**Zeitschrift:** Swiss textiles [English edition]

**Herausgeber:** Swiss office for the development of trade

**Band:** - (1947)

Heft: 2

**Artikel:** Paris says it with flowers

Autor: Guy, Jean

**DOI:** https://doi.org/10.5169/seals-798934

### Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. Mehr erfahren

#### **Conditions d'utilisation**

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. En savoir plus

#### Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. Find out more

**Download PDF: 27.07.2025** 

ETH-Bibliothek Zürich, E-Periodica, https://www.e-periodica.ch

# Paris says it with flowers

t. Gall embroideries — the name is itself melodious, conjuring up an intermingling of fine stitchery and an artist's skill! Woven into the fabrics or scattered as if by a careless hand, the nosegays of St. Gall are there waiting to be culled.

These dainty embroidered fabrics, remarkable for their exceptional quality, rank high in all the important Parisian collections. But their very presence among the lovely products of French haute couture also tells a tale of age-old friendship.

If she is to resuscitate and to preserve all her ancient traditions, France — today so bereft — needs all the most beautiful, the most perfect things the world can produce, whether essential or superfluous commodities of life: bread and «brioche», coal and precious stones, plough shares and luxurious fabrics. She needs the help of the operative in the factory, of the silkworm on the mulberry leaf, the designer and the chemist, the market gardener and the embroidress whose busy needle blends dainty posies.

From time immemorial, and by tacit agreement, all who recognize the role France has played as arbiter of fashion, all who know that she has but few rivals to equal her genius of extracting the very essence of beauty — all these have brought her fairy gifts, the gifts of their specialized crafts and skills. According to her need, friendly Switzerland has supplied her with chronometers, cheese, or if need be, generously bestowed largess in the shape of food parcels for French P.O.W.'s, or welcomed invalided soldiers and lost and forgotten children.

Today, France wants her luxury industries to produce to their full capacity, because the steadily rising beat of their machines means the end of feverish wartime activities.

And Switzerland, realizing her neighbour's effort, has culled her mountain and meadow flowers to scatter over the «models from Paris».

Gowns for lovely debs and brides, evening apparel — a gown for every happy moment and joyful hour strikes a fresh and unexpected note. Here, three hundred and fifty small white posies of violets stud a crisp organdie; there white ivy garlands encircle bridal tulle and, rambling discreetly over skirt and bodice proclaim « Je meurs ou je m'attache ». There, a cornflower blooms as in the fields; here, the designer has found inspiration in the delicate cascading flowers of Dresden china.

Flower petals peep from the folds of flowing organdie skirts; white guipure adorns a striped cotton fabric or pink organdie; dainty insertions stress the neat lines of a blouse.

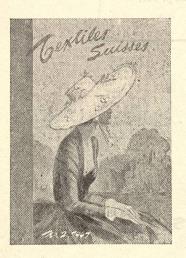
And from the gown, the nosegays spread their delicious tendrils over dainty millinery. A wide picture hat seems to have winged its airy way across a blossoming orchard; a satin bonnet gleams like a coquettish sunbeam with its golden patterns of embroidered straw.

The feminine world has once again realized the value of flowers — it is a language Swiss industry has revived.

Millinery, gowns, bodices, skirts — Paris collections are all aglow with delicate Alpine flowers.

Jean Guy.

Descriptive commentary of illustrations, page 47.

