



















*Grafton Fashions*



*Grafton Fashions*



28, SOUTH MOLTON ST., LONDON, W.1

No. 17

No. 18

SERIES S & S 1933

*Luxe Edition*

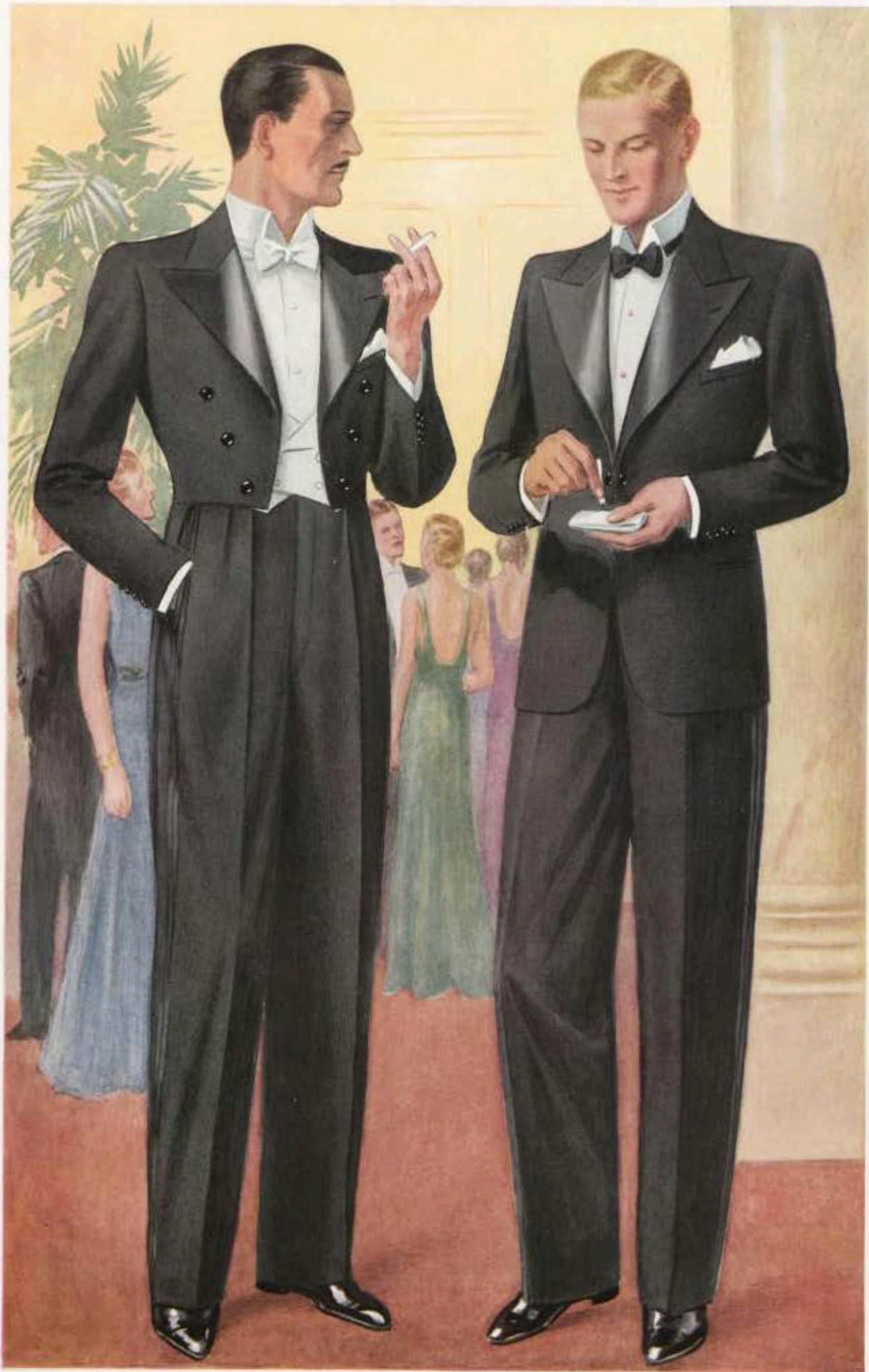






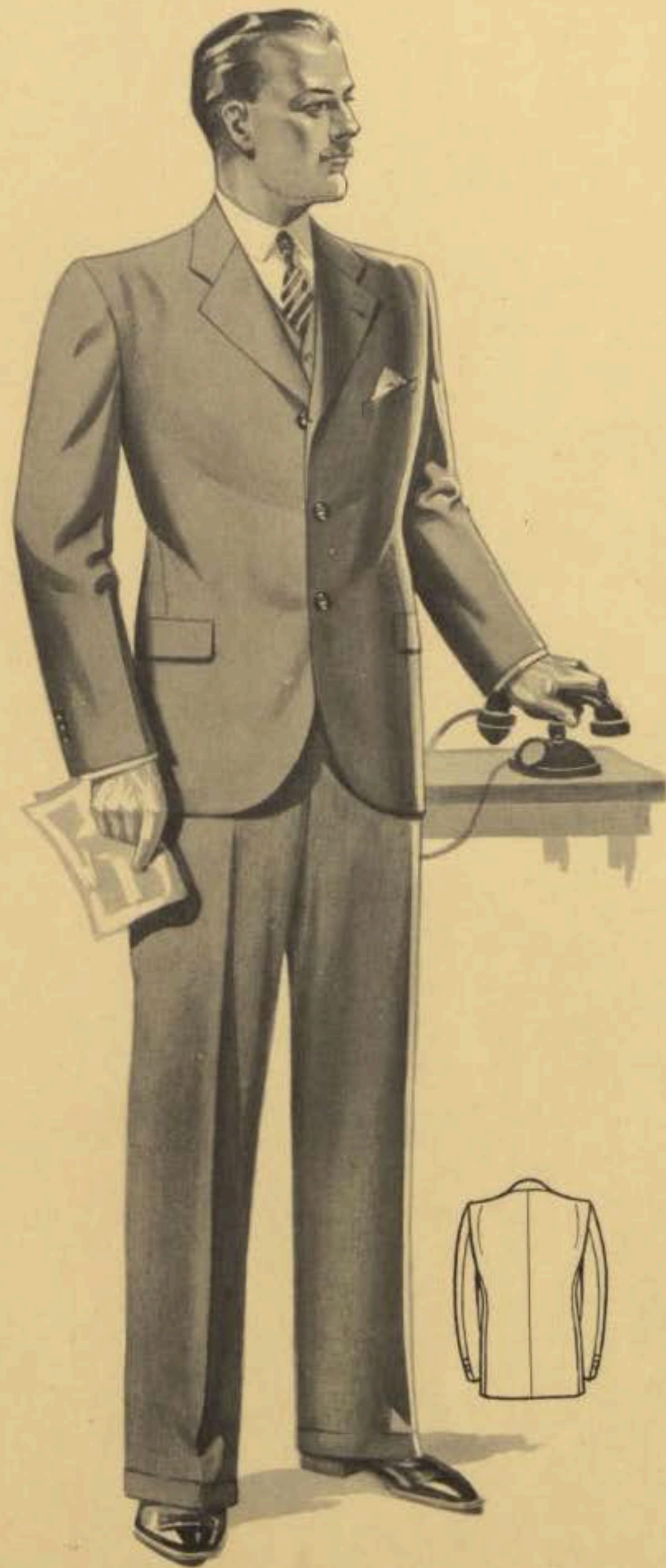


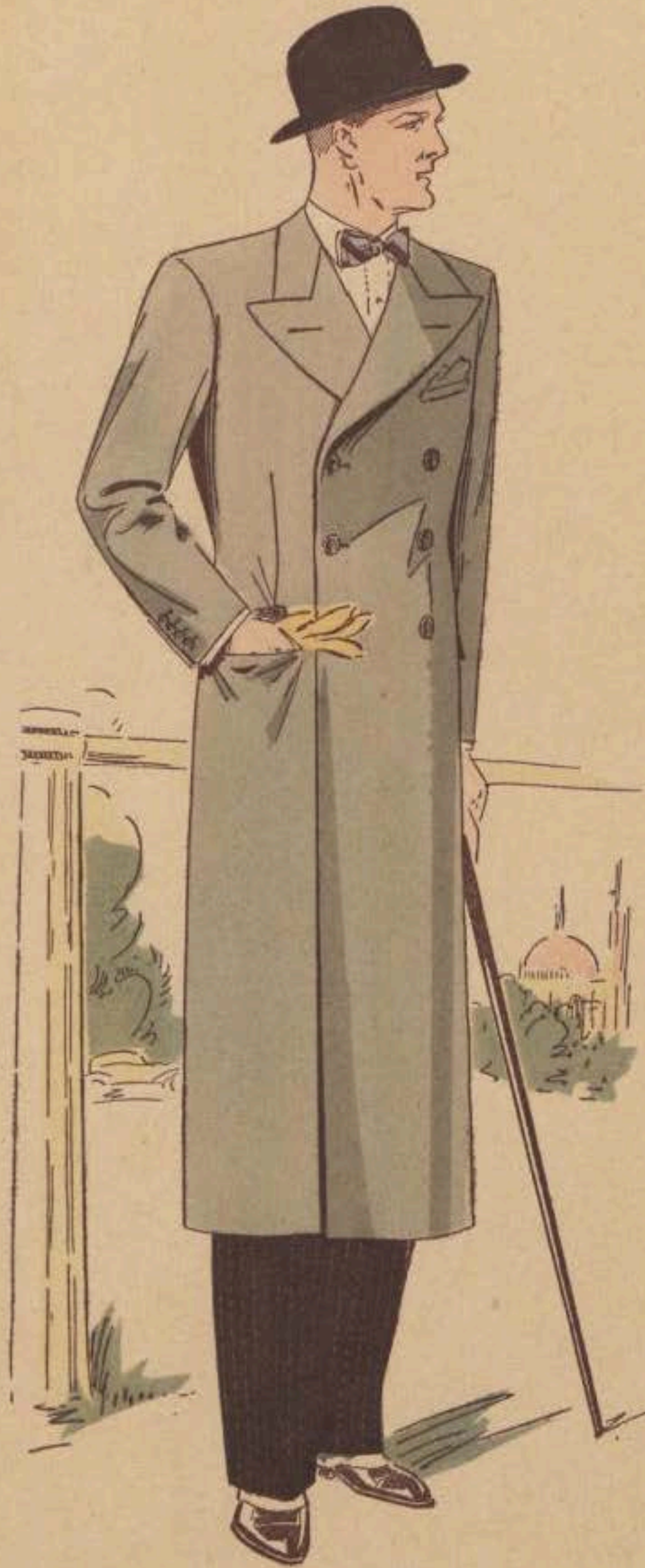






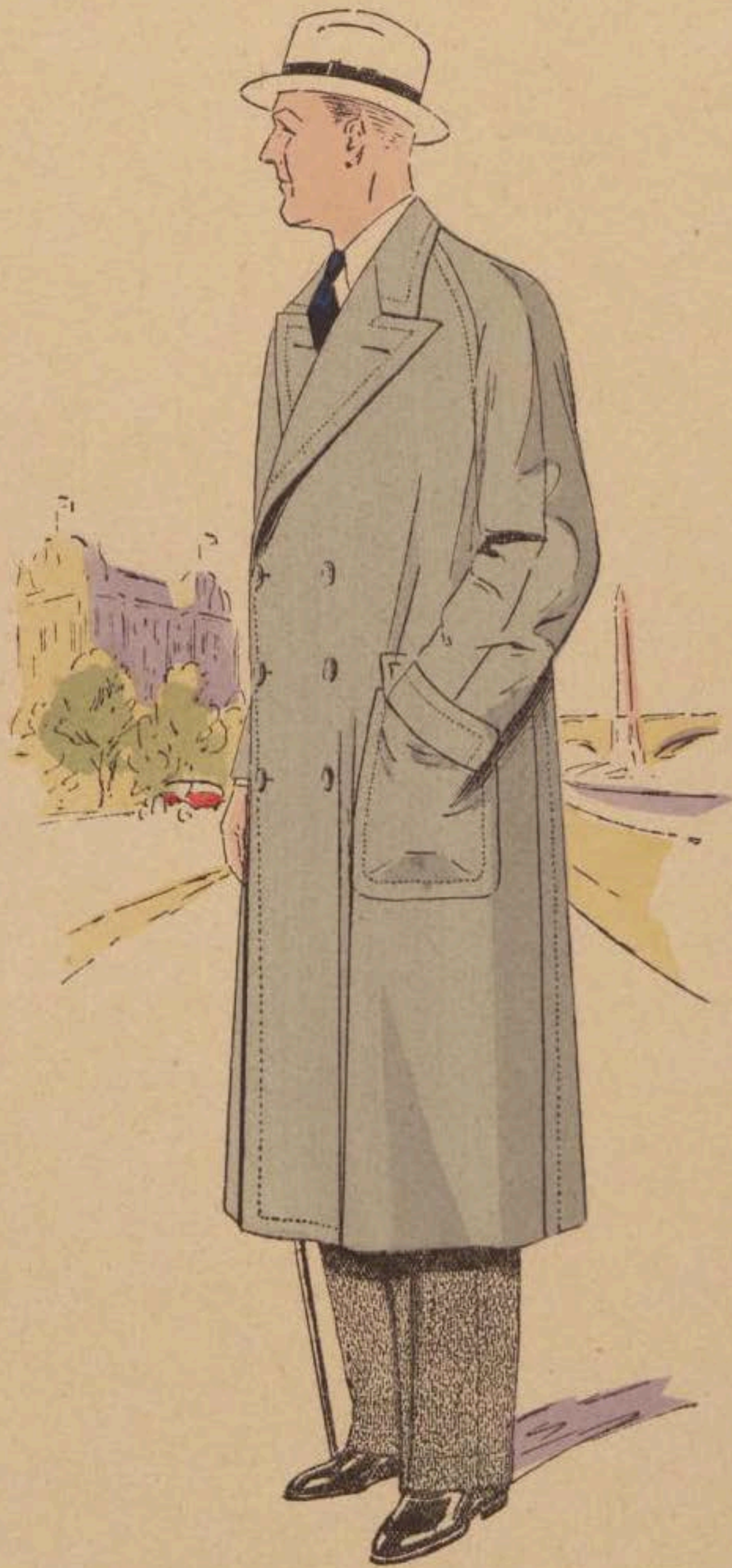






35

SMART



38

SMART



MART



37

SMART



MAYFAIR GENTLEMAN

NEW YORK

LONDON



MAYFAIR GENTLEMAN  
NEW YORK LONDON

*Published by*





MAYFAIR GENTLEMAN  
NEW YORK LONDON



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11

12

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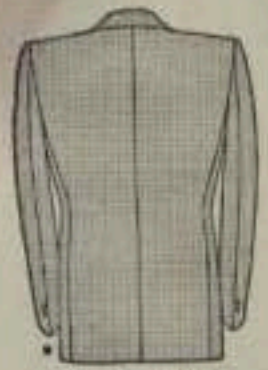
NEW YORK

LONDON



©

*Created and Produced by*  
Glicksman Fashion Co.      Toby Rubovits, Inc.  
New York                      Chicago



