

Up-to-Minute Modes Time Costume to the Watch



Fashion now decrees a change of decorative time pieces for active sports, daytime and evening wear.

Virginia Judd attractively displays the latest Gruen watches she wears on different occasions.

The sturdy Octagon-shaped wrist watch to be worn for active sports can be depended upon for perfect timing, especially when it is tennis and a 'love match' is in the offing.

For street and general daytime wear,



there is the Curvex. Called the "first real wrist watch", it curves to the wrist shape while its curved movement is rugged and precise as a pocket watch. Miss Judd is shown on Park Avenue, New York, wearing her Curvex.

Stylists say the elaborate diamond watch is a definite fashion requirement for evening wear, worn either with the diamond bracelet or with the silk cord.

All the photo insets show the wrist of Jessie Simpson, beautiful New Jersey girl who recently lost her pretty ankles in a railroad accident. She is now earning her living using her pretty wrists modeling Gruen watches.



Where do styles have their beginning? From an old painting, maybe a bit of architecture or the personality of some one prominent in the news, says Herschel, famous Hollywood designer.

BY ALICE L. TILDESLEY

Hollywood.

"Fashions move in cycles." We've heard this statement so often that most of us accept it and are inclined to believe that if we keep anything long enough, it will come back into style.

But how can we forecast what trend styles will take next season? Will they be simple, rich or flamboyant? Will the materials be plain, unadorned fabrics, lavish velvet and fur, or cloth of gold, brocades, beads and embroidery?

"We progress from one to the other, over and over," explained Herschel, young designer for Twentieth Century-Fox Studios, "not alone in clothes, but in architecture and furniture, interior decoration and coiffures.

"For years I have had the idea that styles can be forecast by a survey of what has been done in the recent past, what is being done today, what was done yesterday and what was in vogue in the cycle previous to that. We will repeat the cycle once removed, but not as it was in its previous incarnation. There will be a variation, influenced by some political or social event."

The designer is young, dark and in-

THE BIRTH OF STYLES

tense. He has so much to say that it is difficult for him to put his ideas into words. A new thought seems to strike across the first, and still another comes while the second is only half-explained.

"Today, as I watched Dolores del Rio wearing the flamboyant clothes of the World War days, for 'Lancer Spy,' it occurred to me that that was the last rococo period before our own, which is today. The war and the extensive use of medals and gold-braid brought on the over-trimmed modes of those days. The coronation and its attendant festivities brought on the flamboyant styles of today.

"It is my theory that we begin with a cycle of simple things, get tired of simplicity, go on into extravagance and beauty, and then as one lovely fashion succeeds another designers can think of nothing new unless they begin to be startling, flamboyant—so we have a period of exotic, overdone fashions.

"Therefore, the next style will be of classic simplicity. I can't be wrong. Designers have done everything they can think of, so the only way out is to take off all trimming and go in for the starkly simple.

The coronation brought on the ornate, over-trimmed clothes of today. Every garment must be ornamented. The trousseau of the Duchess of Windsor couldn't have a simple little silk suit in it; the suit must be trimmed with great staring patterns in braid. The simple afternoon gown must have a giant lobster painted on the front.

"Flowers, ribbons, jewels are put into women's hair, which rears up into elaborate curls or coronets; never smooth unless arranged in the page-boy style that

ends in the round curls and flows over the shoulders—a fashion eminently unsuited to daytime wear.

"Remember the short bobs of short-skirt days? The more sculptured hair fashions of the Renaissance period? There you have it! Our next hair styles will be extremely simple, but definitely not like the short bob of the corresponding era."

"Miss del Rio's wardrobe for the picture is only an approximation of the wartime clothes. If we turned her out in garments actually worn then, audiences would go into spasms. They had great bags of material around their hips, hemlines tied in, the figures looked all out of proportion. So we put white aigrettes in her hair, use silver metal cloth, make a Persian paisley design in bugle beads on white crepe roma for an evening gown, and go into greater elaboration with trims on other costumes.

"After 1918 and the close of the war, we reverted to simplicity. This trend continued for some years. We were back to the archaic when everything was in blocks, if possible. Short skirts, pencil figures, no waistline, hats that obliterated hair, ears, brows, everything done in stiff, straight lines with no suggestion of curve.

At length we tired of simplicity. We began to go into the Renaissance period, when lines began to flow, materials grew more elaborate. We had feathers again. Going off the gold standard suddenly made gold seem more desirable, so we had metal cloth, furs, jewels, trailing skirts for evening.

"The trouble with this period is that it soon runs into the rococo. Designers don't keep to beautiful, naturally lovely things; they go into the exotic.

Herschel's views on "The Birth of Styles" will be continued in later issues of Feature Magazine.



The "rococo" era is here presented by Dolores del Rio. The paisley design is done by means of silver beads on white crepe for the body of the dress, which is in turn draped over one shoulder and about the hips with silver metal cloth.