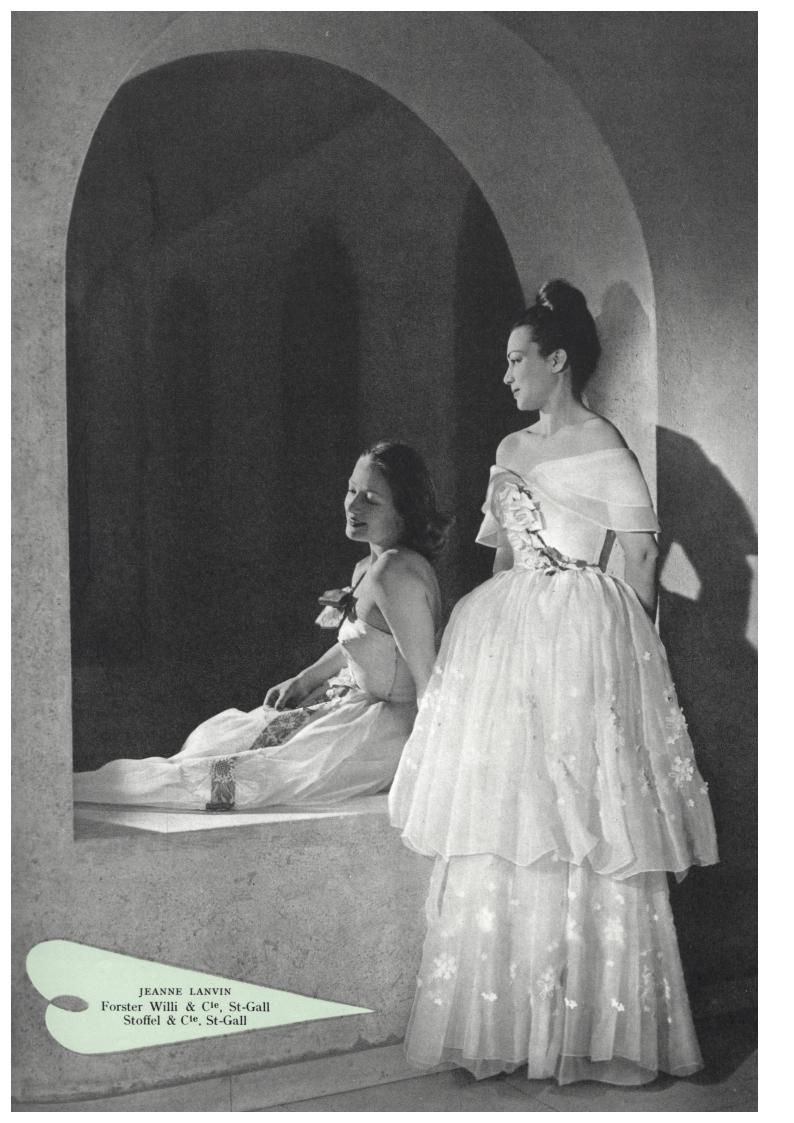


LEGROUX SŒURS

A. Naef & Cie, Flawil.

Stoffel & Cie, St-Gall.

ning brongs of a Paris





MAGGY ROUFF Walter Schrank & Cie, St-Gall





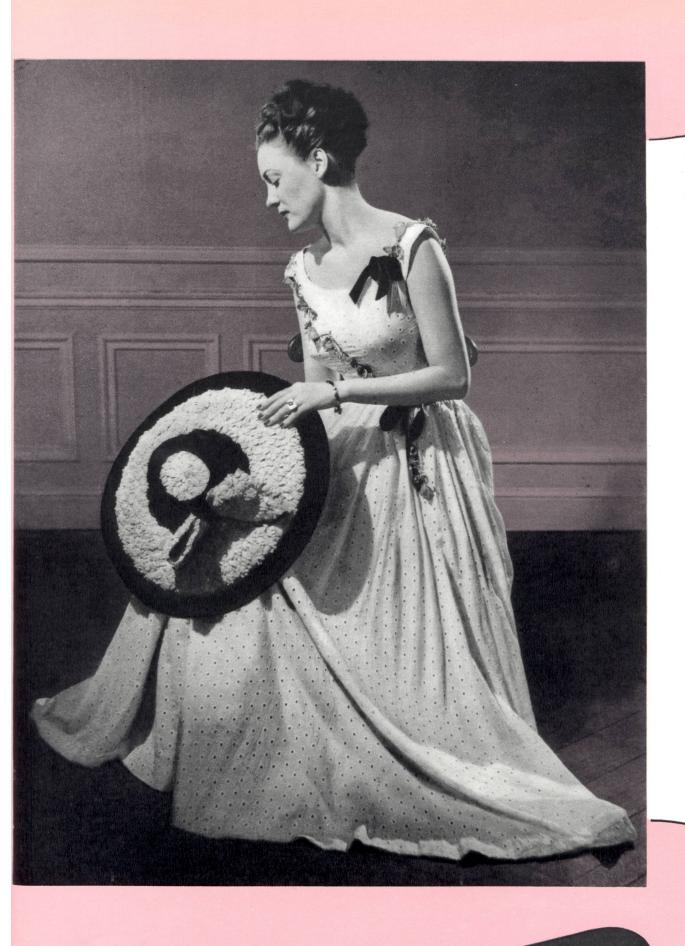
BALENCIAGA
Forster Willi & Cie, St-Gall
Stoffel & Cie, St-Gall



