

of the age. Mere objective accuracy does not suffice for publicity work even for articles of daily use. Objective accuracy, in fact, always takes rather a back seat in matters of fashion. A novelty which does not comply with the dominating currents of opinion, continually in flux and development, cannot be artificially boosted into success by means of propaganda. But fashions are so short-lived that even the best fashion notion needs the powerful support of advertising, if it is not to become out of date before its economic possibilities have been exhausted. Fashion propaganda must not only keep the expert apprised of novelties, but must also convince him, so that he comes to believe in the possibility of doing good business with the novelty.

The sales propaganda directed at the broad masses of the public must in the first place inform them as to the novelty, but beyond the mere proclamation of the fact of it must attract and captivate them. Objective arguments will always be the most convincing to the expert, but the public must be appealed to in its moods and feelings. Fashion propaganda is richer than any other in the variety of its modes of appeal.

The introduction of a fashion notion often begins with the very threads (artificial silk, linen or wool). Here it is usually the economic preliminaries that decide the matter, and the publicist must take note of these, but should not push them too obviously to the fore. A tried and tested step to success is to gain the approval of the leaders of fashion, for example, to ensure that the novelty be taken up by the great fashionable firms, especially in Paris. Belief in the infallibility and advertising power of these leaders is unshakable.

The fashion industry waits to see what these leaders will dictate to the circles of imitative creators all over the world.

The press takes the largest part in the introduction of a fashionable novelty. A good fashion editress not only has an office to fill, she has also the right to an opinion.

If a German manufacturer have succeeded in placing his novelties in Paris, and if foreign buyers shall also have taken up the idea, then he must make direct offers and advertise in the trade press in order to make universally known that he is the manufacturer of these novelties and has them for sale. In the case of patent articles and novelties appealing to a very wide public, the manufacturers often provide the retail merchants with advertising matter for distribution to the public. Thus they keep hold of the whole advertising. An important point is the information passed on by one expert to another and the display of instructive films to the salesmen and women, as well as propaganda material and firm magazines, for it is publicity good manners nowadays to offer the expert a technical explanation and to enlighten the layman.

The fashion show, the best method of propagating new styles, is very extensively employed to-day. It serves to introduce a new fashion, and also helps to sell it. Its inevitable accompaniment is the fashion adviser, and this giving of advice as to fashion may also be regarded as an independent means of publicity. There are many other methods of attempting to attract the customer's attention to the desired fashion and enticing her to buy it. There are paper patterns and complete models for things which are to be imitated, as in the case of N.W.K. knitted goods. Finally we must not forget the window decoration, always in the hands of fashion experts.

One of the most interesting sections of fashion propaganda is the advertisement in newspaper or magazine. We cannot do better than let our reproductions speak for themselves.

There remains the question: Has our fashion advertising been good up to the present?

We would answer in the affirmative, for had it been ineffective, it is impossible that the German women could have made such improvements in her general appearance as have been the case in the course of the last ten years.

On the contrary, advertising for the expert suffers from one-sidedness and over-caution. The manufacturer does not sufficiently take the lead, since he mostly follows hesitantly in foreign footsteps. It is absolutely necessary that every expert should be in close touch with foreign countries. Nevertheless, it is not well to be so dependent on foreign ideas, one should rather have confidence in one's own ideas and in one's own capacity to lead. It is only he who has the will to lead who can really achieve success. Imitators and copyists must always take the second place, even in the matter of material success. Transl. by E. T. S.

