

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1941)
Heft: 1

Artikel: Cotton fabrics
Autor: Brossin, Andrée
DOI: <https://doi.org/10.5169/seals-799482>

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SWISS TEXTILES

1941

Special publication of the

Swiss Office for the Development of Trade, Zurich and Lausanne

N° 1

EDITOR AND PUBLISHER : SWISS OFFICE FOR THE DEVELOPMENT OF TRADE, POST BOX 4, LAUSANNE

We send a specimen of 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.

The "SWISS TEXTILES" are issued four times per year. — Annual subscription: Swiss Fr. 4,—.

Chief-editor : CHARLES BLASER, Lausanne.

Cotton Fabrics

CURRENT rumours concerning a supposed tendency towards vulgar mediocrity in present-day fashions are absolutely unfounded.

Fashionmakers are devoting all their energies to the maintenance of high ideals. Style, quiet luxury, but luxury all the same, and above all exclusiveness...

This same tendency has been to the fore for some years in spite of difficulties of various kinds. Beautiful tissues, perfect manufacture are the order of the day.

Swiss manufacturers are both far and clear sighted, the outcome of their efforts in the realm of tissues being noteworthy. Remarkable results are being achieved in silks, linens, lace, and above all in cotton materials, whose softness, suppleness and gracefulness give them a foremost place among high-class tissues. The transparent, gauzy texture of Swiss organdies is universally known and appreciated. The latest collections are full of charm, being daintily and yet sumptuously patterned : tiny sprays of flowers, adorable for baby frocks and for little girls, or damasked



organdie, a delightful novelty with old-fashioned, printed lace patterns, interwoven with fascinating small roses on the palest blue or pink ground, unspeakably dainty.

Other tissues of the same kind, with an exquisite, slightly old-world note, produce pleasing variety in dresses for young girls, garden party and evening dresses.

In order to enhance the beauty of these flowered and cobwebby fabrics, why not wear them over a dark slip, black, brown, navy blue?

Most remarkable of all are the new cloqué organdies, some of which are strewn with small flower patterns, while others have large rural designs. One of these patterns, with a black ground, recalls the scent of a bunch of summer flowers, while another has white spots on a navy-blue ground. All of them, whatever their colour and design, are invaluable, being absolutely uncrushable and falling in graceful folds. They are pretty and stylish for afternoon and summer wear.

The way in which these materials fall, also makes them extremely suitable for summer coats and for the smart costumes that all women love.

There is a soft, silky navy-blue voile dotted with white for longer, well-fitting late afternoon frocks.

And, finally, there is a wide range of warm, becoming « bayadère » voiles in lovely shades, printed with big white spots, - the smartest thing imaginable. All these fabrics awaken dreams of charming, original frocks, of daring-looking blouses in perfect taste, and of tailor-mades for spring wear.

The outlook is tempting for enterprising dressmakers, affording scope for individual fancy and taste.

And then, what possibilities the Swiss cottons offer for upholsterers and all lovers of a bright, pretty home!

Who would not feel the fascination of these gay chintzes and the quiet tones of curtain materials! Brightness and cosiness combined! Pretty coverings for old furniture, the latest craze.

Tea cloths and napkins in organdie are most delightful, either pale pink or pale blue, with the wide choice of patterns dealt with above.

A new and successful idea, introduced by a well-known Paris upholsterer, is the use of organdie for baby's bassinette.

And what of handkerchiefs? You can get them in every shade. They are delightfully gauzy and perfectly washable, always as good as new, - a happy combination of second Empire style, coloured print and modern monochrome.

Thus smartness, artistic colouring, dainty and rich designs, and beautiful fabrics are the lasting characteristics of Swiss cottons, characteristics that vouch for permanent popularity.

* * *

Despite present difficulties the Swiss textile industry is energetically pursuing the search for novelties.

Swiss products, constantly perfected and evolved, are more and more appreciated on the market... From among a well-stocked and extremely varied collection of novelties, two items are particularly striking, for they illustrate both the aims of, and the results achieved by, this dynamic Swiss industry.

These are two beautiful table-cloths, one of imitation linen, hand-printed with tone upon tone motifs, the other, also an extremely good linen imitation, is covered with a wild-flower design... Both the execution of these artistic cloths and the materials of which they are made, are really worthy of a great Swiss industry.

