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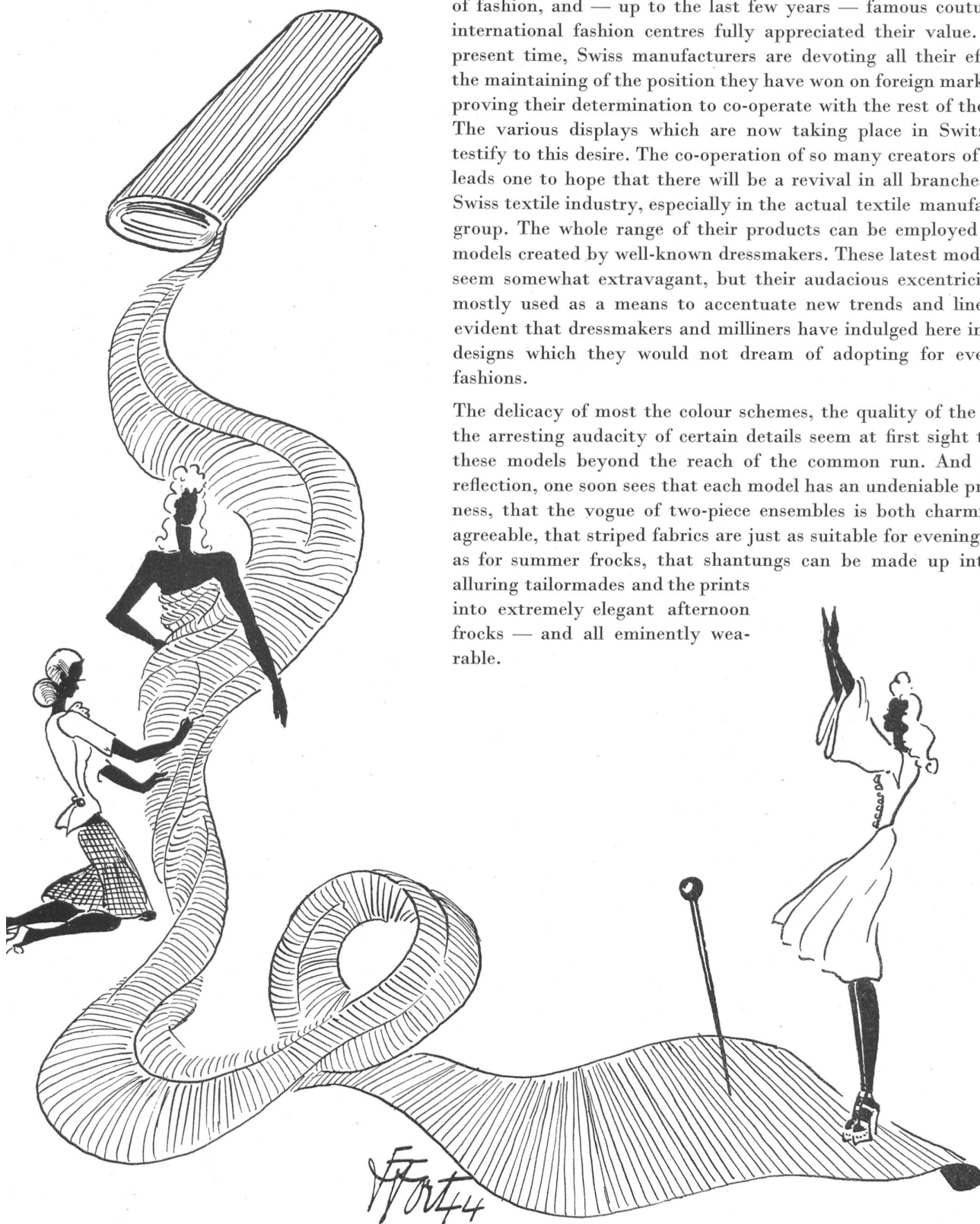
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Swiss Fabrics and Dressmaking