Back of 301  
No Vent

**Model No. 301**  
**A Swagger Young Men's Sack**

Two Buttons, Peaked Lapels  
Back as shown unless otherwise ordered  
*Distinctive—Very Smart when  
buttoned on top button*

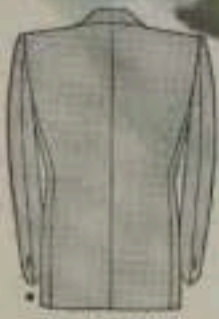


Back of 302  
No Vent

**Model No. 302**  
**A Typical Young Men's Model**

Two Buttons, Notch Lapels  
Back as shown unless otherwise ordered

*A Graceful Sack  
with the Newest Style Tendencies*



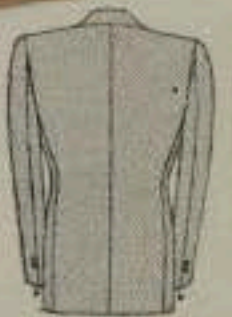
Back of 303  
No Vent

**Model No. 303**  
**Ultra-Smart Young**  
**Men's Double-**  
**Breasted Model**

(Two buttons only to button)  
Semi-Peaked Lapels  
Back as shown unless  
otherwise ordered

*Another Requisite for  
the Wardrobe of the  
Well Dressed Man*

©



Back of 304  
No Vent

**Model No. 304**  
**The Very Newest Modified Drape Sack**  
Two Buttons, Notch Lapels  
Lower Piped Pockets

This is a new version of the Drape Coat. There is no wrinkling across the chest, yet the model retains all the characteristics of the Drape—tapering sleeves and trousers.

Back as shown unless otherwise ordered.

*The Season's Popular Creation for the  
Fastidious Dresser*





Back of 305  
No Vent

**Model No. 305**  
**A Snappy Double-Breasted Young Men's Model**

- Two Buttons, Semi-Peaked Lapels
- Three Patch Pockets
- Back as shown unless otherwise ordered

*You are always "right" in a Double-Breasted*

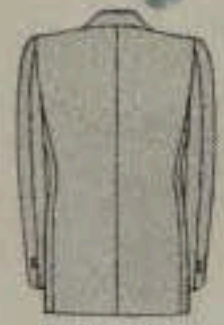
*Authentic  
Collegiate  
Models*



Back of 306  
No Vent

**Model No. 306**  
**Three-Button**  
**Notch Lapel**  
**Sack**

Back as shown unless  
otherwise ordered



Back of 307  
No Vent

**Model No. 307**  
**Two-Button**  
**Notch Lapel**  
**Sack**

Back as shown unless  
otherwise ordered







Back of 308  
No Vent

**Model No. 308**  
**A Stylish Conservative Model**

Two Buttons, Notch Lapels  
Back as shown unless otherwise ordered  
*Conservative—yet with Smartness  
in Every Line*



Back of 309  
No Vent

**Model No. 309**  
**An Authentic Conservative Model**

Three Buttons, Notch Lapels  
Back as shown unless otherwise ordered  
*Specially Designed for the Business  
and Professional Man*



**Model No. 310**  
**Conservative Sack**  
**Three-Button**  
**Double-Breasted**

Back as shown unless  
 otherwise ordered



Back of 310 and 311  
 No Vent

**Model No. 311**  
**Conservative Sack**  
**Three-Button**  
**Straight-Front**

Also made with two buttons  
 if desired

Back as shown unless  
 otherwise ordered



Back of 312  
 No Vent

**Model**  
**No. 312**  
**Natural**  
**Sack**  
**Semi-**  
**Conservative**  
**Two Buttons**

Back as  
 shown unless  
 otherwise  
 ordered



**Model No. 313**  
**Three-Button**  
**Notch Lapel Sack**

Three Patch Pockets  
 Stitched Edges and Pockets  
 Gathered back with half  
 belt as shown unless  
 otherwise ordered



Back of 313  
 No Vent

**Model No. 314**  
**Two-Button**  
**Notch Lapel Sack**

Three Patch Pockets  
 with Inverted Pleats  
 Lower Pockets with Flaps  
 Stitched Edges and Pockets

Also made with regular  
 trousers if desired

Back with half belt  
 as shown unless otherwise  
 ordered



Back of 314 No Vent



**Model No. 315**  
**Conservative**  
**Stout Sack**

Two Buttons, Notch Lapels  
 Back as shown unless  
 otherwise ordered

**Model No. 316**  
**Conservative**  
**Stout Sack**

Three Buttons, Notch Lapels  
 Back as shown unless  
 otherwise ordered

Back of 315 and 316  
 No Vent



**Model No. 317**  
**Young Men's**  
**Stout Sack**

Two Buttons,  
 Peaked Lapels



Back of 317  
 No Vent  
 Back as shown  
 unless otherwise  
 ordered



**Model No. 313**  
**Three-Button**  
**Notch Lapel Sack**

Three Patch Pockets  
 Stitched Edges and Pockets  
 Gathered back with half  
 belt as shown unless  
 otherwise ordered



Back of 313  
 No Vent

**Model No. 314**  
**Two-Button**  
**Notch Lapel Sack**

Three Patch Pockets  
 with Inverted Pleats  
 Lower Pockets with Flaps  
 Stitched Edges and Pockets

Also made with regular  
 trousers if desired

Back with half belt  
 as shown unless otherwise  
 ordered



Back of 314 No Vent



**Model No. 315**  
**Conservative**  
**Stout Sack**

Two Buttons, Notch Lapels  
 Back as shown unless  
 otherwise ordered

**Model No. 316**  
**Conservative**  
**Stout Sack**

Three Buttons, Notch Lapels  
 Back as shown unless  
 otherwise ordered

Back of 315 and 316  
 No Vent



**Model No. 317**  
**Young Men's**  
**Stout Sack**

Two Buttons,  
 Peaked Lapels



Back of 317  
 No Vent  
 Back as shown  
 unless otherwise  
 ordered



Back of 318  
No Vent

**Model No. 318**  
**Conservative Sack**  
Three Buttons, Notch Lapels  
Three Patch Pockets  
Back as shown unless  
otherwise ordered



Back of 319, No Vent

**Model No. 319**  
**Young Men's Sack**  
Two Buttons, Notch Lapels  
Three Patch Pockets  
Back as shown unless  
otherwise ordered