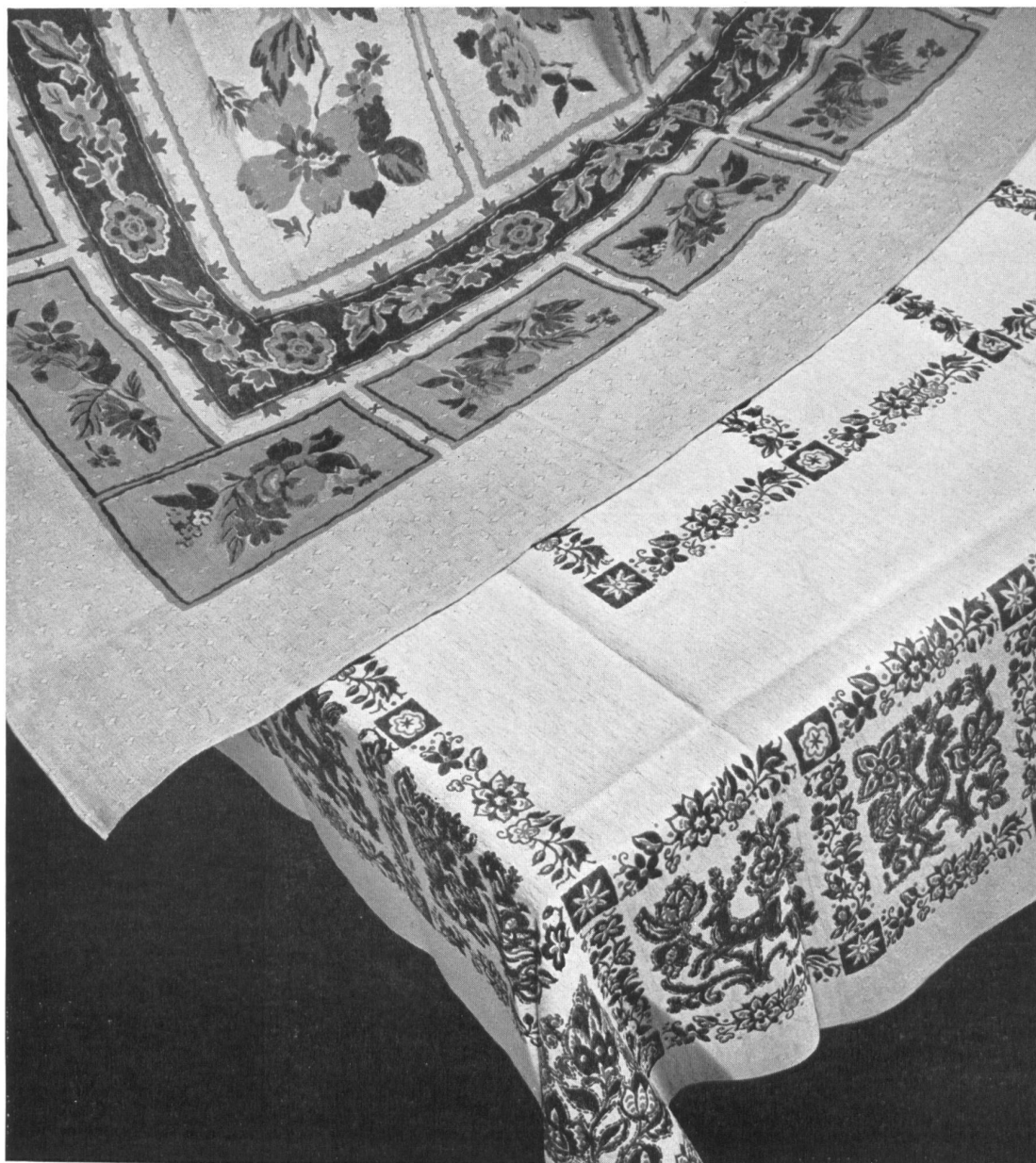
Andrée BROSSIN

Dekorationsstoffe.

Soft furnishing fabrics.

Tejidos para muebles.

Vereinigte Webereien Sernftal und Azmoos,
Engi.



Halbleinen und
Leinenimitat-Decke.

Half-linen and linen
imitation table cloths.

Tapetes de mesa en
mi-lino y lino imitación.

Winzeler, Ott & Cie.,
A.-G., Weinfelden.

