

**Zeitschrift:** Swiss textiles [English edition]  
**Herausgeber:** Swiss office for the development of trade  
**Band:** - (1954)  
**Heft:** 3

**Artikel:** Letter from Germany  
**Autor:** Kraus-Nover, Emily  
**DOI:** <https://doi.org/10.5169/seals-798854>

### **Nutzungsbedingungen**

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften. 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. [Siehe Rechtliche Hinweise.](#)

### **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. [Voir Informations légales.](#)

### **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. [See Legal notice.](#)

**Download PDF:** 17.05.2025

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

## Letter from Germany

As might be expected, the great question asked this season by everyone connected with fashion — in Germany as elsewhere — was : what to do about the « haricot » line? Most of the ready-to-wear collections had already been shown, with the emphasis on what was wearable and chic — which is excellent for sales but not particularly exciting — when Dior's H bomb was loosed upon the world of fashion.

Reactions in the different houses varied according to their commercial standing, their degree of pride and the nature of their clientele. Every type of attitude was recorded, from enthusiastic adhesion to the revolution right up to the shocked refusal to accept this « absolutely unwearable » fashion. The couture houses and the better quality ready-to-wear firms were almost unanimous in adopting Dior's basic idea, while at the same time making certain, often quite large, concessions to the taste of the

public in general and the physique of their clients in particular.

Waists are lengthened, tight sleeves are fitted high on narrow shoulders, the basques of jackets are made to fall flat, bosoms are raised as much as physically possible and the slender line is emphasised by buttons from top to bottom.

In all the collections there were slightly V-shaped coats, very big flat shawl collars or high corolla-shaped collars ; for the afternoon, low cut dresses in numerous variations ; many skirts with petticoats or stiffening which flare out from the hips or at mid-thigh length ; coat and suit outfits using various weights of the same fabric : panama, tweed or shetland-mohair. The Paris inspired afternoon-into-evening outfits — tight-fitting low-cut dresses worn with a decorous jacket — are undoubtedly the top favourites. The range of fabrics used for these extends



**Bessie Becker G.m.b.H., München**

Piqué brodé et popeline de :  
Bestickter Pikee und Popeline von :  
*Reichenbach & Co., Saint-Gall.*

Photo B. Kürten

from smooth mat woollens to the most sumptuous silk brocades.

And furs, furs everywhere ! Coats, suits, day and evening dresses — all are trimmed with fur : astrakan, nutria, ermine, mink. Fox, found in stoles, capes and trimmings, is very much in favour for the evening.

Among the fabrics for cocktail and evening dresses, Swiss products play an important role : givrines, shot fabrics of silk and wool mixed, embroidered duchess satin, organza, tulle and embroideries.

With regard to colours, women have the choice between black, very popular once again, anthracite, many browns, from « mulatto » to « faded oak leaf », the glowing richness of reds, steel-blue and violet. Any woman who cannot decide upon a particular colour will joyfully seize on the intermediate tones and the shot fabrics, the Jacquard designs combining two shades and the hardly discernible

checks and stripes that are found in such incredible variety.

Among the knitted fabrics and jerseys, Swiss products such as Hanro, Alpinit and Tanner take pride of place, in the form of suits, two-pieces and outfits that are both charming and elegant. One also sees pullovers and twinsets in the most fashionable shades and designs, that are cosy, light and really very practical. The lingerie shops abound in Swiss made cotton, wool and nylon lingerie sets trimmed with lace, Swiss pleated nylon nightdresses, fancy and embroidered underwear, dainty handkerchiefs in batiste and organdie, as well as the delightful blouses in St. Gall embroidery with their delicate and distinctive charm, which are suitable for summer and winter alike.

*Emily Kraus-Nover*



**Bessie Becker G.m.b.H.,  
München**

Batiste plissée de :  
Gefältelter Batist von :

*Reichenbach & Co.,  
Saint-Gall.*

Photo A.-M. Ott