft Studios. Such distinguished advocates aid immeasurably in erecting the Shelton Looms Fashion Show on a high plane of recognition both in this country and abroad.

It is worthy of especial note to mention that Paris, the birthplace of Fashion, has accepted with graceful modesty materials of American manufacture. Models of Shelton Looms fabrics were presented by such noted Parisian Couturieres as Aviotti, Brandt, Weeks, Jenny, Bernard, and others.

Pride upon such achievement is surely pardonable, and we know that the Shelton Looms Fashion Show has not only made its success felt here in America, but also in style centers abroad.

Riding habit of Skatrap.
M. De May

Evening gown of black chiffon velvet.
Hickson Inc.

Afternoon gown of black waterfall.
Hickson Inc.

Afternoon costume of Kerami Cloth.
M. De May

Photo by Joel Feder