Photo Bauty
Lausanne



Cotton fabrics and handkerchiefs on these two pages have been kindly supplied by the Industrial, Arts and Crafts Museum, St. Gall. They are manufactured by members of the Swiss Fabric Group, New York, which is formed by the following associations :

the Swiss Cotton Textile Exporters Association, St. Gall ;

the Swiss Master Spinners, Doublers and Weavers Association, Zurich ;

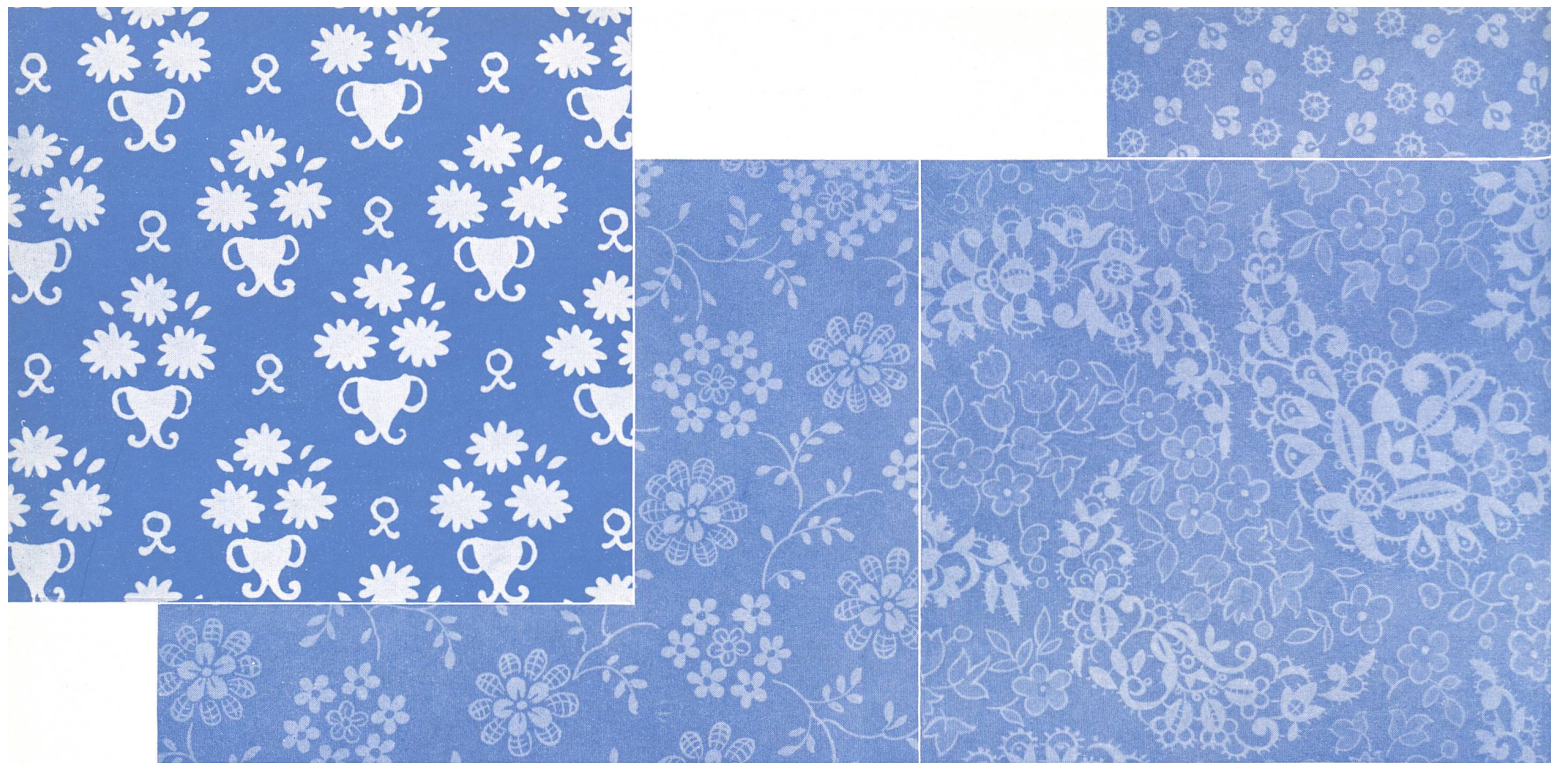
the Swiss Finishers Association, St. Gall.

Klischees Reymond, Lausanne.