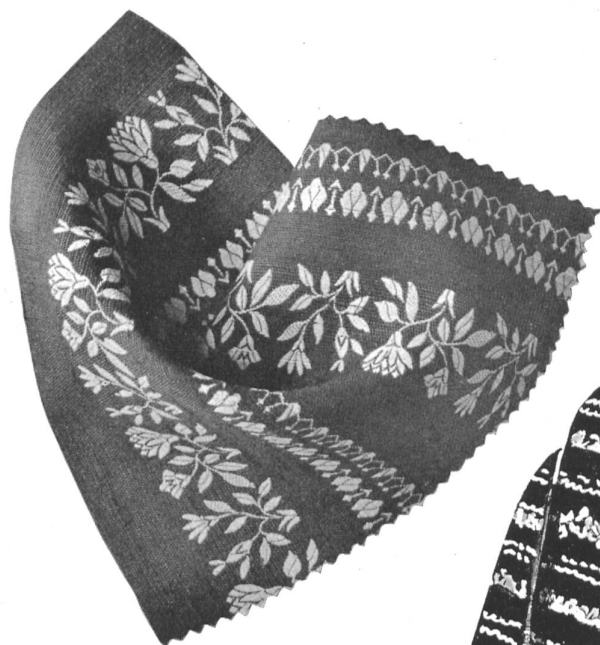
Swiss fabrics have always been used in every domain of the world of fashion, and — up to the last few years — famous couturiers in international fashion centres fully appreciated their value. At the present time, Swiss manufacturers are devoting all their efforts to the maintaining of the position they have won on foreign markets and proving their determination to co-operate with the rest of the world. The various displays which are now taking place in Switzerland, testify to this desire. The co-operation of so many creators of fashion leads one to hope that there will be a revival in all branches of the Swiss textile industry, especially in the actual textile manufacturing group. The whole range of their products can be employed for the models created by well-known dressmakers. These latest models may seem somewhat extravagant, but their audacious excentricities are mostly used as a means to accentuate new trends and lines. It is evident that dressmakers and milliners have indulged here in daring designs which they would not dream of adopting for every day fashions.

The delicacy of most the colour schemes, the quality of the fabrics, the arresting audacity of certain details seem at first sight to place these models beyond the reach of the common run. And yet, on reflection, one soon sees that each model has an undeniable practicalness, that the vogue of two-piece ensembles is both charming and agreeable, that striped fabrics are just as suitable for evening boleros as for summer frocks, that shantungs can be made up into most alluring tailormades and the prints into extremely elegant afternoon frocks — and all eminently wearable.



MODÈLES

1 9 4 4



Weissbrod-Zürcher Söhne,
Hausen a. A.

A fancy («Barré») 100 %
rayon fabric.

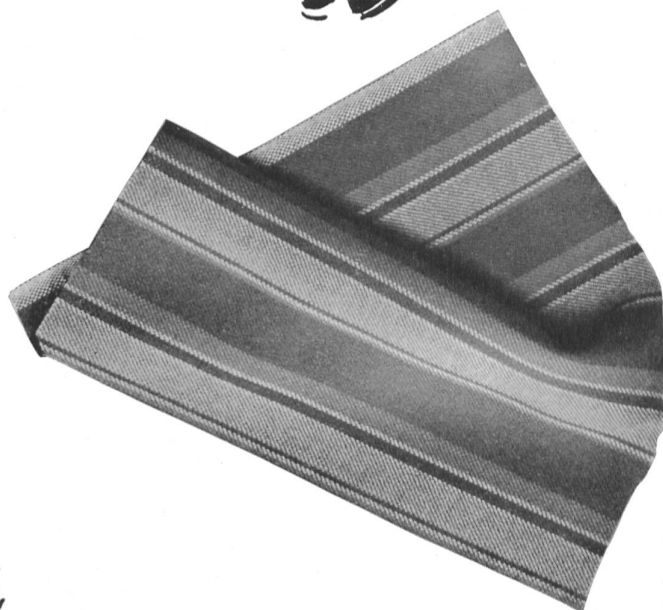
«Barré» fantasia, 100 %
rayón.



