



## ADVERTISING THE FASHIONS

From a Lecture held by Gertrude Lenning  
to the League of German Women Advertising Experts

Advertising the fashions may be divided into two main groups, firstly, the introduction of a new fashion and secondly, the sale of goods which have become fashionable. Propaganda for a new fashion is directed upon the expert and upon women of the world who take the lead in matters of fashion. However important the initial idea of a new fashion may be, it is never possible to base its initiation upon the original idea alone; on the contrary, the international economic conditions and all the intellectual currents of the time must also be taken into consideration. A new fashion notion has a chance of success only when it takes into account and embodies in itself all the thousand imponderabilia which go to make up the sum

