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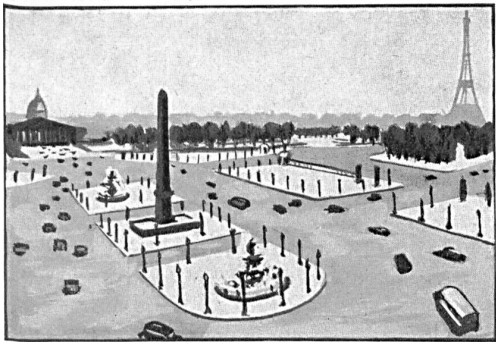
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MODÈLES EXCLUSIFS
REPRODUCTION INTERDITE
(Chambre syndicale
de la couture parisienne)

COLLECTIONS HIVER 1955-56

Consacrées par la couture et la mode parisiennes:

SOIERIES DE ZURICH



HUBERT DE GIVENCHY

Satin Fleur de soie de
L. Abraham & Cie, Soieries S.A.,
Zurich

Photo Kublin



JACQUES GRIFFE

Taffetas noir, soie naturelle, de la
Société anonyme Stünzi Fils, Horgen

Photo André Ostier

PIERRE BALMAIN

Radzimir noir, soie naturelle, de la
Société anonyme Stünzi Fils, Horgen

Photo André Ostier



BALENCIAGA





PIERRE BALMAIN

Satin cuir de
L. Abraham & Cie, Soieries S.A., Zurich

Photo Kublin



CHRISTIAN DIOR

Satin double-face de
L. Abraham & Cie, Soieries S.A., Zurich

Photo Kublin

JACQUES FATH

Satin duchesse pure soie,
vert émeraude, de
Robt. Schwarzenbach & Co., Thalwil

Document L'OFFICIEL





JEAN DESSES

Faille de soie «Gala» de
Stehli & Co., Zurich
Distribué par Fred Carlin

Document L'ART ET LA MODE



CHRISTIAN DIOR

Satin brodé de
L. Abraham & Cie, Soieries S.A., Zurich

Photo Kublin

BALENCIAGA





CHRISTIAN DIOR

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

Photo Kublin

JACQUES FATH

Ottoman de soie «Morny» de
Stehli & Co., Zurich

Distribué par Fred Carlin

Document LA FEMME CHIC





JEANNE LANVIN / CASTILLO

Peau de soie «Tortoni» de
Stehli & Co., Zurich
Distribué par Fred Carlin

Document VOGUE



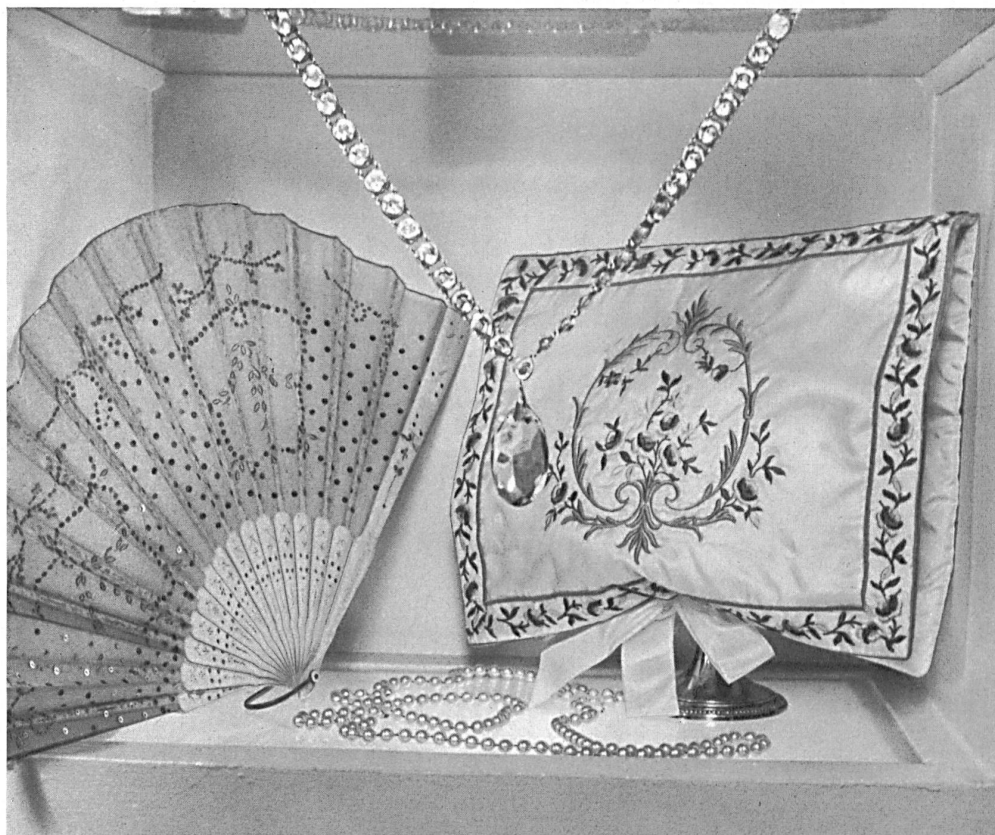
MADELEINE DE RAUCH

Crêpe de soie «Kashmir» de
Stehli & Co., Zurich
Distribué par Fred Carlin

Document L'ART ET LA MODE

Consacrés par la couture et la mode parisiennes:

BRODERIES
ET COTONS FINS
DE SAINT-GALL



CHRISTIAN DIOR
(Boutique)

Sachet avec broderie de laine de
Forster Willi & Co., Saint-Gall

Photo Joseph Grove



CHRISTIAN DIOR
(Boutique)

Sachets avec volants de broderie
multicolore sur satin pure soie de
Union S.A., Saint-Gall
Grossiste à Paris: Chatillon, Mouly,
Roussel S.A.

