

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1942)
Heft: 2

Artikel: Embroideries & laces
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-799424>

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Embroideries & Laces



J. G. Nef & Co., Herisau.

Afternoon gown (an **Algo Zurich** model) in Nelo embroidery

Traje de tarde (modelo **Algo, Zurich**), bordados Nelo

Robe d'après-midi (Modèle **Algo, Zurich**) en broderie Nelo

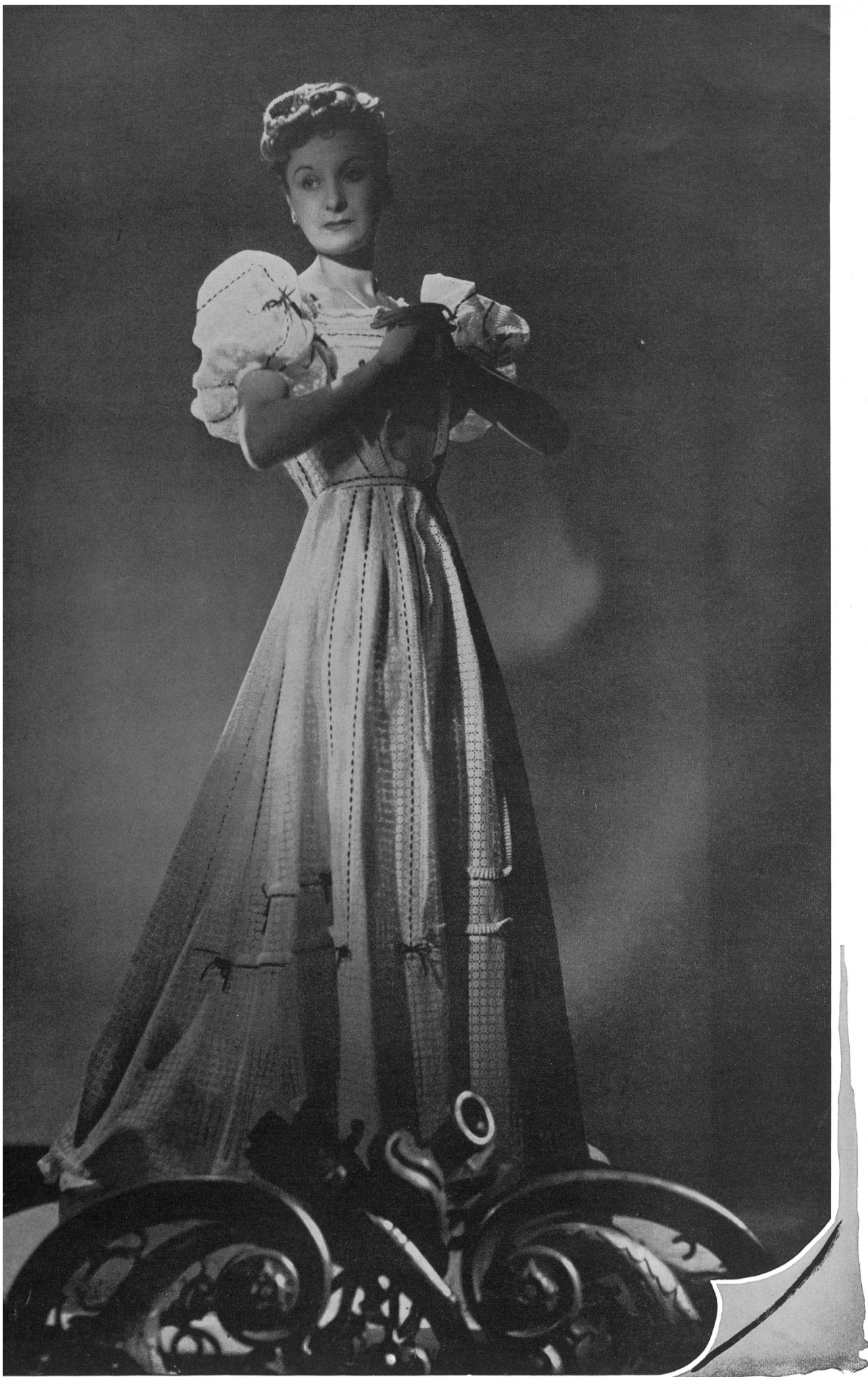
Vestido de tarde (Modelo **Algo, Zurich**) com bordados Nelo

Photo Tenca

Smart simplicity and an exquisite note of freshness are still the main features of this year's summer fashions. It is still right to be trim and demure.

