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New fabrics

descriptions of the collections

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«BERCO», Baerlocher & Co., Rheineck

For the coming spring, these well-known makers of fine lingerie fabrics offer an amazing variety of ideas and colours. Their fine batiste, which enjoys an excellent reputation, has been completed by two new, slightly heavier qualities, intended mainly for giving embroidery effects as well as for making rather less flimsy night-wear. Outstanding in this firm's collection are the marvellous fine printed crêpes as well as other newly created fancy fabrics. The printed and plain cotton satins, specially designed for the manufacture of lingerie, add a note of originality. The collection is completed by a number of vaporous fancy fabrics and plain, pure wool crêpes, a line that has become very firmly established, in a superb range of colours.

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Bégé Ltd., Zurich

The whole 1962/63 winter collection gives off an aura of discrete elegance, due as much to the selection of designs as to the combinations of colours. All the fabrics, whether light or heavy, are soft to the touch and, compared with last year, comparatively little use is made of metal threads. Many fabrics are in the quiet, muted shades that are so popular with women wishing to be in the height of elegance without following all the most daring innovations adopted by their more youthful sisters.

Among all these fabrics, we were particularly struck by «Elegante», for dressy afternoon dresses in discrete shades; «Bel-extreme», in a fancy structure, with a striking relief effect in very subdued tones; Clostale, a light and supple cloqué, which in addition to the muted tones is also available in very fashionable and daring shades, on a white, black and coloured warp; «Petit Dîner», a mixed wool fabric with delicate motifs over the whole of its surface is particularly popular for cocktail gowns for the very poised woman; in the muted shades, we were also struck by «Smarbel», a wool-type fabric, while «Celine», with its discrete elegance is beautifully enhanced with striking cellophane effects. «Herly» and «Scaline», with or without Lurex effects, are typical lines for cocktail dresses and evening gowns. «Smardiale» is a wool and silk fabric with beautiful draping qualities and very smart diagonal designs in skilfully chosen semi-tones. Let us also mention «Mode-

laine», a mixed wool printed fabric in colours selected with great taste and, finally, «Smaroque», a printed cloqué with large designs, specially created for very youthful evening dresses.

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Bleiche Mills Ltd., Zofingen

A well balanced and very fashionable collection of worsteds in pure wool or with mixed warps, for autumn suits, two-piece outfits and especially dresses; the selection of worsted coatings on the other hand contains only a limited number of articles but all extremely carefully designed. There are therefore medium-weight worsteds of the Shetland type, some of which have interesting diagonal and herring-bone designs as well as structured surfaces. The colours range from speckled brown through dark brown and green to Bordeaux with a number of muted blues. For dresses, the light worsteds (280-320 gr.) possess attractive small designs and weave effects. Let us call attention to a new satin warp, in autumnal tints. Among the worsteds with small checks and a soft handle, we were particularly struck by the discrete matching of colours in saturated tones, and the designs, which were frequently self-toned and muted. The same trend is noticeable in the stripes.

The fabrics with Trevira are made in checks and stripes as well as knotted styles in a wide range of colours from subdued to very bright, the latter produced particularly with a view to children's garments.

For men's suitings, the worsteds come in three qualities: flannel, fine thrown merino (450 gr.) and «Swiss-Twist» (530 gr.), with small designs or unobtrusive checks. The «Swiss-Twist» collection is richer and more varied than ever this year; these fabrics possess new black and coloured knotted effects.

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«FISBA», Christian Fischbacher Co., St. Gall

The FISBA collection of embroideries for the winter 1962/63 is made mainly on satin and cotton crêpe grounds, both with Minicare finishes. It consists for the most part of blouse fronts, edgings and various trimmings used mainly for blouses buttoning both at the front and the back, and blousons, which are so popular today, as well as embroidered allover; all these lines are equally

suitable for dresses. In the designs, we find ornamental and stylised floral motifs, all very modern but very feminine and decorative at the same time. The embroideries are made of very fine threads and include interesting open-work styles, many of them self-toned; they are all in fashionable colours and for the winter mainly full tones are used. To sum up, a very well-planned collection of wearable novelties in the medium price range.