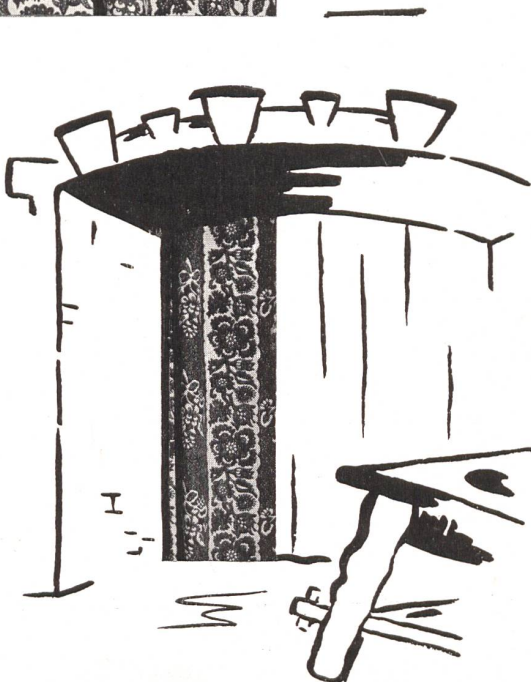
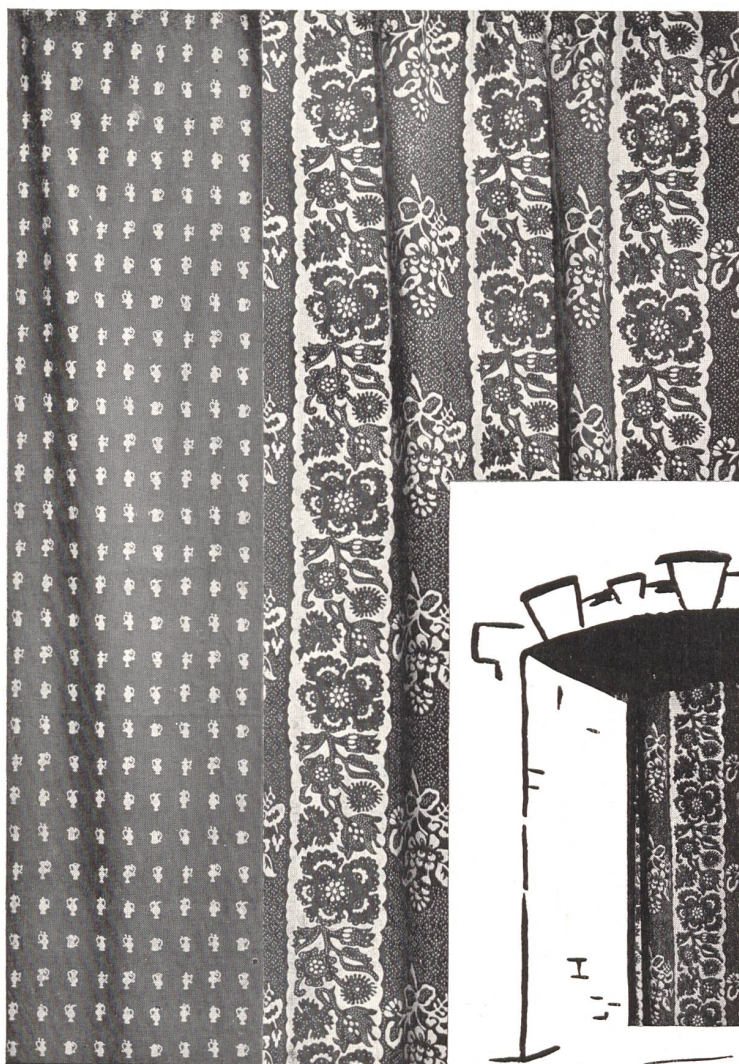
Die Baumwoll-Gewebe und -Taschentücher, die auf diesen beiden Seiten wiedergegeben sind, wurden uns freundlicherweise vom Industrie- und Gewerbemuseum, St. Gallen, zur Verfügung gestellt. Sie wurden von Mitgliedern der „Swiss Fabric Group, New York“ hergestellt, die sich aus verschiedenen Schweizer Fabrikanten-Verbänden zusammensetzt.

Los tejidos y pañuelos de algodón representados en estas dos páginas nos han sido enviados por el "Industria- und Gewerbemuseum, St. Gallen". Son confeccionados por miembros del "Swiss Fabric Group, New York" que agrupa algunas asociaciones de fabricantes suizos.





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 Nuevos dibujos « Imago », blancos y tintos, para la próxima temporada,
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Dekorations-Stoffe im Genre Rustique für Gardinen, Wandbespannungen und Möbelbezüge.
 Rustic fabrics for interior decoration, for curtains, tapestries and upholstery.
 Tejidos de adorno del tipo rústico para cortinas, tapicerías y muebles.
 Stoffel & Co., St. Gallen.