Back of 320  
Center Vent

**Model No. 320**  
**The Correct Button-Thru Top Coat**

Three Buttons, Notch Lapels  
Upper Breast Pocket

Back with half belt as shown unless otherwise ordered

*Comfortable—yet Strikingly Smart*



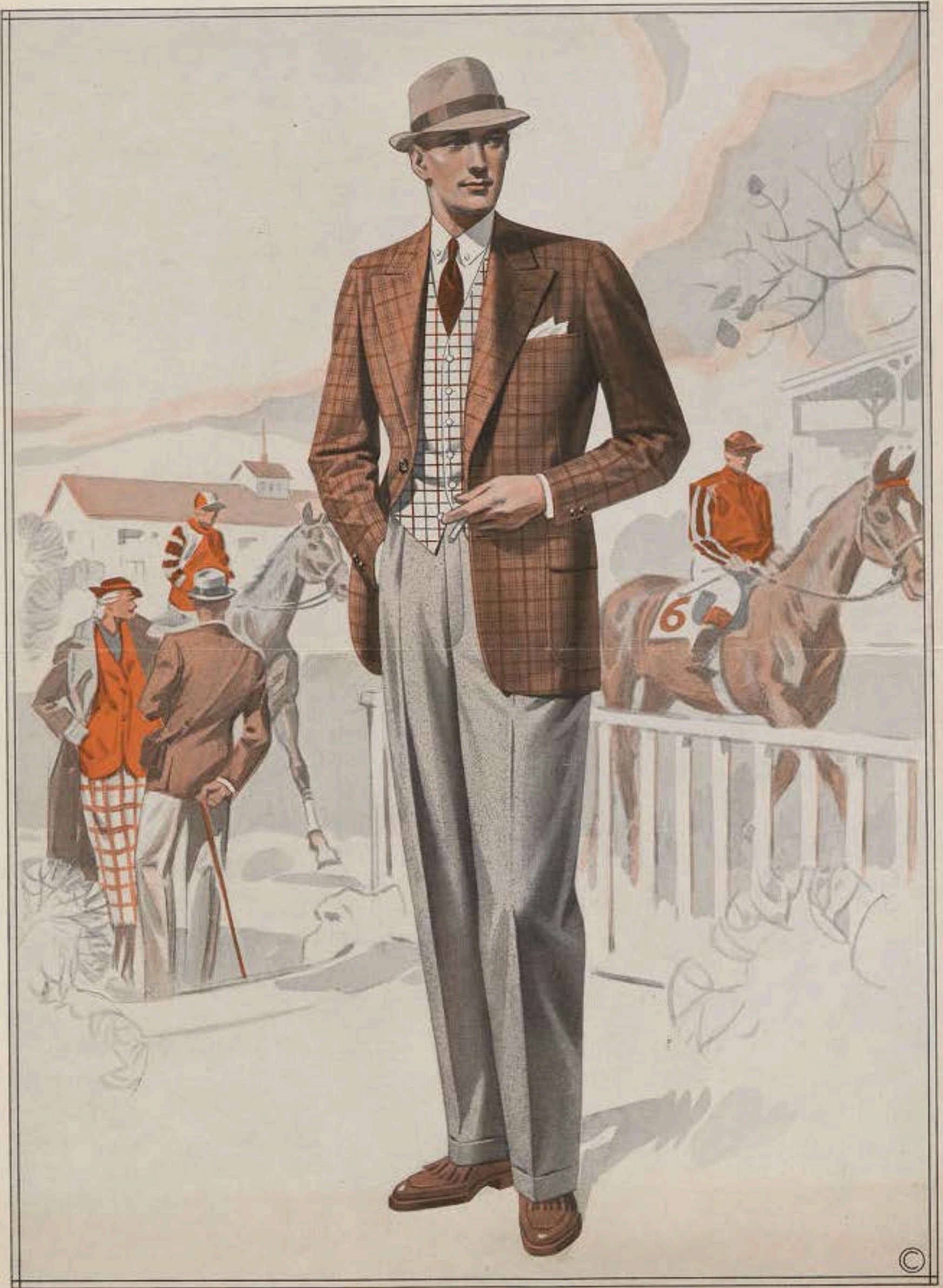
Back of 321  
Center Vent

**Model No. 321**  
**A New Polo Top Coat**  
 Three-Button, Double-Breasted  
 (Two lower buttons to button)  
 Split Sleeves with Cuffs  
 Lower Patch Pockets with Flaps  
 All Around Belt running over  
 second button  
 Back as shown unless otherwise ordered



Back of 322-Center Vent

**Model No. 322**  
**A New Raglan Top Coat**  
 Three Buttons, Notch Lapels  
 Lower Patch Pockets  
 Split Sleeves with Cuffs  
 Back with half belt as shown  
 unless otherwise ordered







N° 573 Septembre 1897

Imp<sup>m</sup> Lemeroy, Paris.

**LE PROGRÈS**  
 MODES DE PARIS POUR LA GAZETTE EUROPÉENNE DES MODES  
 Paris, 36, rue de Trévise.

Drogueries et Nouveautés de la M<sup>me</sup> I. ROQUET, rue Coquillière, 33

Seuss, Hls, Fabius, Appertelles pour Machines à Coudre, ANDRÉ CHARPENTIER à BÉZIÈS, Paul<sup>l</sup> Schestepol, 26, AUGUSTIN HÉMY, Saxe<sup>l</sup>

LES MACHINES FRANÇAISES, L'ÉLÉGANT et LE COUPEUR (BREVETÉS)

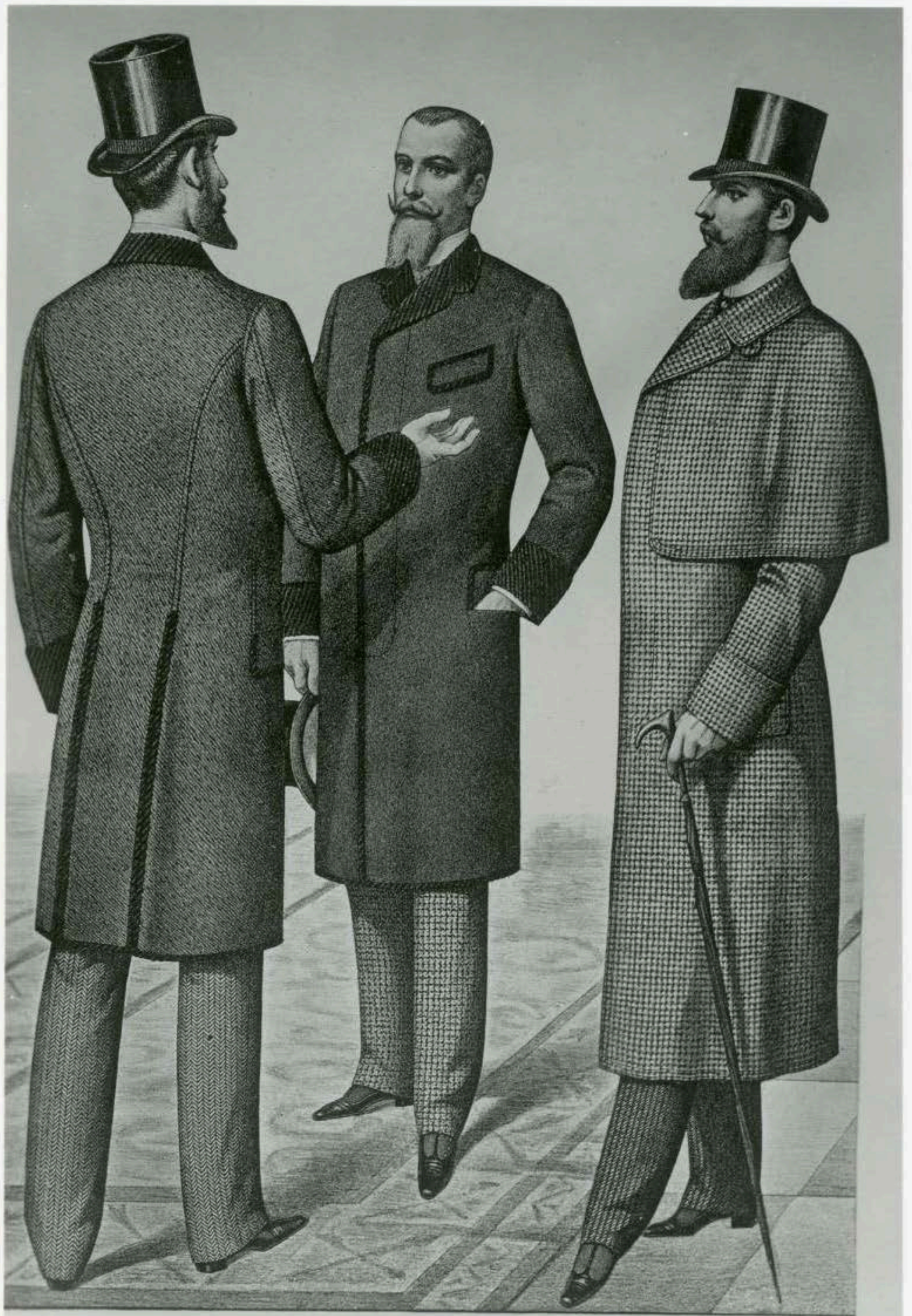
Machines à Coudre  
 BRUNSWICK & C<sup>o</sup>, 29 r. Babeliers  
 PARIS 175<sup>r</sup> (Brevetés de Fabrication)  
 10 Fr. par mois - rien comptant.