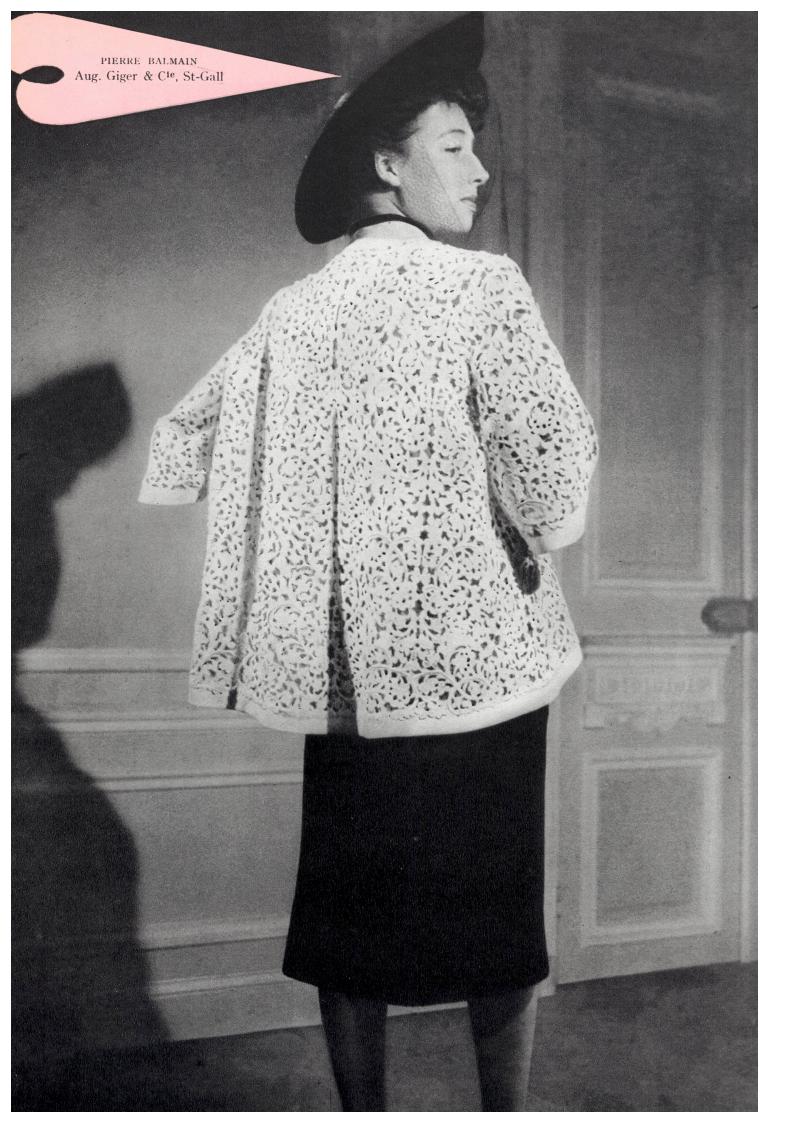
CHRISTIAN DIOR Aug. Giger & C<sup>1e</sup>, St-Gall