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Gugelmann & Co. Ltd., Langenthal

A compact 1962/63 winter collection consisting mainly of sporting lines, especially colour-woven cottons but also a great number of mixed cotton and wool fabrics, as well as terylene and wool.

Polly, a pure cotton line in 150 cm. widths for sportswear, anoraks and afterski skirts, is also available either in jacquard designs with ornamental effects, or dobby loom woven, some with abstract designs. Both these articles have a double warp and are therefore reversible. In addition there are a number of plain matching fabrics making possible a whole series of different combinations. They are all crease-resistant and water-repellent. Aggador is one of the finest fabrics in the collection with the look of poplin and a pleasantly soft handle, in plain shades; it is perfect for raincoats, anoraks, women's slacks and jackets; available in 150 cm. widths, it is crease-resistant and water-repellent. Cotonne, two stronger, shrinkproof pure cotton qualities, 90 cm. wide, form part of the traditional stock of hard-wearing lines. Susy is another attractive pure cotton fabric, 150 cm. wide, in multicoloured designs ideal for children's and women's anoraks.

Reggana, an original high quality flannel in 50/50 wool and cotton, is a fine fabric with a pleasantly soft handle, combining the qualities of both fibres. This 90 cm. wide sanforised fabric is ideal for men's sports shirts, women's blouses, children's garments and dressing gowns. The designs and colours vary according to the different uses for which they are intended, either in muted shades of softer colours. A large number of new designs in stripes and checks widen the scope of this already very popular line.

The collection also contains a particularly smart mixed terylene and wool (55/45 %) fabric, available in two different styles: a series of checks and tartans in attractive colour combinations for skirts and dresses and a very wide range of fashionable coloured plain fabrics, including some of the very latest shades such as grass green, a luminous winy red, mandarine and gold. With its luxurious handle and fine colours, this fabric is typically haute couture.

For men's sports and leisure shirts, the collection includes Baron Aggalus and a whole series of other specialities; these fabrics are available in a very large number of different designs and colour combinations capable of meeting the most varied tastes. They are all top quality brushed cottons suitable for machine washing without the need for any special precautions.

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« H.C.Z. », Haas & Co., Zurich

For the winter 1961/62, this firm presents a wider selection of jacquard fabrics in various mixtures. The colours for these high fashion articles have been chosen with particular care. In addition, there is a small collection of fashionable prints for the winter in a number of mixed wool fabrics as well as a limited number of plain fabrics, particularly suitable for cocktail and evening dresses. In this field too great care has been taken to follow the latest colour trends.

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Hausammann Textiles Ltd., Winterthur

All the fabrics in this firm's summer 1962 collection have a Minicare finish. They are mainly cottons and similar articles, especially prints. The main ground fabric is corded satin, a very lovely fabric with a silky look and handle, with much body and fairly heavy, available in all sorts of prints. It is difficult to discover any general trends in all that we have seen; let us just say however that

most of the designs cover the whole fabric, that the floral motifs — which are rather scarce — are generally large, sometimes arranged in strips and that the colours tend rather to be matching than contrasting. We saw designs of all kinds, both small and large, conventional and fancy, in particular printed designs on a coloured ground marked with rather lighter irregular splashes; designs resembling mosaic motifs, a series of Japanese designs, medallions and ornamental coils printed on bright grounds in contrasting colours, allover Tachist designs, stylised flowers and trees, etc.

Another article, frequently used though to a lesser extent, is a blouse and dress poplin. The collection of prints on this ground is also very rich, with linear ornamental designs, clusters of ornamental motifs, strips of foliage, etc. There is also a large collection of designs on an ordinary cotton satin, in particular prints on a spotted ground, stylised floral motifs and big decorative designs as well as prints with veining like marble. All the designs are generally in bright pastel shades, with a tendency to be more subdued for the winter fabrics.

