



Modezeichnungen aus der Zeitschrift „Die Dame“  
Fashion illustrations for the journal "Die Dame"

the great dress-designing firms and cre-  
of fashion have less fear of their m-  
being copied when the main features  
of a design are suggested.

Alice Bronsch, the painter, was  
interested in this development. Th-  
thought of being able to design  
without being compelled to put asid-  
sonal characteristics and freedom to  
in bold outlines, appealed strongly to  
artistic nature, and she felt bound to  
tribute her share. The "DAME" ventur-  
make an experiment with her work and  
such successful results that Alice Br-  
decided to devote herself entirel-  
illustrating fashions. She found a h-  
appreciative field of work in the "D-  
and fashion sketches were produced  
aroused universal admiration and ch-  
everyone by the lightness and gracefu-  
of form combined with pleasing boldne-  
outline. The secret of creative pow-  
embodied in her sketches. Alice Br-  
belongs to the few happy people wh-  
Spring itself in a new Spring suit, and  
transfer something of its blithe spirit t-  
design without being sentimental. One  
that subtle charm and delightful origi-  
in which "fashion" itself takes its bein-  
too, the sportive grace with which  
displays her talent in line and colour  
which would stand the scrutiny of a  
exacting eye.

She is a Berliner. We are delighte-  
know her work helps to prove so  
vincingly that "fashion" is a well-de-  
conception in Germany where a sho-  
taken in creating it. Alice Bronsch ha-  
great gift of depicting charming things  
charming way. With keen enthusias-  
senses what is novel and what will  
variety. And last but not least of al-  
personal way in which she sees first w-  
striking and out of the ordinary is one  
most important factors in fashion compe-  
today. The artist has developed her  
independently and entirely on her own  
It ought to be known by now that w-  
little talent and great perseverance muc-  
be attained—all except the real gift!

Translated by Flora Salmond-V-

Fashio  
the jo

Colour  
ELSBET