Machines à Coudre  
 ELIAS HOWE  
 DAVIS  
 V<sup>o</sup> ANDRÉ W. Boul<sup>l</sup> Sebastopol, PARIS

LA LÉGÈRE RAPIDE

NEW HOME

LA Machine TYPE de Tailleur



*La Coquette de Paris.*



*Compte Cailx*

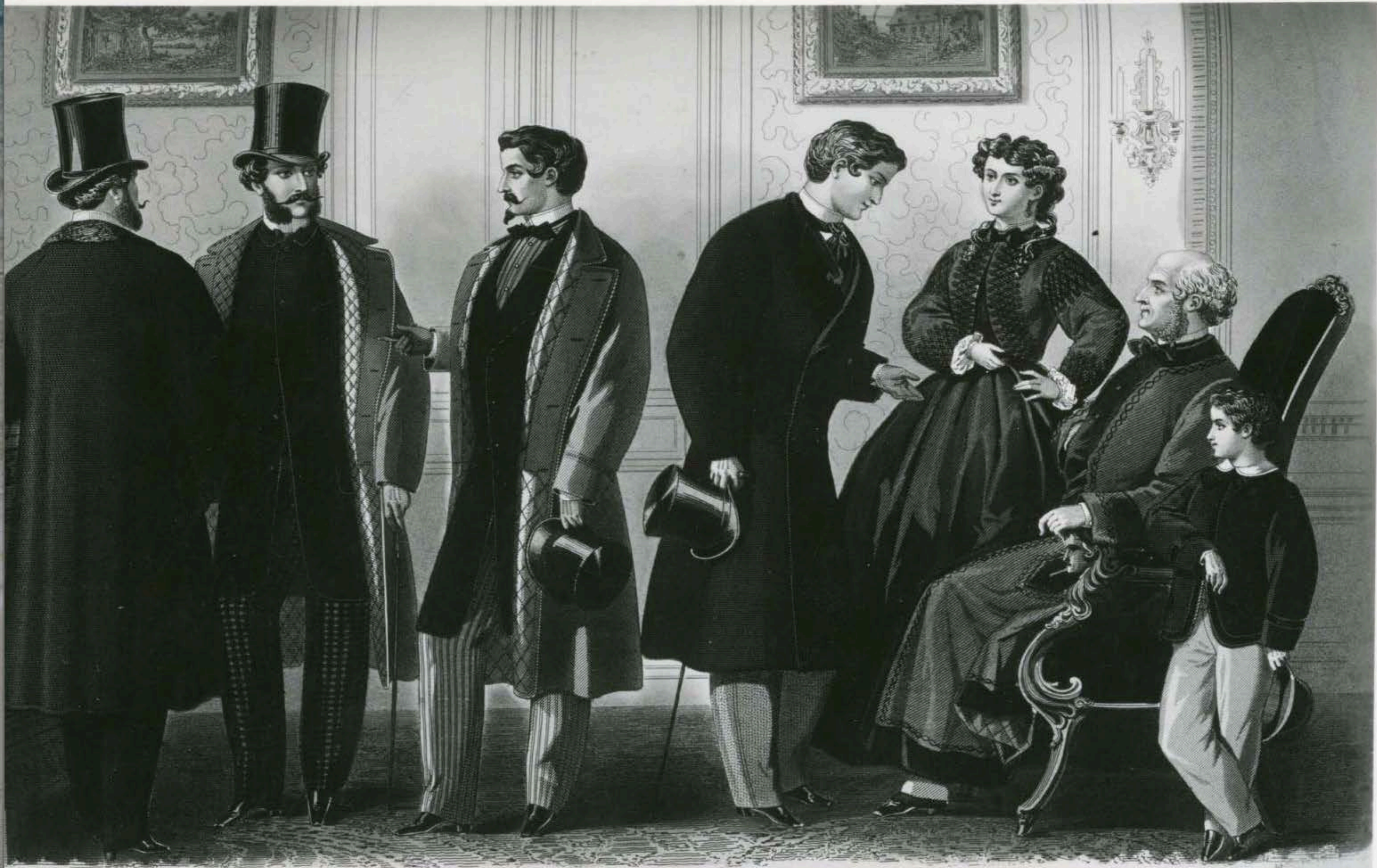
*E. Bonquet*

*Robes de la M<sup>me</sup> Fausset. Coiffures de M<sup>me</sup> Gilman. Rubans de la Ville de Lyon. Jupons à ressorts de Guitau.  
Corsets de M<sup>me</sup> Bouvaller. Gants et Parfums de Faguer Saboullée.*

1859

*Bureau du Journal. 22, rue Bergère.*

15 Février 1859.



**LE PROGRÈS**

MODES DE PARIS POUR L'ACADEMIE EUROPEENNE DES MODES

*Draperie Galles et Monte Nouveautés de la M<sup>me</sup> Dubois F. 333 r. St. Martin Boutiques et Passageries de Huteau r. Montmartre 72  
 Chaussée des Capucines de la M<sup>me</sup> du PHENIX S. Hayem 48 r. du Sentier Chapellerie de la M<sup>me</sup> Reno Pineau 37 et 39 r. Richelieu  
 Caille de Chevreux et Coiffures de la M<sup>me</sup> de 1<sup>re</sup> Terrasse Supérieurs de la M<sup>me</sup> Dubuc Jasse r. du Renard S. Maurice 5 (aux par<sup>ts</sup> cedulaires)  
 Paris, Rue des Petites Ecuries 13*

*at New York for the  
 observer of the fashions*





LE FOLLET

*Courrier des Salons*

Boulevard S<sup>t</sup>. Martin, 61.

*Chapeau en crêpe garni de plumes marabouts de M<sup>me</sup> Follet, & Micholien, 95.  
Redingote en pékin glacé, garnie de dentelle de chez Vieillard, & de Cherscut, & Co.*