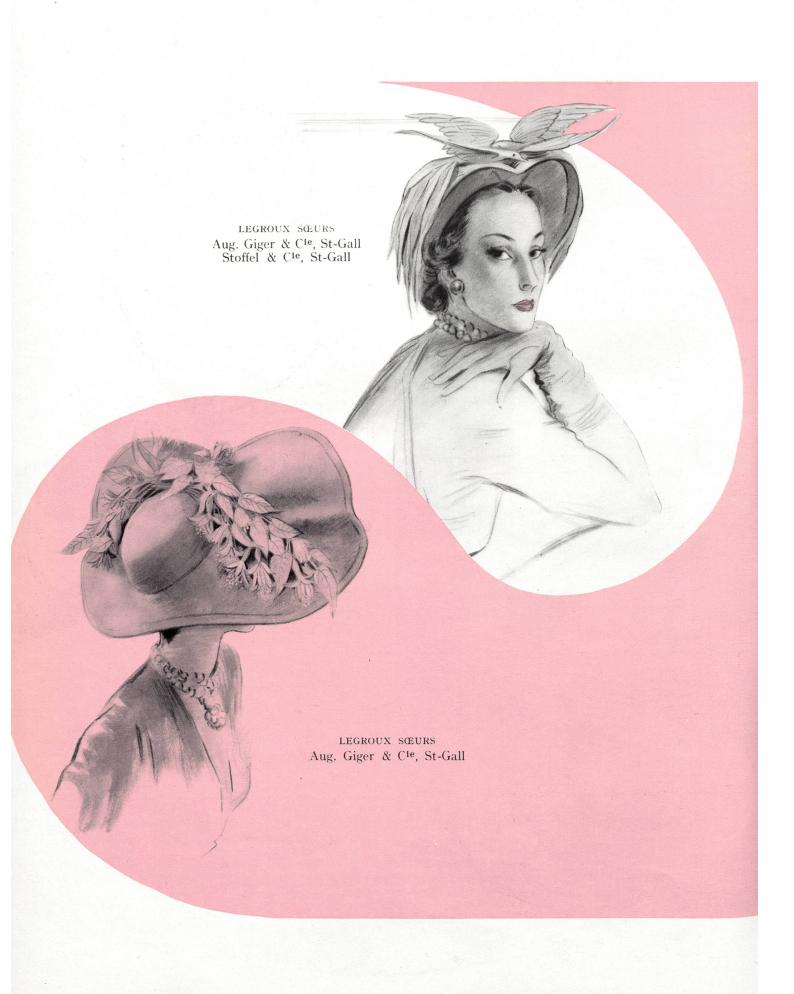
LUCIEN LELONG
Stoffel & Cie, St-Gall

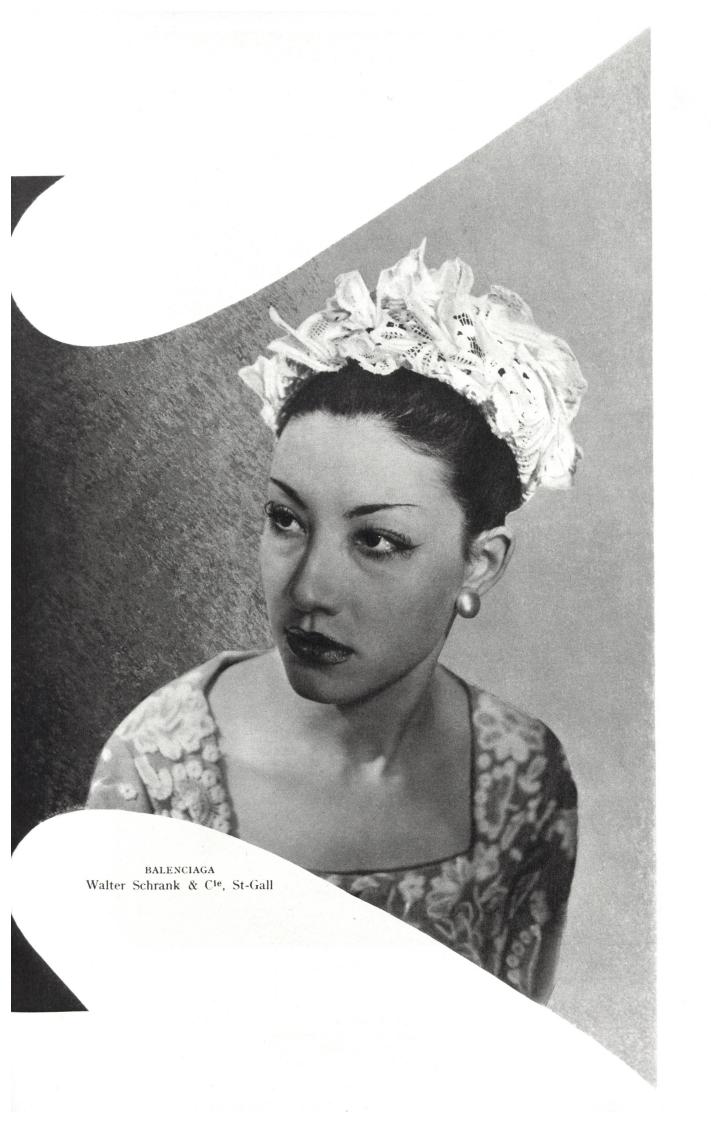


PIERRE BALMAIN J. G. Nef & C<sup>1e</sup>, Hérisau











JEAN PATOU
Forster Willi & Cle, St-Gall
Stoffel & Cle, St-Gall

## DESCRIPTIVE COMMENTARY OF ILLUSTRATIONS

Cover LEGROUX SŒURS

Page 35 JEANNE LANVIN

Page 36 MAGGY ROUFF

Page 37 ROBERT PIGUET

Page 38 BALENCIAGA

Page 39 CHRISTIAN DIOR

Page 40 LUCIEN LELONG

Page 41 PIERRE BALMAIN

Page 42 PIERRE BALMAIN

Page 43 JEAN PATOU

Page 43 JEAN DESSES

Page 44 LEGROUX SŒURS

Page 44 LEGROUX SŒURS

Page 45 BALENCIAGA

Page 46 JEAN PATOU

White organdie by Stoffel & Cie, St-Gall; white, appliqued briar roses of embroidered organdie by A. Naef & Cie, Flawil. Design by Fromenti.

Plain organdie by Stoffel & C<sup>ie</sup>, St-Gall, trimmed with appliqued embroidered organdie flowers by Forster Willi & C<sup>ie</sup>, St-Gall. *Photo Schall, Paris.* 

White organdie, Parma Violet satin bow. Embroideries by Walter Schrank & Cie, St-Gall. Photo Scaioni, Paris.

«Imago» organdie, white ground, design printed in white, by Union & Cie, St-Gall. Embroidered flowers by Alfred Metzger & Cie, St-Gall. Photo Saad, Paris.

