

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1940)
Heft: 2

Artikel: Ribbons of Basle
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DOI: <https://doi.org/10.5169/seals-799525>

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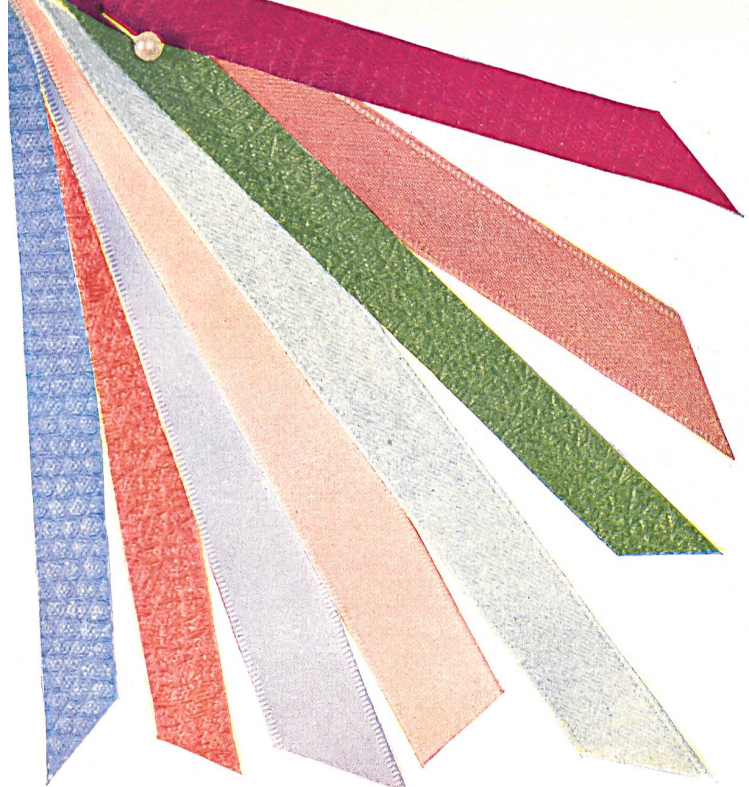
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Ribbons of Basle

The reputation of Basle ribbons is already firmly established and present-day fashions are making an even greater use of them as indispensable accessories to feminine toilets.

A sash of ribbon with the ends falling to the ground or a broad edging of puckered ribbons are the most graceful and richest trimmings for long dresses. Among the many happy features of the employment of ribbon, let us only mention the perfect ensembles created by hats and afternoon-dresses trimmed with well assorted ribbons.

Feminine charm can but be enhanced by dresses admirably set off by the

Lingerie Ribbons, manufactured
by Bally Brothers Ltd., Schoenenwerd.

judicious use of ribbons—plain or figured, faille or gauze, taffeta or velvet.

Ribbon is indispensable to the needs of modistes and milliners: indeed, even men's hats cannot be manufactured without it, and the art of the modiste finds the ribbon industry a most valued auxiliary. Ribbons are always reinstated to favour by their fickle mistress, Fashion, although at times their popularity wanes—as happens in the case of all her servants. And so we find to-day that Fortune has again smiled upon them and their new creations will only continue to enrich the already rich collections in existence.

Ribbons, presented by Senn & Co. Ltd., Basle.