*Court Magazine, N<sup>o</sup> 11, Oldby street Lincoln's Inn London*

1838



H. Robert Tommy

Manon

LA MODA  
MASCHELE  
MILANO  
VIA S. R. VICO, 18



B



LA MODA  
MASCILE  
MILANO  
VIA G. B. VICO, 18

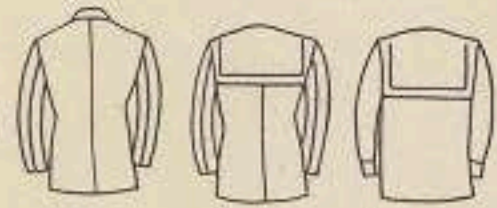




LA MODA  
MASCHILE  
MILANO  
VIA S. 1000, 18

*αβ*







LA MODA  
MASCILE

*Richard*

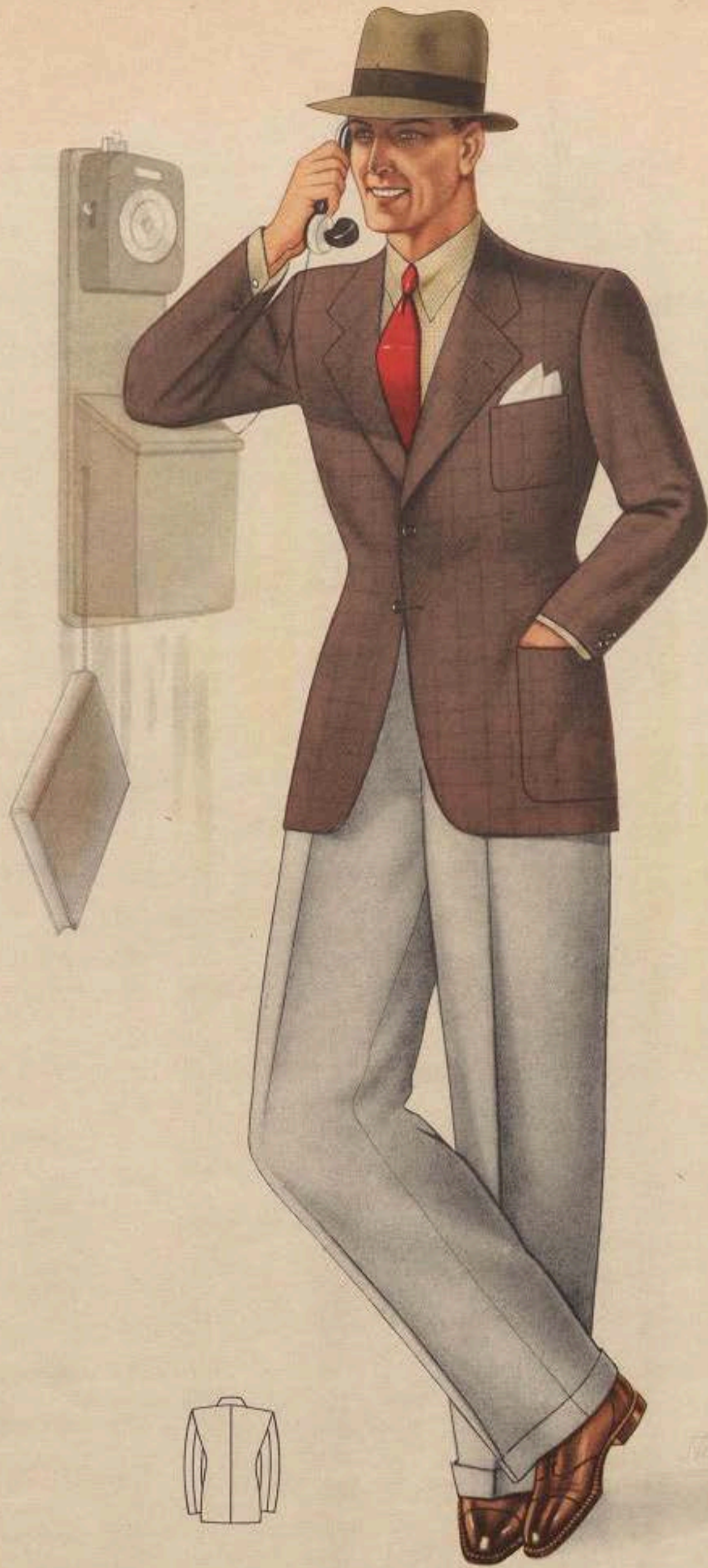
LA MODA  
MASCILE



Alphandro



LA MODA  
MASCHILE





LA MODA  
MASCHILE  
ISLANDO  
VIA S. A. 1000, 11





Alexandro P.

LA MODA  
MASCILE



LA MODA  
MASCILE



LA MODA  
MASCHILE



LA MODA  
MASCILE



LA MODA  
MASCHILE





LA MODA  
MASCHILE



LA MODA  
MASCILE



LA MODA  
MASCHILE



A  
•BER

LA MODA  
MASCHE



57



*Alejandro*

MODA  
FRASCHETTI

ALFONSO MONTAUDO  
FABRICA DI CAPIEPI

LA MODA  
MASCILE





*F. Schiavone*

LA MODA  
MASCHELE

Allegato N. 2 - Maggio 1924 - XII

Prodotto artistico riservato

LA MODA  
MASCILE  
MILANO  
1930-1932



Stipponi



LA MODA  
MASCILE

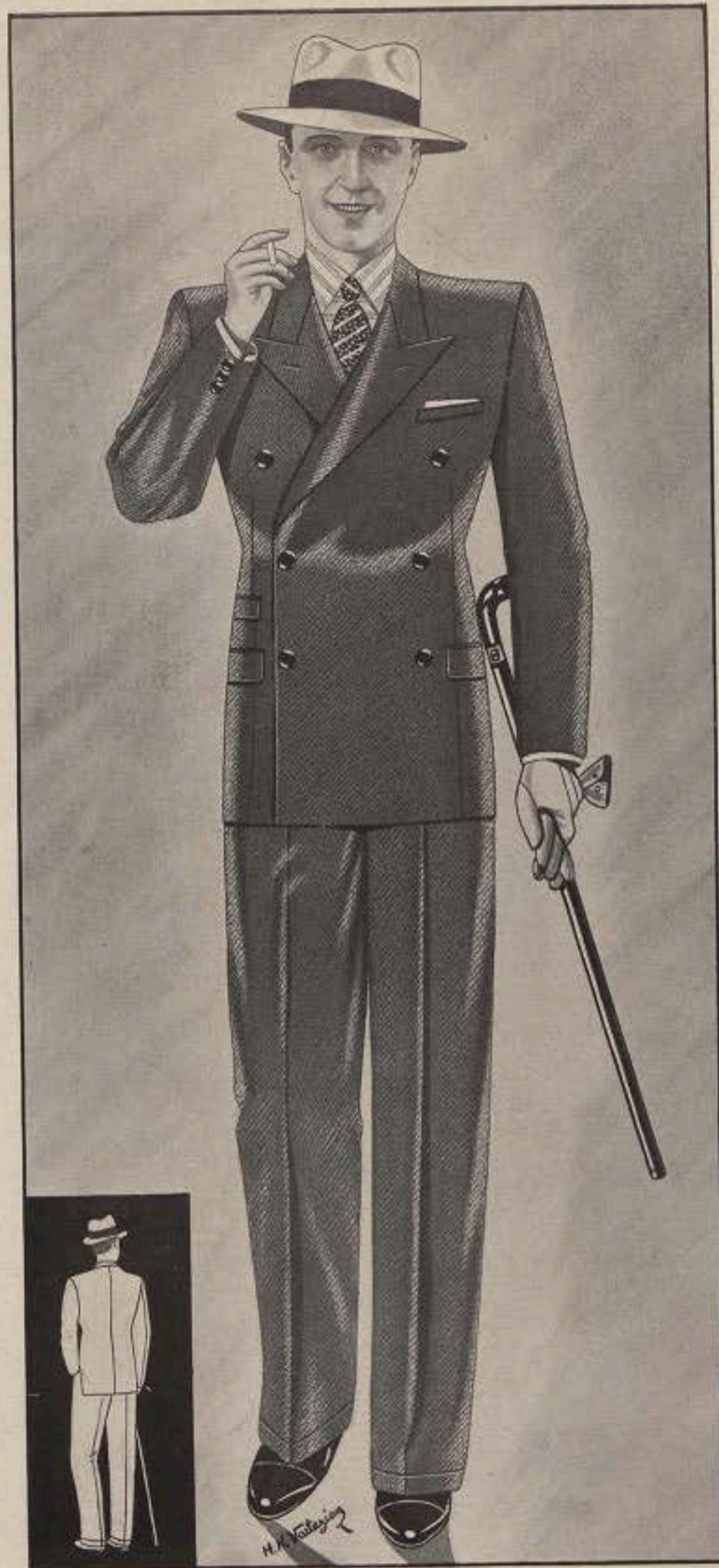




LA MODA MASCHILE



Hefuano



458

JUNIO 1934

CÍRCULO DE  LA MODA

Ba. Aa. - Rep. Argentina

POZOS 143 - U. T. 47 - 1092

Se prohíbe la venta de estos figurines.  
Se distribuye gratis entre los socios.