Crisp, gleaming white remains the most practical wear. Once again we must salute the embroiderers of St. Gall for the magnificent and infinitely varied collections of beautiful designs and lovely novelties they have spread before our dazzled eyes this year. Their inherited, age-old experience has made them past masters of their art; not a whit less enthusiastic this season, they have created perfect master-pieces, provocative in their elegance and lasting simplicity.

For several seasons, lingerie styles have been in vogue, and they are always charming. Lace, which was once woman's most becoming accessory, Broderie Anglaise and feather-stitching have come into their own again.



The cover of the present edition reproduces an old Venetian lace imitation reserved for a Paris couturier.
Manufactured by **Union Ltd., St. Gall.**

La tapa de este número reproduce una imitación de un antiguo encaje género Venecia, que está reservado para un modisto de París.

Fabricante : **Union S. A., San Gall.**

La couverture de ce numéro reproduit une imitation d'une ancienne dentelle genre Venise, qui est réservée à un couturier de Paris.

Fabricant : **Union S. A., St-Gall.**

Na capa deste número, figura uma imitação dum renda antiga, género Veneza, reservada a um costureiro de Paris.
Fabricante : **Union S. A., St. Gall.**

Organdie and embroidered organdie — Organdi y organdi bordado — Organdi et organdi brodé — Organdi e organdi bordado

Union Ltd., St. Gall.

Model — Modelo — Modèle — Modêlo
Robert Piguet, Paris.

Photo Dorvyne.