Although not part of the collection for dresses, we must not fail to mention certain other products such as the net curtainings, very lovely and very exclusive printed cottons for drapes, and a very fine assortment of printed lingerie fabrics such as voile, batiste and satin. There is also an interesting original creation, the Osa-Atmic raincoat fabric in 67 % diolene and 33 % cotton; it is also made in heavier poplin or gabardine type qualities to meet the demands of a conservative clientele. Each of these three types is available in 70 shades.

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Heer & Co. Ltd., Thalwil

Among the pure silks for the winter 1962/63 is a plain light-weight shantung (54/55 gr.) in attractive fashionable shades, as well as the same quality in checks; the same type is also available in a heavier variant (84 gr.); Asuma crêpe is a light-weight fabric (68 gr.), looking heavier owing to its crackled surface, which gives it a smart new look. Other pure silks include Pascale, a successful combination of a structured surface with a two-toned shantung effect. This is a 142 gr. fabric in discreet colours with a slight crystal type sheen effect. In silk and wool, we noticed Granada, a 55 gr. shantung for two-piece outfits and coats; in this 90 cm. wide fabric the silk is on the front side and the wool on the reverse, giving it not only a novel appearance but at the same time excellent strength and remarkable firmness for the price. Aladin faille, a type of crêpe, has the same composition. There is also the Tangara range (135 and 158 gr.), a series of smart plain novelties suitable not only for dresses and two-piece outfits but also for light coats. We noticed several articles in which the laminette threads give very subdued metallic effects, such as for example Florina and Marasco lamé, two fabrics with structure effects. This firm's Crystal range of fabrics has been further enriched. This is a fairly strong quality in a medium price range, ideal for cocktail dresses. The shiny effect of the fine stripes is set off by a very rich range of colours. Satin Marcassin is a flock-dyed mixture of wool, acetate and staple fibre, for dresses and two-piece outfits; this is a very supple quality, with discreet coloured effects on a black warp.

Terylene plays an important part in this collection: there is first of all a group of mixed terylene and staple-fibre light-weight fabrics with knotted and *flamé* effects in muted wintry colours, as well as a large number of mixed terylene and wool fabrics. Thanks to the terylene, these articles are very resistant to creasing and wear, are generally washable by hand and dry easily without losing their shape or shrinking. Among the plain fabrics of this series, we were particularly struck by Terystar satin and the crêpes of the Lucky line. Finally, let us just mention the many mixtures of terylene and wool in tartans, stripes and checks. These fabrics with their countless variations in design have been entirely renewed for the 1962/63 winter season and we find shaded off fabrics, fine stripes in muted shades, fancy stripes in brighter shades, in brief a very large choice for straight and pleated skirts, dresses and two-piece outfits.

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Mettler & Co. Ltd., St. Gall

The focal point of the winter 1962/63 collection is the series of smart cocktail type prints in which the fabrics are mainly mixtures containing silk, wool, acetate and synthetic yarns, as well as shiny

threads such as crystal, and gold and silver lamés. The most striking lines are Mareotis, Christina, Tiara and Alborada, some of them printed with floral designs reminiscent of Japanese motifs. The colours are luminous on light pastel grounds. We were also struck by the youthful sporting styles, with very bright colour effects, in pure wool, and wool and cotton fabrics. We likewise saw a number of very original batik or ornamental designs with large bold repeats on pure cotton or wool and cotton fabrics for blouses. Among the fancy novelties, we were particularly impressed by the smart fabrics for afternoon and evening wear. Broché Crystal is a rich mixture of wool and crystal enlivened with discrete self-toned brocading. The new Jacquard Sari and Maharani lines lend a particularly elegant note with their attractive silver effects. Iridescent Ottomane, a fabric with striking relief effects, is an especially sumptuous creation ideal for bridal gowns and evening coats, while Soielaine Caprice is a high quality jacquard in pure silk and worsted particularly suitable for afternoon dresses. In the boutique type winter cottons Corviglia (in 140 cm. widths) is just perfect for anoraks and afterski clothes.