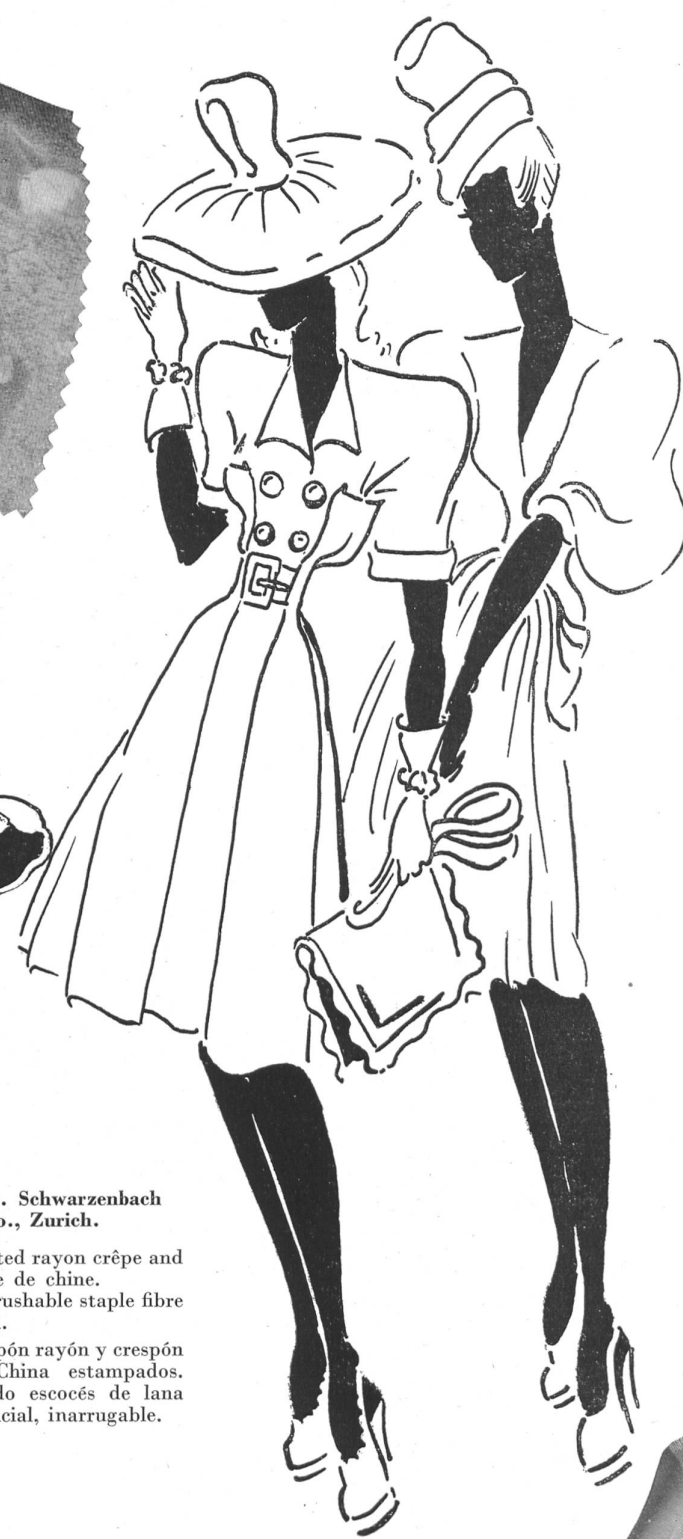
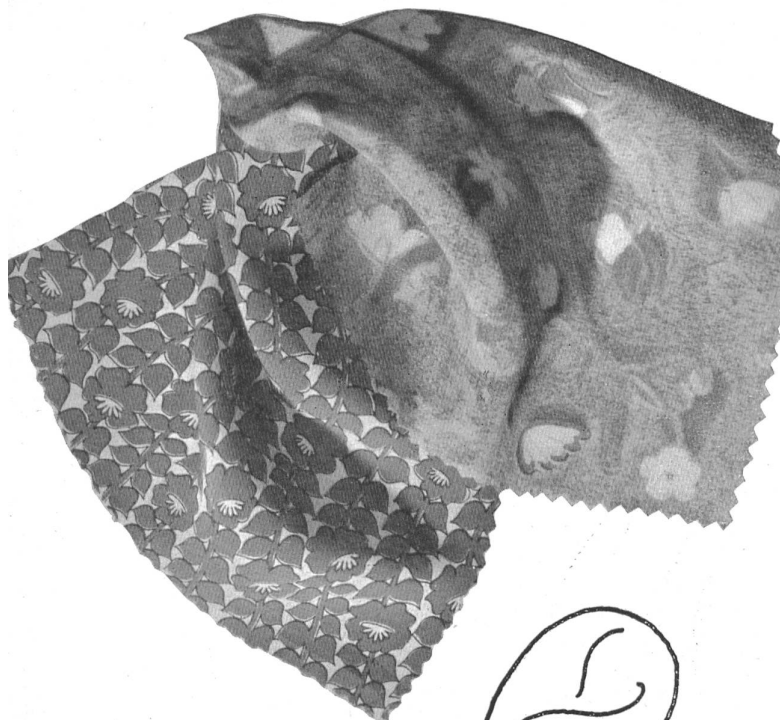
Ltd. A. & R. Moos,
Weisslingen.

