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# ZURICH

## *Soieries*

### TRIBUTE

Zurich silk manufacturers had made a name for themselves in the past as makers of plain fabrics, and « Zurich taffeta », noted for its remarkable quality, had won universal recognition and a great reputation. But, in the course of the last few decades, skein-dyed materials fell completely out of favour and their manufacture came to a standstill.

The latest demands of fashion, very fortunately, have brought about a great revolution and these sumptuous skein-dyed materials, whether heavy or light, are needed again in order that the femininity that fashion now glorifies may be able to express itself in all its exuberance.

To achieve this high quality the greatest technical care must be combined with the art of the creator. Here more than anywhere else, every flaw in the weaving spoils the surface and detracts from its beauty. Tradition, the finest machinery, experienced craftsmen, and the constant desire of the Zurich manufacturers to produce good and ever better fabrics, have enabled them to attain a very high degree of perfection and their products have been able to win respect, not only on account of their technical characteristics but also on account of their good taste. It is for these reasons that Parisian Haute Couture, always on the lookout for the most beautiful materials with which to work, has enthusiastically adopted these splendid creations. These fabrics evoke all the opulence of a bygone period of luxury, enriched with new technical possibilities and sophisticated by the experience of a somewhat disillusioned modernism. Iridescent silk organdies, figured or plain taffetas, printed warps, plain ottomans, figured stuffs or chinés, failles, as well as surahs, shantung and so many others, combine the voluptuousness of silk with the prestige of what may be said to be impeccable workmanship. To have been chosen by Parisian couturiers, who are using these lovely fabrics this season for sports wear, afternoon dresses, tailormades, evening coats and gowns, is confirmation of their quality and a fitting tribute. We are confident that their prestige will grow, and we hope that their present vogue is but the beginning of a long and successful career. The use of these fabrics by Parisian couturiers for their unrivalled creations is a great honour for the Zurich industry, and one that will certainly make it eager to merit this privilege by ever better and more beautiful work.

R. C.



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Rudolf Brauchbar & Cie, Zurich





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L. Abraham & Cie, Soieries S. A., Zurich





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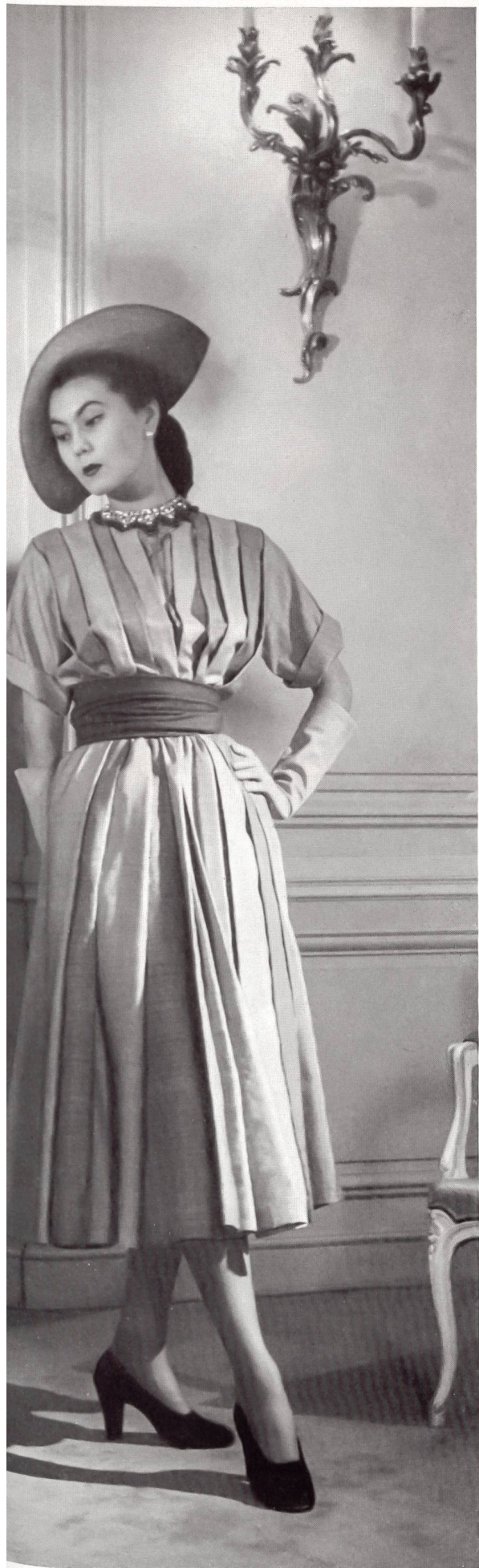
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