

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1955)
Heft: 2

Artikel: Letter from Germany
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DOI: <https://doi.org/10.5169/seals-798467>

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Download PDF: 18.05.2025

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Letter from Germany

Cotton will be the star of the coming summer season. Today it appears in forms that are even more capricious, more fanciful and varied than last year. Swiss embroidered fabrics in particular are all the rage this year in Germany. No collection with any pretention to elegance could be imagined without its large share of white or coloured embroidered cotton fabrics, whether they be satins, duchesse satins, poplins or organdies.

At Frankfurt-on-the-Main, for example, Toni Schiesser who dresses society women, the wives of diplomats and stars of the screen and television with great taste and

chic has made all her evening dresses in filmy Swiss organdie (mostly by A. Naef & Co., Flawil and Forster Willi, St. Gall) richly embroidered with flowers and floral designs in the most attractive shades. The fine tucks of the bodices are artistically done and the fullness of the skirts is achieved with such a skilful cut that the lovely embroidered designs are shown to their best advantage. Their delicate colours, as for example the three shades of mauve in a lilac pattern and two shades of pink in a wild rose, are repeated in silk in the bodices or scarfs.



Toni Schiesser, Frankfurt a. M.

Weisser Satin mit Rosenknospen
bestickt von :

Satin blanc brodé de boutons de
roses de :

Forster Willi & Co., Saint-Gall

Photo Offenbacher Studio,
Joachim Schlechtriem

Toni Schiesser, Frankfurt a. M.

Bestickter Organdy von :
Organdi brodé de :
Forster Willi & Co., Saint-Gall

Photo Offenbacher Studio,
Joachim Schlechtriem



Charles Ritter, Lübeck

Blassblauer Organza mit Applika-
tionen aus besticktem Pikee von :
Organza bleu pâle avec
applications de piqué brodé de :
Forster Willi & Co., Saint-Gall

Photo Theo M. Scherrer



Very smart and fanciful too are the piqué and embroidered cotton beach outfits in pastel shades which, with the summer suits, afternoon dresses and two-piece outfits in brocaded cotton, make up a good third of the collection.

The light romantic touch, which is shown in the preference given to the naturalist floral patterns, attractive colours, draped effects and full skirts, is found in almost all the couture and wholesale fashion collections.

In the collection of Charles Ritter (Lübeck), a fashion-house which is also considered among the most important firms in Germany, outfits predominate: each dress has its jacket, each suit its coat. Charles Ritter remains faithful to this principle even in his midsummer fashions: his lovely dresses in pastel shades always have an accompanying coat in the same shade or shot organza.

He always places particular importance too on the quality of the materials he uses. Swiss fabrics met with great success during his presentations this year, particularly at the showing organised at Bad Godesberg for the diplomatic corps. There was, for example, a night-blue tussore by Schwarzenbach (Thalwil), used for an outfit with a white pleated skirt, and a turquoise shantung taffeta afternoon dress with narrow shoulders and a skirt



Braasch & Co., Hamburg

Honan bedruckt von :

Honan imprimé de :

Rudolf Brauchbar & Co., Zurich

Photo Eva Moritz

mounted low with groups of pleats. From Forster Willi, there were organzas in all possible variations used for exclusive dresses for garden parties and evening wear, in particular organza embroidered in gold or printed with sprays of three-dimensional flowers. A pale blue organza by the same manufacturer with white piqué edging was much admired. The products of the firm of Abraham (Zurich) were represented by lovely damasks, brocades, cotton cloqués and embroidered fabrics. A damask dress embroidered with roses, worn with a coat of the same shade, as delicate as a dragon-fly's wing, won universal applause, as did a silk matelassé cocktail dress the colour of moonstones with a bodice embroidered

Charles Ritter, Lübeck

Champagnefarbener Baumwoll-Duchesse mit aufgestickten Rosen von :
Duchesse coton champagne brodé de roses de :

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

Photo Theo M. Scherrer



Charles Ritter, Lübeck

Mondsteinfarbener Seiden-Matelassé von :

Matelassé de soie couleur pierre de lune de :

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

Photo Theo M. Scherrer



Charles Ritter, Lübeck

Aquamarinblauer Shantung-Taft
von :
Taffetas shantung aigue-marine de:
*Robt Schwarzenbach & Co.,
Thalwil*

Photo Theo M. Scherrer



Charles Ritter, Lübeck

Rohseide, nachtblau und weiss
von :
Soie grège bleu nuit et blanche de :
*Robt Schwarzenbach & Co.,
Thalwil*

Photo Theo M. Scherrer



with pearls and strass. Among A. Naef's fabrics, the cottons with small designs for shirtwaist dresses met with the greatest success.

Without exaggerating, it may be said that this year the summer collections of the best German couture and wholesale fashion houses not only give proof of the talent of their designers, but are also a triumph for the Swiss textile industry and the creative imagination to which it bears witness.

Emily KRAUS-NOVER