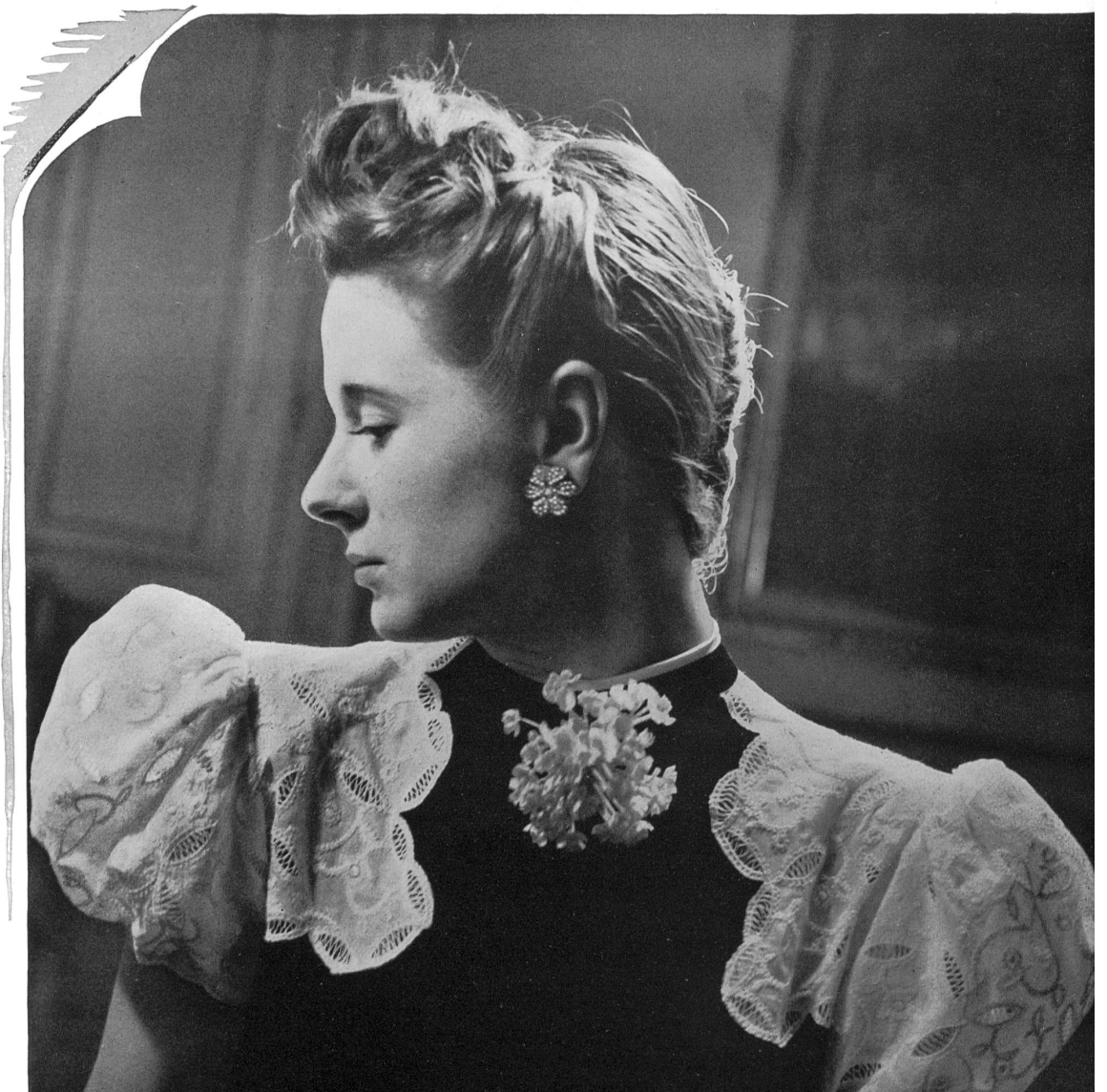


Diaphanous St. Gall organdies make delicious gowns. Lingerie blouses of finest lawn, in simple and distinctive styles, are trimmed with dainty lace frills about the neck and wrists, and sometimes on the bodice too. Their lovely freshness and transparency are youth personified.

And there are muslins too, with most novel designs embroidered in tone on tone, in black on white or in gay colours on plain grounds. Or you may choose lawns embroidered in silk, or printed with all-over geometrical or floral designs and even sprigged with posies. Their possibilities are infinite ; they make up into most delightful plain or fancy blouses which look so becoming with the fashionable and practical skirt. Here again are more luxurious fabrics for dinner gowns and dance frocks, perfectly suited to billowing styles. Touches of crisp, white lingerie lend a personal note of elegance to every well-dressed woman's wardrobe : filmy scarves, jabots, collars and cuffs, and even millinery trimmings. St. Gall embroideries in all qualities offer an infinite choice for summer days. They are always charming in their elegance, their gaiety and originality.



St. Gall embroidery trimmings — Guarniciones en bordados — Garnitures en broderies de St-Gall — Guarnições em bordados de St. Gall.
Model — Modelo — Modèle — Modêlo
Agnès Drecoll, Paris.
Photo Piaz



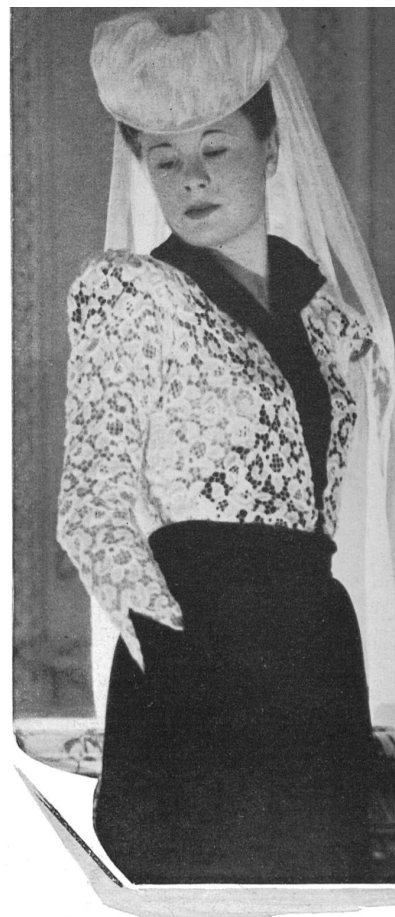
Embroideries — Bordados — Broderies — Bordados
C. Forster-Willi & Co., St. Gall.
Model — Modelo — Modèle — Modêlo
Paquin, Paris.
Photo Piaz

In spite of their filminess and apparent fragility, these wonderful fabrics practically never wear out and always retain their fresh crispness. Besides, they have the great advantage of being easily laundered.

This year again, Swiss designers, who are never at a loss for new inspirations, have many new fancy fabrics to offer : organdies covered with delicate arabesques or irregular polka dots, voiles gaily sprigged with primroses, violets or wild flowers in rose, violet, cyclamen or blue.

The St. Gall embroidery industry is essentially Swiss. It is the outcome of the inborn good taste and consummate artistry of manufacturers who have always specialized in producing delightful novelties, well-fitted to enchant their international clientele.

It is an age-old industry which has always kept up with the times. Its creations are never commonplace, but ever audacious and new.



Embroideries — Bordados — Broderies
— Bordados

C. Forster-Willi & Co., St. Gall.

Model — Modelo — Modèle — Modèle
Paquin, Paris.

