

Letter of New York : exclusive fabrics

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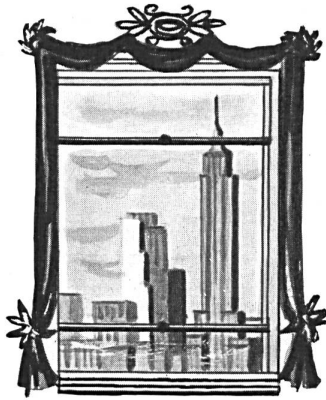
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LETTER OF NEW YORK

Exclusive fabrics



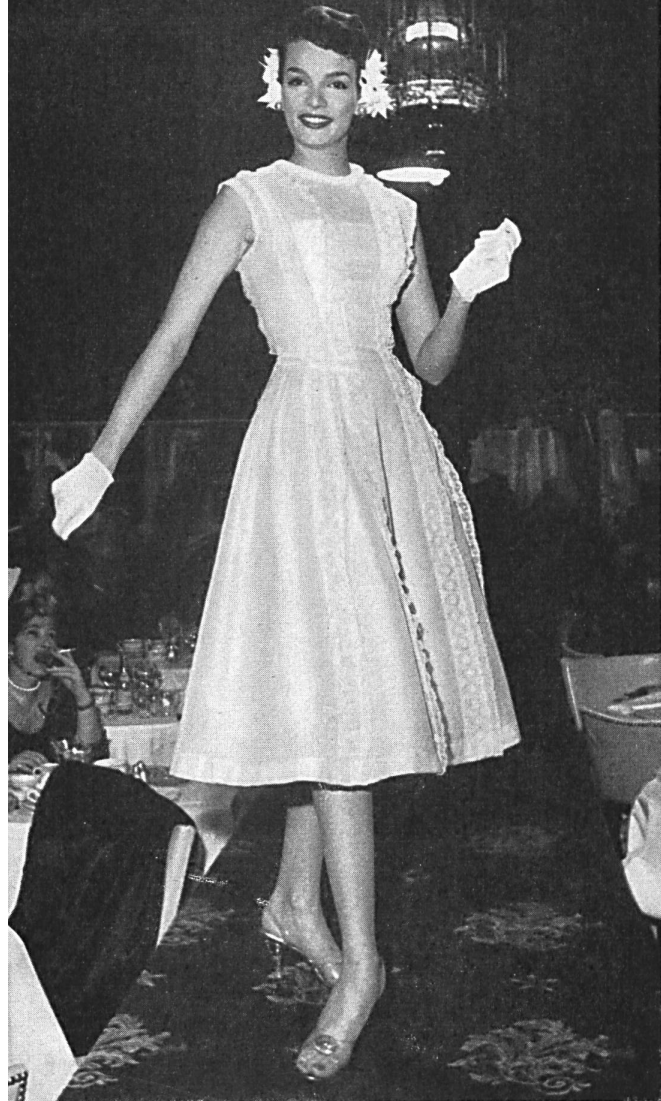
REICHENBACH & Co., SAINT-GALL

Pink embroidered batiste.

Model by: Christian Dior, New York

The chemical industry enables new progress to be made each season in the textile industries. Synthetic fibres, finishing processes and combinations of natural and synthetic fibres in infinitely varying proportions are the present source of new creations in fabrics for fashion.

The more scientific ingenuity succeeds in transforming the basic elements of matter into synthetic products, the more abundantly the world market is supplied with fabrics possessing the practical qualities that make them universally adopted. Nylon, orlon,



HEER & Co., THALWIL

Pure silk white organza.
 Dress by: *Claire Schaffel, New York*

Photo: Irwin Dribben, New York

viscose and acetate rayon, dacron, fortisan and glass fibres are produced in enormous quantities in the United States and countries overseas.

This influx of new synthetic fibres has not however succeeded in diminishing the prestige of the age-old textiles which have clothed and protected mankind since the earliest times. Cotton remains the most used fabric for clothing as well as for household «linen». Linen proper remains the smartest fabric for warm climates. Silk with its incomparable beauty maintains its prestige while wool still makes the warmest clothing.

Instead of being supplanted by the new materials, the traditional textiles continue to benefit from the progress made in finishes of all kinds which confer on them remarkable improvements such as crease-resistance, colour fastness to all destructive elements and many other advantages besides.