LA MODA  
MASCILE





462

408

CIRCULO DE  LA MODA  
BUENOS AIRES  
*Primavera y Verano MCMXXXIV - XXXV*

1934-5



461

CIRCULO DE  LA MODA

BUENOS AIRES

*Primavera y Verano MCMXXXIV - XXXV*

1934-5



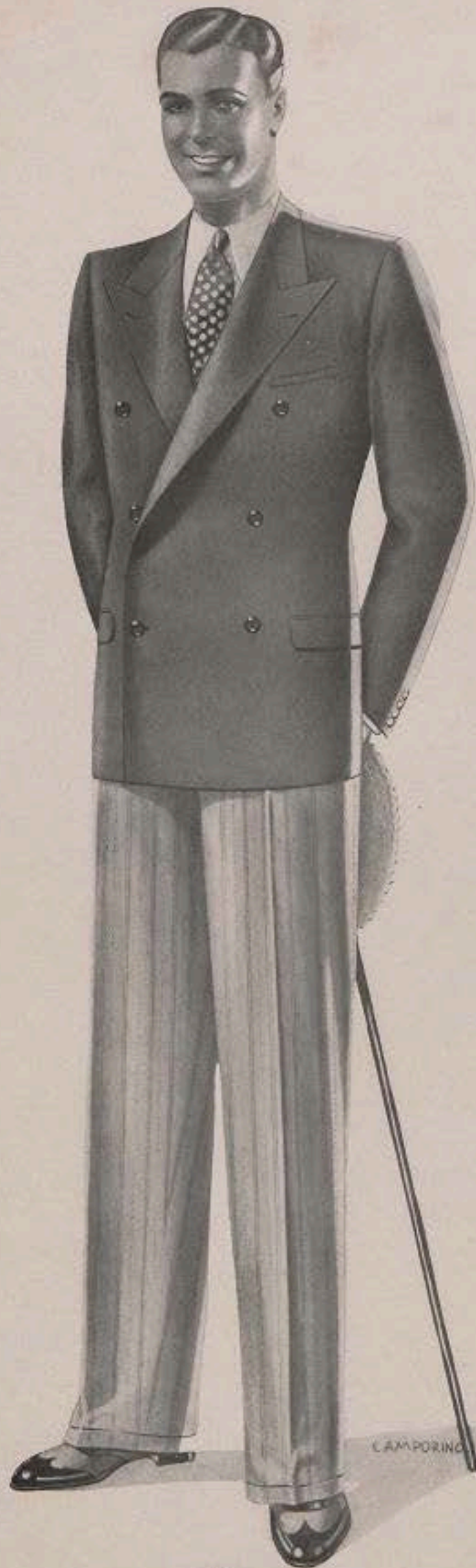
405

CÍRCULO DE  LA MODA

BUENOS AIRES

*Primavera y Verano MCMXXXIV - XXXV*

1934-5



CAMPORINO

464

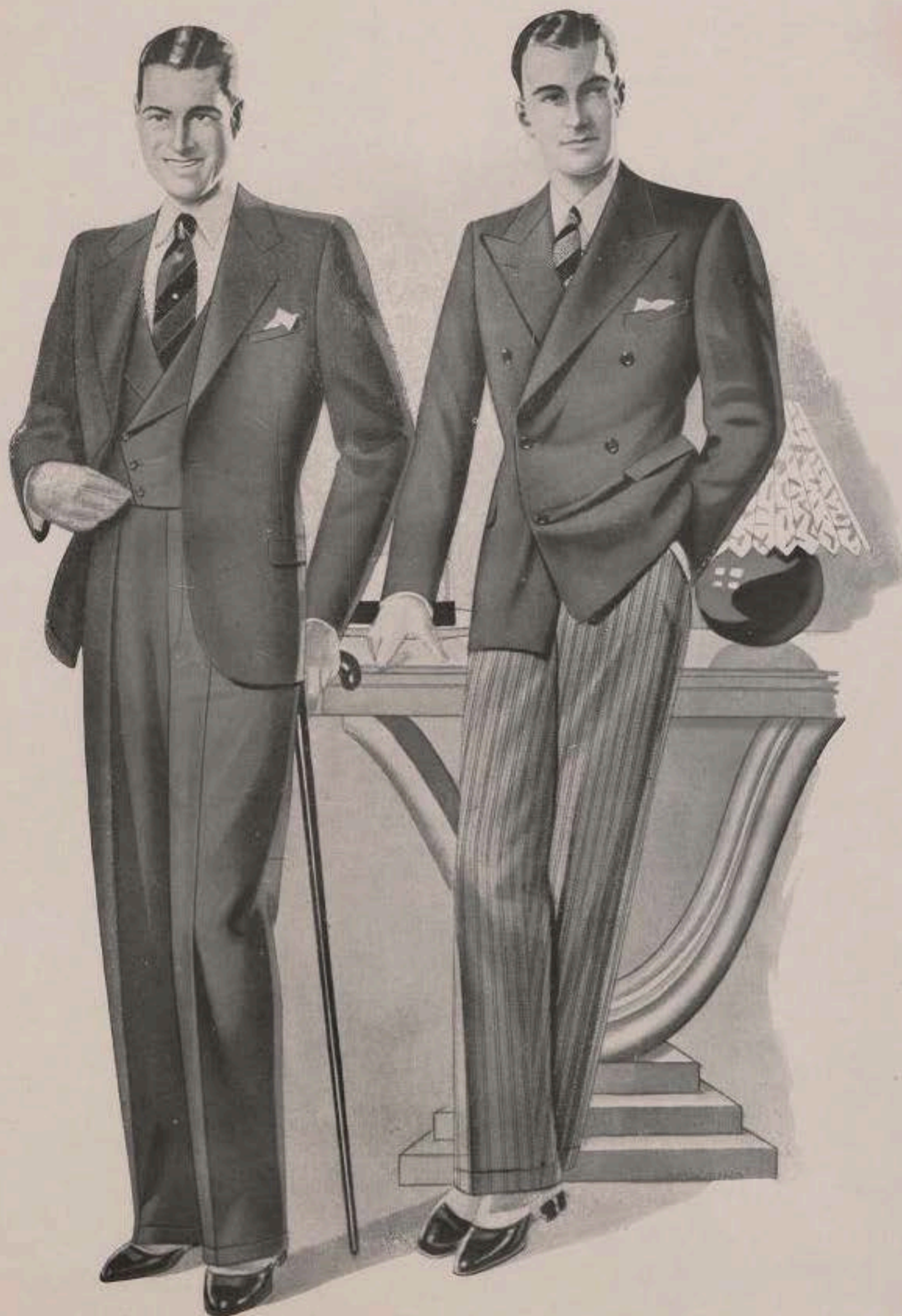
CIRCULO DE  LA MODA

BUENOS AIRES

*Primavera y Verano MCMXXXIV - XXXV*

1934-5





468

469

CIRCULO DE  LA MODA

BUENOS AIRES

*Primavera y Verano MCMXXXIV - XXXV*

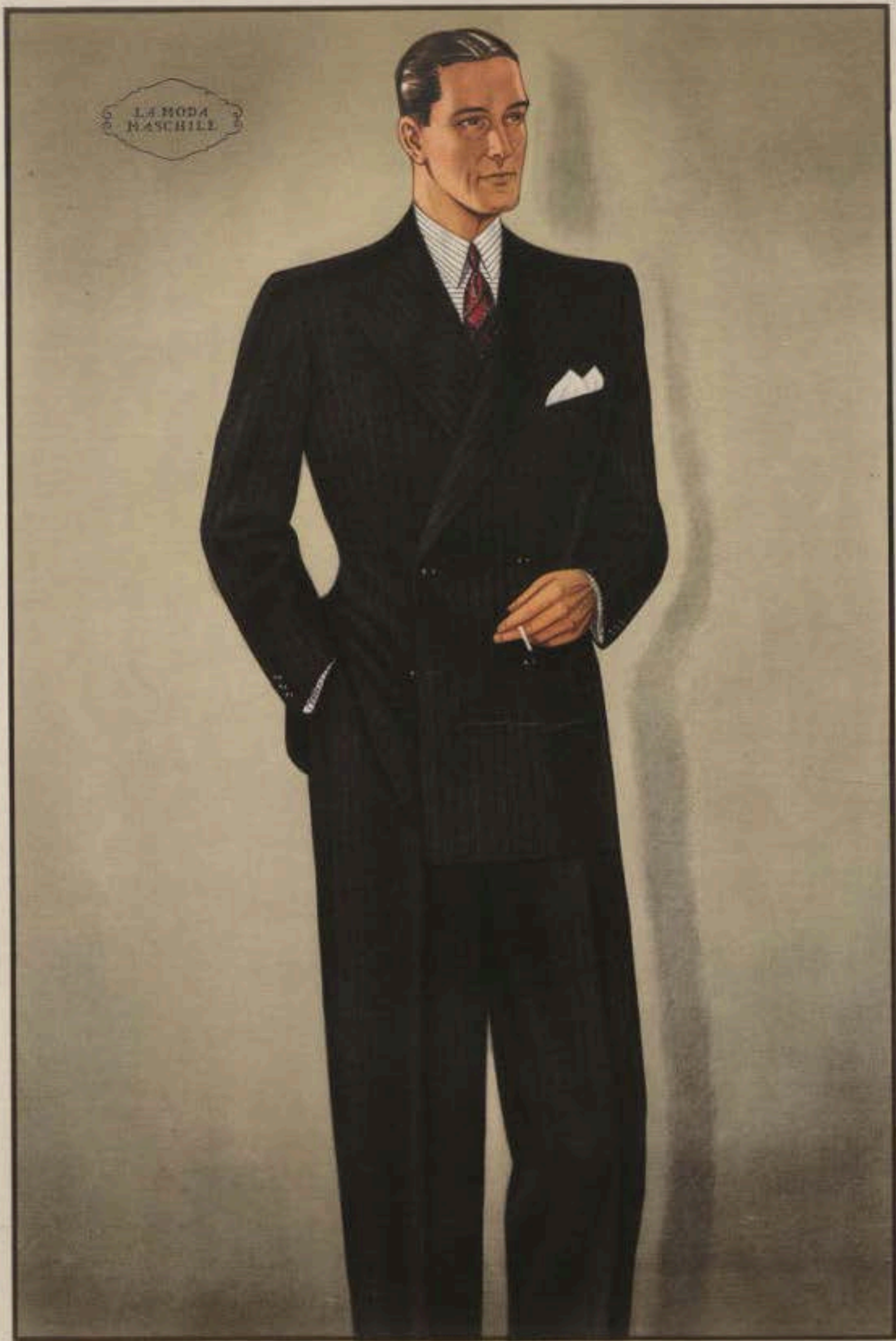
1934-5



Abbigliamento - I - Giaccone 1935-1936

Progettato e realizzato in Italia





LA MODA  
MASCHILE



LA  
MODA  
MASCHE

★ BEAR



LA  
MODA  
MASCILE

AMBRO

ALESSANDRO M. P. NOTIZIONE 1949-50

MODA ANTICA RIESSATA



LA  
MODA  
MASCILE



M  
T



ALBERTO

LA  
MODA  
MASCHILE

PROPRIETÀ ARTISTICA RISERVATA

ALBERTO N. 2 - ROMA, ITALIA



LA  
MODA  
MASCHILE



A. PER

LA  
MODA  
MASCHILE



A. P. S.

LA  
MODA  
MASCILE



A. PERRETTI

LA  
MODA  
MASCILE



REGISTRAZIONE ARISTICA RISERVATA

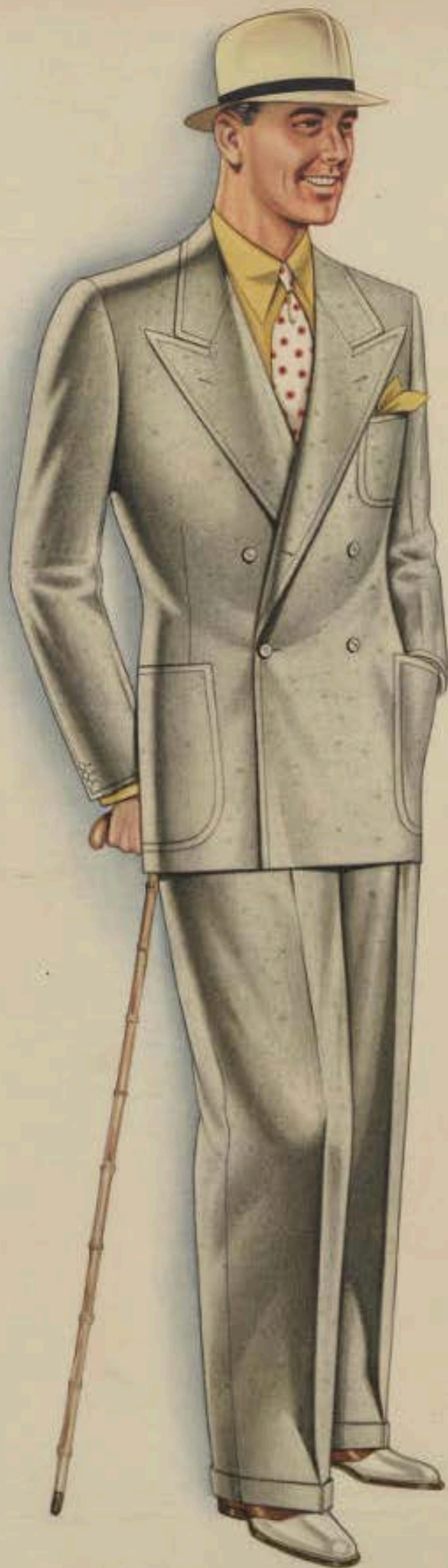
