

Zeitschrift: Textiles suisses [Édition française]
Herausgeber: Office Suisse d'Expansion Commerciale
Band: - (1952)
Heft: 3

Artikel: Letter from Rome
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DOI: <https://doi.org/10.5169/seals-792536>

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Letter from Rome

Italian fashion was born ten years ago and the fairies hovering over her cradle were very strange ones indeed. They were not exactly wicked fairies, but were called Poverty, Ingenuity and Daring. The gifts they brought were in keeping with their characters: a peasant shawl, wooden sandals and a few bad picture postcards on which the masterpieces of the museums looking gaudy and out of place but which nevertheless represented the portrait of the Bella Simonetta or the headdress of the Marquise of Mantua.

Unfortunately, the fairy Sufficiency came too. It was she who fated the poor infant Fashion to believe herself perfect. And Italian Fashion grew up, poor, ingenious and bold. Very quickly she conquered the national market, for Italians had too little money to be able to buy abroad.

The first American nurses went back to the United States with their purchases and their friends were wildly enthusiastic about them. Two exhibitions were organised in Florence every year. In the sumptuous magazines of New York were published the charming creations of a weaver from Capri. The future of the young Fashion appeared to be assured, but there was the evil spell cast by one of the fairy godmothers! Some designers, convinced a little too soon of their own perfection, cast aside all caution and forgot their humility.

Luckily it is possible to fight against evil spells. The fairy Vagabond recommended travelling, spoke of the islands of the East where the young girls wear a flower in their hair to such effect, of Spain where the young men proudly knot their belts, of Switzerland where the girls and young women (and even those who are no longer quite so young) choose the lightest organdies for the summer, and for the winter the most luxurious laces.

It is wisest of course not to depart too far from the typical characteristics of a collection. But if, like Carosa and Fernanda Gattinoni, one can show, among the woollens lovingly woven by hand and the classical silks of Italy, the exquisite freshness of plumetis, shirtings, cottons, piqués, guipures, horse-hair organdies, brocaded organdies and embroidered organdies that come from Switzerland, the general effect will be infinitely more lively and varied. Like every other fashion, Italian Fashion has need of the rest of the world, and more particularly of the gay and piquant contrasts that enhance not only its everyday face but also its possibilities of dramatic expression. The fairy Vagabond knows perfectly well that the Bella Simonetta would have loved to walk through the gardens of Florence in Spring, draped in white embroideries re-embroidered in white. And Isabella Marchesa di Mantova would have sent a special ambassador hurrying off to Saint-Gall if these textile treasures, so worthy of her charms, had been known of in those days.

Irene Brin.



GATTINONI
Abito in pizzo
giallo
di San Gallo



CAROSA
Organdis bianco a fiori traforati di San Gallo
Photo Carole

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21^{me} SEMAINE SUISSE D'EXPORTATION ZURICH

17 au 22 novembre 1952

COLLECTIONS DE PRINTEMPS ET D'ÉTÉ

Syndicat Suisse d'Exportation des Industries de l'Habillement, Zurich



21st SWISS EXPORT WEEK ZURICH

17th to 22nd November 1952

SPRING AND SUMMER RANGES

*Exporters Association
of the Swiss Clothing Industry, Zurich*

21. SCHWEIZERISCHE EXPORTWOCHE ZÜRICH

17.-22. November 1952

FRÜHJAHR- UND SOMMER-KOLLEKTIONEN

Exportverband der Schweizerischen Bekleidungsindustrie, Zürich

D'UNE «SEMAINE» A L'AUTRE...

Dans quelques semaines — le 17 novembre exactement — commencera à Zurich, la 21^e *Semaine suisse d'exportation*, au cours de laquelle les fabricants suisses de confection présenteront aux acheteurs du monde entier leurs nouvelles collections pour le printemps et l'été 1953. Il n'est pas encore possible, à l'heure où nous mettons sous presse le présent numéro, de donner un aperçu de ces collections. C'est pourquoi nous devons nous contenter de reproduire ici des articles déjà présentés à Zurich, la plupart en juin dernier à l'occasion de la précédente Semaine d'exportation, comprenant les collections destinées à l'hiver 1952/53. Cette large sélection, bien que forcément incomplète et déjà dépassée, reflète néanmoins les aspects les plus caractéristiques de la production suisse pour l'exportation en robes, tailleurs et manteaux, blouses, costumes de sport, imperméables, robes et costumes tricotés, pullovers, etc. Les profanes comme les professionnels reconnaîtront facilement dans ces images le standard élevé de la confection suisse de qualité.

FROM ONE «WEEK» TO ANOTHER...

In several weeks — on 17th November exactly — will open in Zurich, the 21st *Swiss Export Week*, during which Swiss clothing manufacturers will present to buyers from all over the world their new Collections for Spring and Summer 1953. It is not as yet possible, at the time of going to press of the present number, to give an idea of these collections. That is why we must confine ourselves to reproduce here items already presented at Zurich, most of them in June last on the occasion of the previous Export Week, which included the collections designed for winter 1952/53. This wide selection, although inevitably incomplete and already behind us, reflects nevertheless the most typical features of the Swiss production for export in dresses, suits, coats, blouses, sports suits, two-pieces, waterproofs, knitwear, etc. Outsiders as well as professionals will easily acknowledge from these pictures the high standard of the quality of the Swiss clothing industry.

VON EINER «WOCHE» ZUR ANDERN...

In einigen Wochen — genauer am 17. November — beginnt in Zürich die 21. *Schweizerische Exportwoche*, in deren Verlauf die schweizerischen Fabrikanten der Konfektionsbranche den Einkäufern der ganzen Welt ihre neuen Kollektionen für das Frühjahr und den Sommer 1953 vorführen werden. Zur Stunde, da wir die vorliegende Nummer in Druck geben, ist es noch nicht möglich, einen Überblick über diese Kollektionen zu vermitteln. Deshalb müssen wir uns damit begnügen, Artikel wiederzugeben, von denen der grösste Teil, nämlich die für den Winter 1952/53 bestimmten Kollektionen, anlässlich der letzten Exportwoche im verflossenen Juni in Zürich gezeigt wurde. Obwohl notwendigerweise unvollständig und bereits überholt, spiegelt diese grosse Auswahl nichtsdestoweniger die charakteristischen Seiten der schweizerischen Produktion für den Export in Kleidern, Tailleurs und Mänteln, Blusen, Sportkostümen, Regenmänteln, gestrickten Kleidern und Kostümen, Pullovers usw. wider. Laien und Fachleute werden in diesen Bildern leicht den hohen Standard der schweizerischen Qualitätskonfektion erkennen.