«RAYANA», unshrink-
able wool mixture flannel,
50 % wool, 50 % staple
fibre.

«RAYANA», franela semi-
lana que no se encoge,
50 % lana, 50 % lana
artificial.



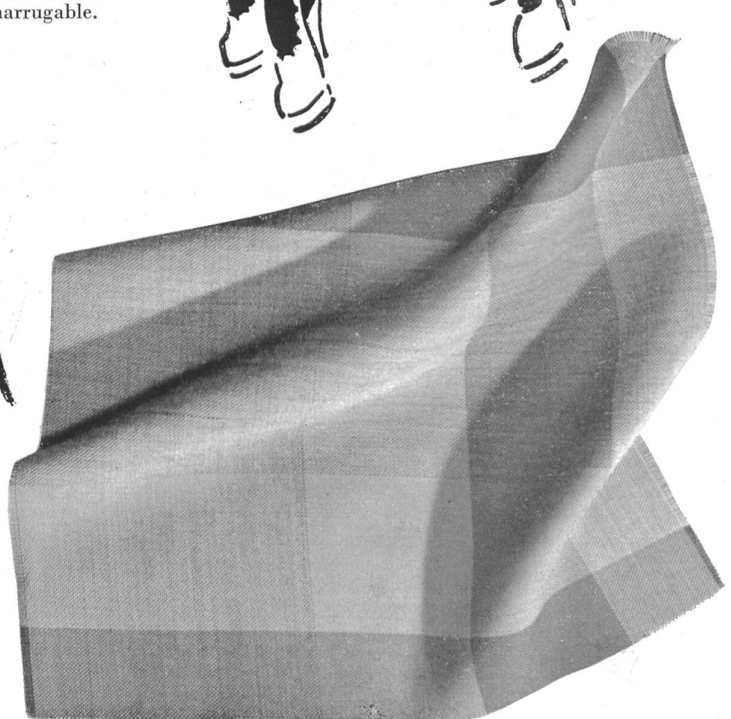
Fort 44



Robt. Schwarzenbach
& Co., Zurich.

Printed rayon crêpe and
crêpe de chine.
Uncrushable staple fibre
plaid.

Crespón rayón y crespón
de China estampados.
Tejido escocés de lana
artificial, inarrugable.