Photo Joseph Grove

MODÈLES EXCLUSIFS
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de la couture parisienne)



CHRISTIAN DIOR
(Boutique)

Etole brodée laine sur organza,
imitant tricot, de
Rau S.A., Saint-Gall
Grossiste à Paris: Chatillon, Mouly,
Roussel S.A.

Photo Joseph Grove

LE MONNIER

Galon de velours blanc brodé de
Forster Willi & Co., Saint-Gall
Grossiste à Paris: Chatillon, Mouly,
Roussel S.A.

Photo Joseph Grove



LE MONNIER
Garniture en broderie
de Saint-Gall

Photo Joseph Grove

ACHILLE

Garniture de guipure de laine de
Forster Willi & Co., Saint-Gall
Grossiste à Paris: Chatillon, Mouly,
Roussel S.A.

Photo Joseph Grove



BRUYERE

Broderie laine de
Rau S.A., Saint-Gall
Grossiste à Paris: Chatillon, Mouly,
Roussel S.A.

Photo Joseph Grove



PIERRE BALMAIN
(Boutique)

Jersey de laine brodé de
Forster Willi & Co., Saint-Gall
Grossiste à Paris: Chatillon, Mouly,
Roussel S.A.

Photo Joseph Grove





CALIXTE
(Boutique)

Guipure bleue
de *Union S. A., Saint-Gall*
Grossiste à Paris : Pierre Brivet Fils

Photo Roland de Vassal



Photos Joseph Grove

WORTH

Garniture en dentelle
de *Forster Willi & Co., Saint-Gall*
Grossiste à Paris : Chatillon, Mouly, Roussel S. A.



BALENCIAGA

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MODÈLES EXCLUSIFS
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(Chambre syndicale
de la couture parisienne)

CHRISTIAN DIOR
(Boutique)

Garniture de tulle brodé
de *Walter Stark, Saint-Gall*
Grossiste à Paris : Pierre Besson

Photo Joseph Grove



The copying of the creations of Parisian haute couture

As we regularly mention, the models of Parisian Haute Couture reproduced in this periodical are registered models and all rights of reproduction are reserved. In fact, as the couturiers have said : « ...the commercial capital of the fashion houses is constituted by their exclusive rights on their original creations. These rights, which are as rigidly protected in France as authors' copyrights, are materialised in the interest aroused at the showing of the collections and the ensuing world demand. Any premature disclosure of the original creations therefore considerably reduces the commercial value of these rights. ».

Now couturiers have always, at one time or another, been the victims of copyists and have always protected their interests by imposing strict checks at the time of the showing of their collections ; this has not however prevented certain leakages.

The world press has recently reported a lawsuit brought against an American firm alleged to be specialising in the copying of fashions, and the Parisian Fashion Designers Joint Committee has issued a statement in this connection, from which we have taken the present information.

The accused firm is alleged to have sold its clients copies of the sketches of the principal Parisian couturiers, bearing the designers' signatures, one month before the date fixed for the authorised release of the collections, that is to say at the very moment of the Paris openings and before the couturiers had even had time to make their own deliveries to their regular clients. This copying had assumed such proportions that, in August 1955, the organisation in question had supplied more than three hundred models by *Christian Dior, Jacques Fath, Jeanne Lanvin-Castillo* and *Jean Patou* to its subscribers. The case brought by these four fashion houses will be heard before the Supreme Court of the State of New York and will be the most important ever known in the annals of fashion. In addition to various other sanctions, the injured parties are suing for damages amounting to more than one million dollars.

The French periodical « Le Jardin des Modes » has been kind enough to submit the following pages, which describe and illustrate the present trends of fashion. We feel sure that they will be of interest to many of our readers.

La revista francesa « Le Jardin des Modes », ha tenido a bien asegurarnos a título de servicio especial la redacción de las páginas que siguen en las que se define e ilustra las tendencias características de la moda. Creemos que serán de la mayor utilidad para algunos de nuestros lectores.

Die französische Zeitschrift « Le Jardin des Modes » hat die nachfolgenden Seiten, in denen die typischen Merkmale der Mode in Wort und Bild dargestellt sind, eigens für « Textiles Suisses » zusammengestellt. Wir glauben, dass diese Angaben vielen unter unseren Lesern von Nutzen sein werden.



Frou-Frou

Throughout the world these two syllables conjure up visions of fine, frilly, seductive lingerie. Our epoch — which is living on the edge of a volcano — has fallen in love once more with luxurious lingerie, and luxury in this field spells « lace » and « embroidery ». On the occasion of the *National lingerie day*, which took place in Paris in the middle of november, a fashion parade was held at the hotel Georges V. In many of the attractive models lavish use has been made of embroidery and lace — both textile products for which the industry of St. Gall is famous.

Here are some of the models that were shown.



Photos
Toledo