The mixtures of the traditional aristocratic fibres and the synthetic ones, the newcomers to the great family of textiles, produce fabrics that possess all the advantages of the two. The textile industry is considerably enriched by this constant supply of new and wonderful materials.

Swiss fabrics are outstanding for the perfection of their finish and dyes, and for the inventions revolutionising the industry: in this connection it is sufficient to mention the elastic yarns in «Helanca» nylon by Heberlein and the permanent finishes of the same firm, which have given dainty cotton fabrics such as organdies the practical qualities that make them so easy to take care of. Dyeing, the printing of silks and cotton fabrics and the finishing of the new mixed fabrics are but a few of the specialities of the Swiss finishing industry which, like that of embroidery, is a precision industry in which quality comes before quantity.

That is why, compared with the vast output of American fabrics of all kinds, the fabrics imported from Switzerland remain exclusivities, bringing a note of distinction, an individual touch and the new ideas that are so indispensable to high fashion and the better ready-to-wear collections.

In the revival of the fashion for printed silks and heavy silks for suits, and the present popularity of the novelties combining silk and synthetic fibres, the fabrics imported from Zurich occupy a prominent position. The finest American collections, from New York to California, make use of Zurich silks for the creations worn by the stars of stage and screen, as well as by the smartest women of American and international society.



FORSTER WILLI & Co., SAINT-GALL

Schiffli embroidered silk organza.
 Dress by: *Claire Schaffel, New York*

STOFFEL & Co., SAINT-GALL

Delicate yellow and white tucked sheer voile.

Dress by: Lanz Originals, New York

By way of example, we show a photograph of an attractive ensemble*: an evening dress with coat to match in a light chiné silk satin with a floral design. The fitted dress flares at the back and at the knees in a full «flamenco» skirt of great elegance. The long coat of the same material, which reaches right down to the ground, is lined with plain moss-green silk satin. This creation from the collection of Don Loper of California is made of fabrics imported from Robt. Schwarzenbach & Co., Thalwil, Switzerland (in New York, the Schwarzenbach Huber Co.).

Among the high fashion collections in New York that have made use of the beauty of the cottons and embroideries imported from St. Gall, Claire Schaffel's collection «Clothes for many Climates» is outstanding for the choice of fabrics and the skill with which they are used.

The characteristic feature of this collection, as of most this year, is the emphasis on practical dresses that are suitable for all climates and travel well. The great

* See page 103.



SWISS FABRIC GROUP INC., NEW YORK

METTLER & Co., S.A., SAINT-GALL

Printed pure cotton satin «Habanera».

Dress by: Edith Lances, New York



STOFFEL & Co., SAINT-GALL

Pale blue and white sheer cotton in woven ribbon effect with corded stripes.

Dress by: Hattie Carnegie, New York





**CHRISTIAN FISCHBACHER Co.,
SAINT-GALL**

"Fisba", lustrous, wrinkle-resistant
light-weight printed cotton
Dress by: *Elfreda Inc., New York*

amount of traveling done by women nowadays and their natural aversion to being encumbered with heavy luggage favour the choice of the fine fabrics of Switzerland, such as light embroideries or novelties in printed cotton, re-embroidered organdies or organdies with embroidered insertions.

Among the most successful creations was one made of white opalescent silk organdy, embroidered with vases overflowing with flowers and Chinese inspired branches, a « Garden of Eden » in delicate shades.

Typical of the evening dresses suitable for wear in all climates was a short dress in plain black organdy with applications of embroidered flowers in white organdy around the hem.

Ideal for the summer was a short dinner dress in white cotton piqué embroidered with small clusters of tiny blue, green and red designs.

Another attractive dress, this time a delightful combination of silk and cotton, was in white silk organza from Heer & Co., Thalwil, trimmed with St. Gall embroidery placed in vertical bands on the front of the dress.

Th. de Chambrier



SWISS FABRIC GROUP INC., NEW YORK

**CHRISTIAN FISCHBACHER Co.,
SAINT-GALL**

"Fisba" cotton fabric
Dress by: *Rappi, New York*



**CHRISTIAN FISCHBACHER Co.,
SAINT-GALL**

"Fisba", white, blue and black colour
woven cotton fabric
Dress by: *Tina Leser, New York*