Wort 44



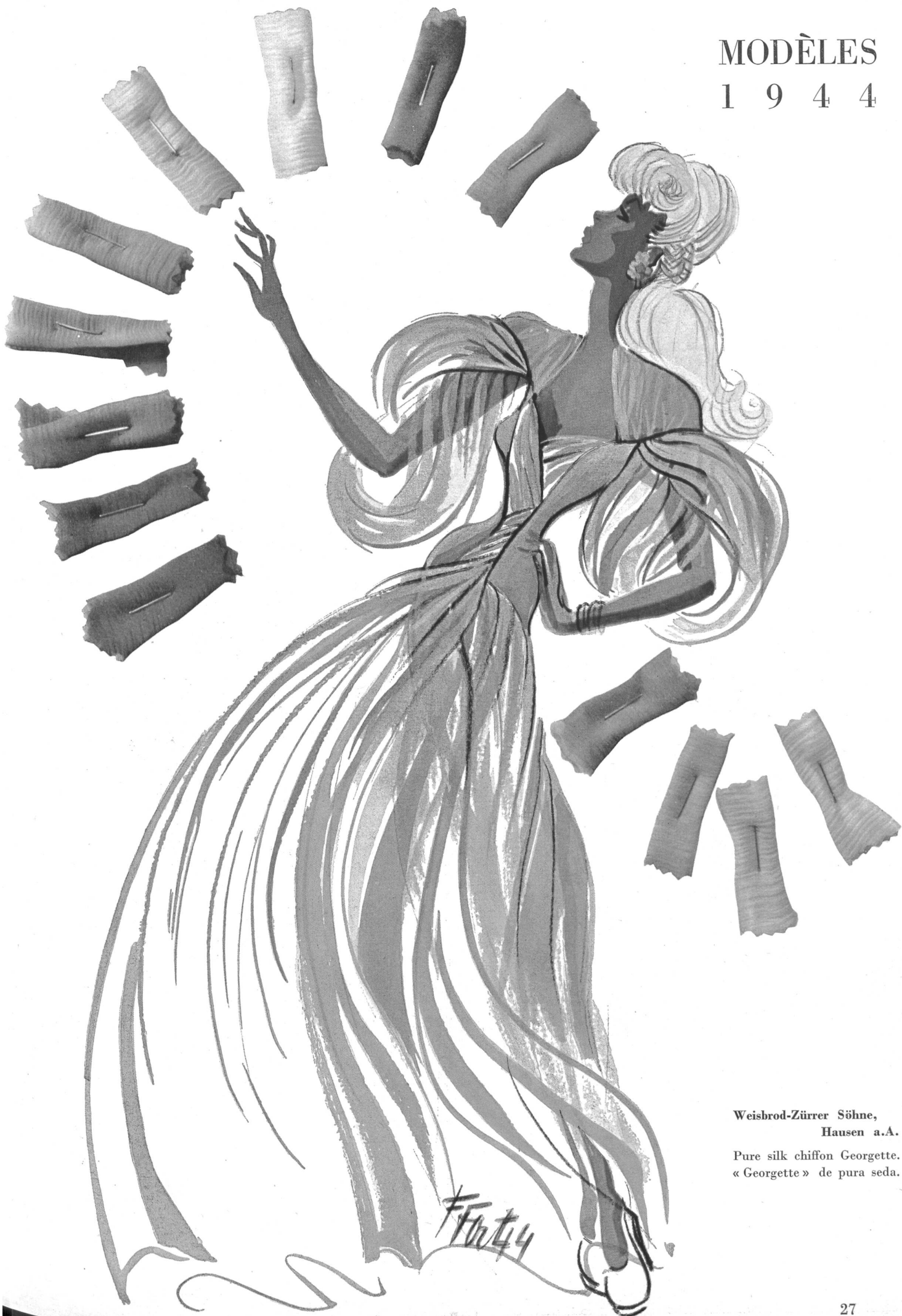
Weisbrod-Zürer Söhne,
Hausen a.A.

Douppion couture, 100 %
staple fibre fabrics.
Douppion costura, tejido
100 % fibrana.

* Rayon and staple fibre
fabric.
Tejido de fibrana y rayón.

MODÈLES

1 9 4 4



Weisbrod-Zürer Söhne,
Hausen a.A.

Pure silk chiffon Georgette.
« Georgette » de pura seda.