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SWISS TEXTILES

1938

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We send our „Swiss Textiles“ free of charge on application and are always ready to give further information and to put applicants into touch with Swiss manufacturers.

Paris Notes

Organdy
Embroidery
Lace

FASHION-MAKERS have at last solved the difficult problem of providing women with the most useful of all weapons-, clothes that are soft and glamorous without being ostentatious.

In these days when sports and games play so prominent a part in a woman's life, a clumsy silhouette or trimmings that are too profuse are out of the question.

And yet the pendulum is swinging from cold, austere fashions to a richness and variety that delight the eye. Nothing could be more charming than dainty blouses made of cambric, voile or organdy, with open-work or other embroidery, or trimmed with pleats or lace (Mainbocher-Vionnet).

Simple dresses for day wear have fine horizontal stripes of lace, — the essence of refinement, introduced by modern designers (Robert Piguet).



The printed and embossed cotton fabric on the cover is made by Stoffel & Co., St-Gall.

Photo de Jongh, Lausanne.

Embroidered piqué dress.
Balenciaga, Paris. Fabric
made by Union Ltd., St-Gall
Photo Isabey.



White interwoven organdy
trimmed with black velvet
and camelias.
Robert Piguet.

Light, broad-brimmed hats shelter all this finery, and it is more than likely that dainty sunshades will soon reappear to complete the picture.

The exhibition of English art which took place in Paris this year has drawn attention to another type of elegance. This classical school shows magnificent, soft dresses forming bright patches of colour against the dark background of trees and bushes, or adding more light to the fresh verdure of spring, - all of them bearing the stamp of subtle distinction.



Dark blue organdy with
pale lace let in.
Paquin.

Embroidery of different kinds is let into dinner dresses, while lace insertion is wound in spirals round stylishly cut dresses, and is also used for transparent edgings on fine silk stockings.

Garden parties, races and other open-air gatherings provide opportunities for the display of full embroidered dresses with rustling frills and lace.

The adorable St. Gall creations have come into their own again, - tissues with dainty and varied designs and a whole gamut of embroidered tulle, crêpes, muslins and organdies, besides heavy guipure lace.

ALL THE "SCHWYZERLI-COUTURE" MODELS FOR THE WINTER OF 1938/39, AS WELL AS WINTER SPORTS NOVELTIES, WILL BE PRESENTED EXCLUSIVELY BY PICARD, LAUSANNE, IN THEIR SHOW-ROOMS AT LAUSANNE, (WHOLESALE COLLECTIONS FROM 1st OCTOBER).

PICARD CREATED AND INTRODUCED THE SWISS FASHION "SCHWYZERLI"



ST-MORITZ

LAUSANNE

EVIAN

The full beauty of the latest diaphanous creations is seen to full advantage in evening dress. Second Empire dresses for grand evenings with billowing flounces, held down by knots and bows, require the freshness of muslins and of romantic, youthful-looking organdies (R. Piguet-Lanvin).

There is clever coquetry hidden among these dainty furbelows. Every woman has the opportunity of emphasizing her personality, this fashion being inspired by the romantic past as well as by the 20th century.

The realistic tendencies of the latter period emend the somewhat unnatural elegance of former times. Our more sober taste merely retains the cut of that period, — the close fit of the bodice spreading out below the waist with a certain exaggeration in billowing cobweb lace or in resplendent muslin. Shoulders are bare, and slender or full busts are swathed in flimsy finery.

The hair is worn on the top of the head, curls are piled up and firmly fixed with flowers or buckles with intricate arabesques.

Flowers made of lace or embroidered tulle may be spangled or beaded or may remain ingenuously simple and charming.

Open-air work gloves have pretty designs in braid and embroidery in the shape of flowers and butterflies (Chanel). All these very feminine touches have a remarkable effect on their wearer, producing something new, both appealing and enterprising, that exhales a pleasant perfume of olden times.

Why should we not take advantage of this new tendency and thus regain the influence which is ours by right, — that of true womanly charm which captivates the stronger sex. Do not neglect the weapons offered to you. They will add allurements to your personal charm and give you a certain mysterious attraction. May this summer be a time of triumph for your renewed womanliness.

JANE HOULLIER.



Embroidered organdy dress.
Paul Roy, Paris.
Photo Isabev.