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Silks

Swiss silks are known to all specialists on world markets for their superior quality and magnificent finish. Many Parisian silk merchants bought their supplies in Switzerland, and Swiss-made silks, especially in the high-grade qualities, were to be found in all well-known stores in every European capital.

A year or so before the war Parisian dressmaking circles set the vogue of printed organzas, so remarkable for their unequalled suppleness, their diaphanous transparency and the rich variety of their designs and colorings. And one of the manufacturers of these fabrics was a leading Swiss firm.

The manufacture of silk is a very old industry in Switzerland and the first silk spinning mills date back to the XIIIth century.

It is amazing and almost disturbing to come suddenly upon these mills hidden away in some forgotten corner of the country far from any town, sometimes in the heart of the mountains. It is still more astounding to find in these isolated factories the most luxurious fabrics. Wonderful heavy silk cashmeres, reversible oriental silks with mat and shiny effects, a wide range of crêpes, marocains and various prints display their beauty side by side with those vaporous, flimsy silk fabrics which are Switzerland's specialty products and which are to be seen and admired at famous couturiers in Paris, Berlin and New York.

Zurich also is a great silk center. It is famous for its rich damasks and neck-wear fabrics, and also for a special product of the silk industry: water-proofed fabrics for umbrellas and rain-coats.

The Swiss silk industry is not content, however, to rest on its laurels. Each year it seeks « fields and pastures new »: new weaves and patterns, new shades, colorings and designs.



Rose organza from **Schubiger, Uznach**, trimmed with a narrow shirred taffeta ribbon from **Vischer & Co., Basle**. Designed by **Scheidegger, Bern**.

Un lindísimo vestido de organza de **Schubiger, Uznach**, guarnecido de una estrecha cinta de tafetán de **Vischer & Cia, Basilea**. Modelo **Scheidegger, Berna**.

Une robe ravissante d'organza de **Schubiger, Uznach**, garnie d'un étroit ruban de taffetas de **Vischer & Cie, Bâle**. Modèle **Scheidegger Berne**.



Black soft rayon for afternoon wear from Heer, Thalwil. This ensemble is done by Marchal, Geneva.

Vestido de tarde, en seda artificial negra, suave, de Heer, Thalwil. Modelo Marchal, Ginebra.

Robe d'après-midi en rayonne noire, souple, de Heer, Thalwil. Modèle Marchal, Genève.

Heavy brown real silk ottoman, from Schubiger, Uznach. Embroidered in brownish-pinkish beads. This ensemble is made by Grieder, Zurich.

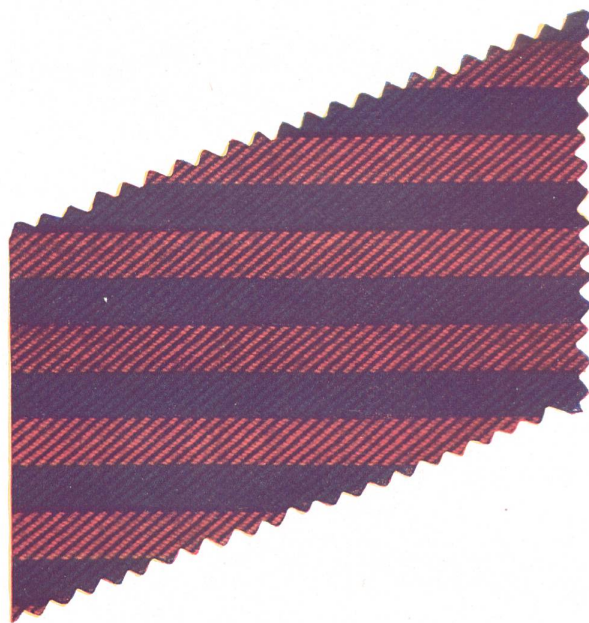
Ottomano bruno oscuro, de seda natural de Schubiger, Uznach, con cinturón de bordado de cuentas. Conjunto de Grieder, Zurich.

Ottoman brun foncé en soie naturelle de Schubiger, Uznach, avec ceinture de broderie de perles. Ensemble de Grieder, Zurich.

This desire to please and the constant search for new inspirations was apparent at the fine Swiss Textile and Fashion Display. For instance, Messrs. Schubiger & Cie, Uznach, presented admirable color contrasts and delightful pastel-shaded organzas. A fine poul-de-soie manufactured by Messrs. Edwin Naef of Zurich inspired the creation of a magnificent evening gown, while Messrs. Strub & Co., Zurich, showed prints which charmed by their taste and originality.

Messrs. Heer & Co., Thalwil, presented a novel collection of most striking oiled and waterproofed silks. One in particular, of turquoise blue, supple and transparent, was made up into an ensemble: a coquettish little hat, smart bag and gloves and, of course, a raincoat. The new Orbis prints of Messrs. Mettler & Co., St. Gall, veer so much from the obvious that they seem destined to play an important role in future fashions.





Draped on one side, a startling imitation of wool. Fabrics from **Strub, Zurich**. Model **Gaby Jouval, Zurich**.

Tejido arrebujaado con primor por una cara, imitación perfecta de la lana, de **Strub, Zurich**. Modelo **Gaby Jouval, Zurich**.

Drapé d'un côté, une imitation parfaite de la laine. Tissue de **Strub, Zurich**. Modèle **Gaby Jouval, Zurich**.



