

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1959)
Heft: 4: b

Artikel: In a flower garden
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-798569>

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In a flower garden

Helanca makes a name for itself in the field of outer garments too

At the charming fashion show organised by the Swiss Association of Hosiery and Knitwear Manufacturers¹ on June 10th this year at «G 59», the first «Swiss Horticultural Exhibition», visitors were able to admire some attractive models of dresses and two-piece outfits made of Helanca knitwear. We wish just to remind readers that this nylon-based stretch yarn is a Swiss invention made by the firm of Heberlein & Co. Ltd., Wattwil, and is now all over the world and manufactured under license in a large number of countries. Helanca has achieved considerable fame in the underwear industry where its advantages have been known and appreciated for several years now. Today this product has entered the field of outerwear, where it is used to make clothes that are every bit as successful as those made of traditional fabrics. The three illustrations reproduced on this page and taken at the «G 59» Exhibition bear eloquent witness to the elegance and quality of garments made of Helanca knitwear.

¹ See T. S. No., 3/1959, p. 116.



Two-piece outfit in mixed Helanca and wool knitted herring-bone material.
MODÈLE VOLLMÖELLER S.A., USTER

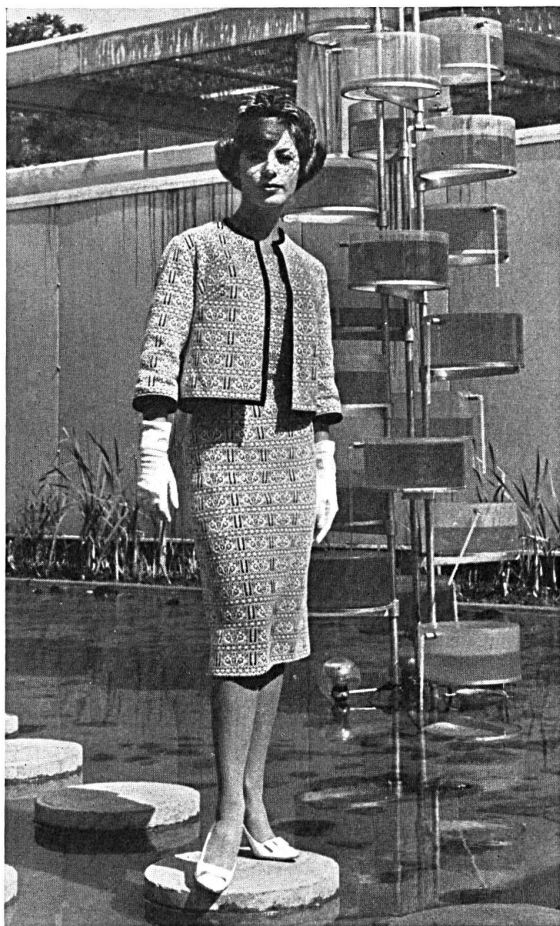


Summer dress in a printed Helanca knitwear material.
MODÈLE «ISA», JOS. SALLMANN & CO., AMRISWILL

Photos Tenca



Two-piece outfit in a printed Helanca knitwear fabric.
MODÈLE «DUO»,
ASPOR S.A.,
PORRENTUY



Photos Tenca

Versatile nylon

In our last number (No. 3/1959, p. 113), we announced the setting up in Zurich of an office of the American firm of Joseph Bancroft & Sons Ltd. In collaboration with the Société de la Viscose suisse at Emmenbrücke, this firm recently launched on the Swiss market a bulky nylon fibre known as « Ban-Lon ». This fibre, which is marketed in Switzerland under the name of « Ban-Lon Nylsuisse », is already used by a number of Swiss hosiery and knitwear manufacturers as well as by certain cloth mills. Guests at the fashion show organised by Swiss hosiery and knitwear manufacturers at the « G 59 » Exhibition¹ had an opportunity of seeing some attractive knitted and woven garments made from « Ban-Lon Nylsuisse ». Opposite we show some of these outstanding models.

¹ See T. S. No. 3/1959, page 116.

Smart two-piece outfit consisting of dress and jacket in black and white « Ban-Lon Nylsuisse » weavenit; easy to wash, quick drying, requires no ironing.

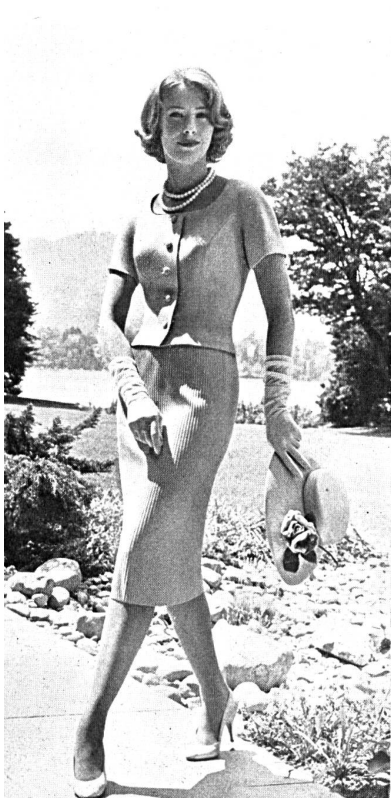
MODÈLE: HUMBERT ENTRESS A.G., AADORF.

Attractive pale mauve two-piece outfit in « Ban-Lon Nylsuisse », permanently pleated skirt.

MODÈLE: NABHOLZ A.G., SUHR

Charming permanently pleated dress in « Ban-Lon Nylsuisse ».

MODÈLE: NABHOLZ A.G., SUHR



Fashionable blouse with stand-away collar, to be worn outside the skirt. « Ban-Lon Nylsuisse » fabric; easy to wash, dries quickly, no ironing required.

MODÈLE: R. BRAUNSCHWEIG & CO., ZÜRICH