Photo Piaz



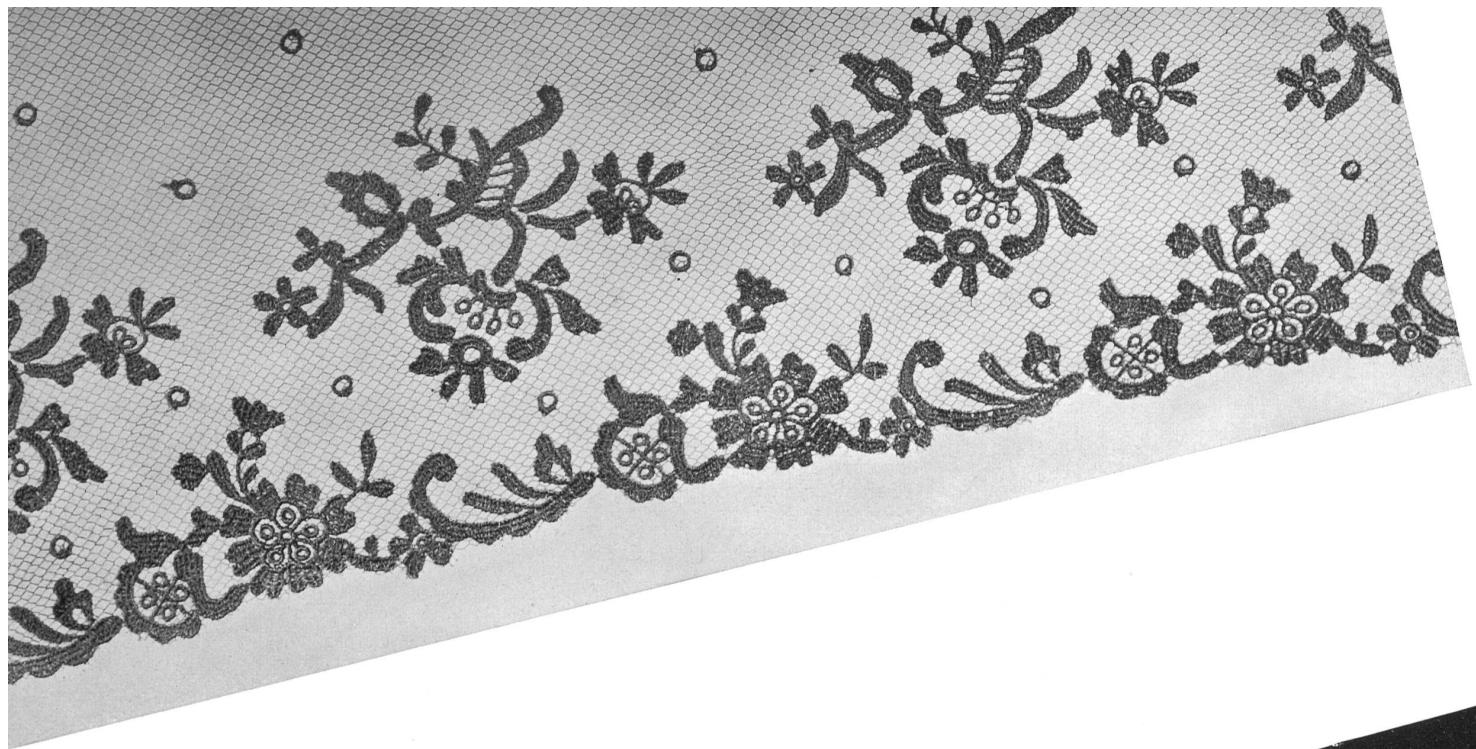
A Heim (Paris) wedding gown.
Embroidery by Messrs. **Hufenus & Co., St. Gall.**

Vestido de desposada de Heim, Paris.
Bordado de **Hufenus & Cie., San Gall.**

Robe de mariée de Heim, Paris.
Broderie de **Hufenus & Cie, St-Gall.**

Vestido de noiva, de Heim, Paris.
Bordado de **Hufenus & Cie., St. Gall.**

Photo Piaz



« Her first ball » — « Su primer baile » — « Son
premier bal » — « O seu primeiro baile »

Fabric — Tejido — Tissu — Tecido
Union Ltd., St. Gall.

Photo Droz

Jul. Michel & Co., Zurich.

Fine classic guipure lace, registered « Iran » design

Hermosa puntilla clásica, dibujo patentado « Iran »

Fine dentelle guipure, dessin déposé « Iran »

Fina renda guipura, desenho « Iran » exclusivo

Model — Modelo — Modèle — Modêlo

Grieder & Co., Zurich.

Photo Lutz



The 3 fabrics shown diagonally across these 2 pages are manufactured by Messrs. **C. Forster-Willi & Co., St. Gall.**

Los tres tejidos reproducidos en diagonal en estas 2 páginas son de **C. Forster-Willi & Cia., San Gall.**

Les trois tissus reproduits en diagonale sur ces deux pages sont de **C. Forster-Willi & Cie., St-Gall.**

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Photos de Jongh