White organdie by Stoffel & Cio, St-Gall, trimmed with white organdie violets by Forster Willi & Cio, St-Gall, diamanté embroidery. *Photo Schall, Paris.* 

White tulle trimmed with ivy sprays and garlands of guipure by Aug. Giger & Cie, St-Gall. Photo Schall, Paris.

White organdie by Stoffel & Cie, St-Gall. Photo Igor Kalinine, Paris.

Embroidered muslin by J. G. Nef & Cie, Herisau. Photo Kollar, Paris.

Bolero of lace made by Aug. Giger & Cie, St-Gall. Photo Kollar, Paris.

Guipure by Aug. Giger & Cie, St-Gall. Photo Diaz, Paris.

White organdie by Stoffel & Cie, St-Gall, trimmed with guipure braid by Forster Willi & Cie, St-Gall. Photo Schall, Paris.

White organdie by Stoffel & Cie, St-Gall, trimmed with white guipure by Aug. Giger & Cie, St-Gall. Design by Fromenti.

Banana-yellow felt trimmed with guipure flowers of same shade by Aug. Giger & Cie, St-Gall. Design by Fromenti.

White guipure by Walter Schrank & Cie, St-Gall. Photo Schall, Paris.

Plain organdie by Stoffel & Cie, St-Gall. Embroidered appliqued chintz flowers by Forster Willi & Cie, St-Gall. Photo Schall, Paris.