

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

Artikel: Knitwear
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DOI: <https://doi.org/10.5169/seals-799488>

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Knitwear

THE weather may be cold... but the Swiss textile industry, everready to meet the needs of the moment, has created a selection of warm and cosy garments.

Knitwear frocks...

Practical morning dresses, with which one is well-armed against bad weather.

Warm afternoon gowns.

The height of fashion: the wool jersey evening gown, delightful to look at and wear.

Tailored knitwear suits, so trim under a fur coat.

Swiss knitted cardigans.

The vogue of wool jersey blouses.

Swiss wool jumpers hand-knitted on Jacquard looms, picked out with vivid colours and suitable both for town and country wear, are a delightful innovation.

Knitted gloves of Swiss wool, gaily colored.

The new and eminently practical vogue of woollen stockings, knitted gaiters with a wide range of patterns, and universally adopted...

The delightful fashion of the hood, so young and cosy.

And, though a little out of season, mention must be made of knitted wool swim-suits, often embroidered with amusing motifs, waterproof and unshrinkable.

And Swiss undies... so reputed for their fine quality.

Their superiority is due, not only to the materials of which they are made, but also because they are knitted to mold the body.

There are also elastic undies with a regular stitch, knitted on Swiss looms.

Undies hand-woven on Jacquard looms, which mold the figure; delightfull little panties of silk and wool, or silk and cotton mixtures; undies of novelty materials, pastel hued and coquettishly trimmed with St. Gall embroideries or rayon silk lace.

Artificial silk jersey knitted on a warp loom, dye-fast, unshrinkable and durable.

The effect of all these jersey fabrics is increased by a great diversity stitch patterns.

What a variety from which to choose... First the qualities of rayon jersey, deliciously light for summer wear, from which are created gossamer lace-trimmed undies...

Then the night-gown, of simple charm, enhanced by flimsy laces and rich insertions, as illustrated here.

Finally men's underwear, unrivalled on the market, sports wear and locknit cardigans.

The dream of the well-dressed woman is to be both elegant and practical... Swiss jersey and knitwear will help her to realize her dream.

A. B.