ALBERTO S. JACOBI ROMA

LA  
MODA  
MASCILE



A. PIRELLA

LA  
MODA  
MASCHILE



A. FERRETTI





PROPRIETÀ RISERVATA

LA MODA MASCHILE

ALLEGATO OTTOBRE 1939-XVII





山下文四郎

PROPRIETÀ RISERVATA

LA MODA MASCHILE

NOVEMBRE 1939. XVIII



PROPRIETÀ RISERVATA

LA MODA MASCHILE

ALLEGATO SETTEMBRE 1939-XVII

# Les Élegances de la Semaine



I



III



IV



II



V

I. — Robe en soie fantaisie vert ancien pointillée de blanc; empiècement de guipure sur satin blanc; fous liserés de satin noir quadrillant le corsage et ornant l'empiècement; col et ceinture de satin noir.

II. — Robe en toile de laine gris argent; corsage et jupe rayés verticalement de stripes de différentes longueurs; large bande guipure formant berthe; gilet en

## III - Autre Aspect de la robe fig. I

IV. — Robe du soir pour jeune femme; en satin blanc voilé de mousseline de soie incrustée d'applications d'Angleterre; ruches de mousseline de soie autour du décolleté, des épaulettes, au bas des manches et sur la jupe.

V. — Robe princesse en taffetas béliotrope; volant en forme relié à la jupe par une petite ruche de mousseline de soie; applications de guipure blanche formant