Striped navy blue and white staple fibre from **Strub, Zurich**, for a simple but very smart two-piece dress with a biais skirt, created by **Bouchette, Zurich**.

Lana artificial azul marino, con listas blancas, de **Strub, Zurich**. Un conjunto dos piezas sencillo pero elegante, cuya falda está cortada en sesgo. Creación **Bouchette, Zurich**.

Fibranne bleu marine rayée de blanc de **Strub, Zurich**. Un ensemble deux pièces, simple mais élégant, dont la jupe est en biais. Création **Bouchette, Zurich**.

Black taffeta dress with a pale shaded big rose. Heavy silk from **Edwin Naef, Zurich**. Creation **Scheidegger, Bern**.

Vestido de tafetán negro, adornado con una rosa pálida. Seda pesada, de **Edwin Naef, Zurich**. Modelo **Scheidegger, Berna**.

Robe de taffetas noir ornée d'une rose pâle. Soie lourde d'**Edwin Naef, Zurich**. Modèle **Scheidegger, Berne**.





Tea-gown in black woollen net embroidered with an emerald rayon garn. Net from Tüllindustrie Münchwilen. Model Fred Spillmann, Basle.

Vestido de tarde, en tul de lana negro, bordado de un hilo de seda artificial, verde esmeralda. Tejido de Münchwilen. Modelo Fred Spillmann, Basilea.

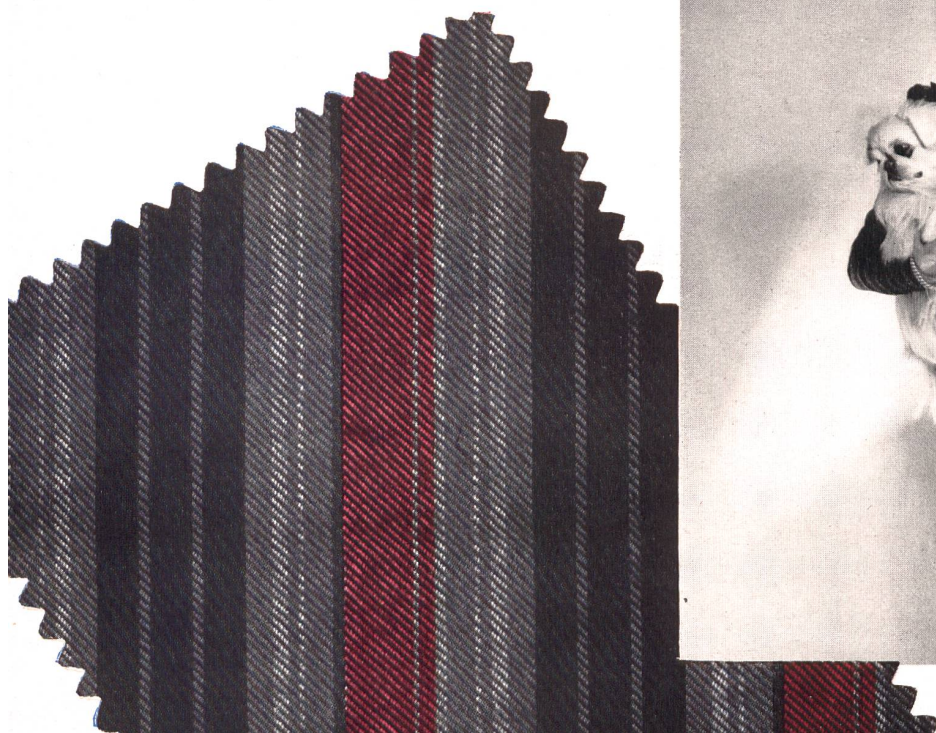
Robe d'après-midi en tulle de laine noir brodé d'un fil de rayonne vert émeraude. Tissu de Münchwilen. Modèle Fred Spillmann, Bâle.



Afternoon dress in staple fibre from Edwin Naef, Zurich. Model Fred Spillmann, Basle.

Vestido de tarde en lana artificial de Edwin Naef, Zurich. Modelo de Fred Spillmann, Basilea.

Robe d'après-midi en fibranne d'Edwin Naef, Zurich. Modèle de Fred Spillmann, Bâle.



Drapery is in fashion. **Gaby Jouval, Zurich**, creates a slim dress draped gracefully at the back. Original print from **Mettler, St-Gall**.

El drapeado está de moda. **Gaby Jouval, Zurich**, crea un vestido ajustado, drapeado graciosamente sobre las caderas. Tejido impreso de **Mettler, San Gall**.

Le drapé est à la mode. **Gaby Jouval, Zurich**, crée une robe ajustée, drapée gracieusement sur les hanches. Tissu imprimé de **Mettler, Saint-Gall**.





House-dress in brilliant chintz, lined with staple fibre from **Heer, Thalwil**. The chintz is from **Stoffel, Saint-Gall**. The coat is designed by **Grieder, Zurich**.

Vestido casero en chintz brillante, de **Stoffel, San Gall**, forrado con lana artificial de **Heer, Thalwil**. Modelo de **Grieder, Zurich**.

Robe d'intérieur en chintz brillant de **Stoffel, Saint-Gall**, doublée de fibranne de **Heer, Thalwil**. Modèle de **Grieder, Zurich**.