The plain fabrics include several familiar lines such as Satin Tanissa, Prince of Wales and Scaramouche, in a new range of particularly luminous winter colours. Another old favourite, Sable Ecardi, a high quality mixture of wool and silk, was also included. In addition to these fabrics there were a number of new creations in terylene and worsted, such as Shantylene with a typically shantung structure and Sablene, a smart sablé type fabric.

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Naef Bros. Silk Mills Ltd., Zurich

Even if less rich in prints than the summer ranges, the winter 1962/63 collection nevertheless contains a certain number of new designs on Butterfly Silk (pure silk). In the figured lines for cocktail and evening dresses, we find cloqué and matelassé jacquard fabrics with chromflex yarns, fabrics in pure silk, crylor and rayon such as Désirée and Gloria. In crystal, acetate and chromflex, there is Aurora for evening and cocktail wear. Melodie has clipcord effects on a crystal surah ground with chromflex. Prelude is a crylor cloqué with gold and silver chromflex on a silk and nylon warp; this is a soft light-weight and elastic fabric; Sirikit and Reveillon are two similar lines at more popular prices. Lumina, a silk warp article with crystal (acetate), cotton and nylon, has relief effects and creates a contrast between mat and shiny materials, in muted shades. Ombra, also with relief effects, is in crystal on a silk warp. Juvena, also in crystal on a silk warp, is a light mousseline type but elastic fabric, to which the acetate yarns give a certain body. Minuet and Gavotte are two fabrics with chromflex effects on a jacquard ground printed in pastel shades; while still among the metallic effects, let us mention Arco, a fabric printed in dark shades on silk, pure wool and lurex. We also noticed Crysta, a plain surah type fabric with black acetate warp and crystal weft, available in dark stained-glass window shades.

In addition to other qualities such as shantung and taffeta in pure silk, wool and crystal, wool and rayon, terylene and wool, etc. let us also mention the Shetty line made with a patented elastic staple fibre yarn. This piece-dyed fabric is very resistant to friction thanks to the special structure of its thread. This year it is made with a *sablé* structure, in mixed stained-glass window colours and classical shades. It is a high quality article at popular prices, wearable at all times of the year and always available from stock.

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Neuburger & Co. Ltd., St. Gall

In the new 1962 summer collection, there is a wide range of fashionable embroideries with very marked relief effects on batiste, poplin, silk organdie and cotton organdie. This collection, which has been composed with special care, contains in addition to the traditional blouse fronts and embroidered allover, a very exclusive selection of embroidered edgings for blouses as well as a number of original coloured petit-point embroideries for special purposes. We should also like to call attention to a wide range of high quality white embroideries: strips, insertions and braids for high class lingerie, which gives this outstanding collection a particular cachet all its own.

In the novelty articles too the choice of designs has been widened to include numerous extremely fashionable items for embroidery trimming, a line which will be further developed in the future.

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Riba Seiden Ltd., Zurich

This popular new firm presents a very interesting collection of smart, youthful articles in the medium price range. The 1962/63 winter collection, which is big without being overwhelmingly so, contains mainly plain fabrics for smart afternoon dresses and cocktail gowns. It includes many mixtures with wool, silk, crystal, etc. such as Silkana, Bravo, Boulevard and Ribalana, a reasonably priced crystal and wool fabric with a wool handle for ready-to-wear clothing. For light-weight two-piece outfits we noticed Bellavista, Belladonna and Bellevue, as well as a shiny 100 % crystal herring bone fabric called Bardola, which is soft without being limp, and has an interesting surface and handle. Let us also mention a classical fabric, a pure silk piece-dyed plain satin. A yarn-dyed velvet duchesse is available in both plain and printed versions; Bellona, a heavy reversible ottoman for coats in an artificial fibre mixed with wool; Ribastar, a plain piece-dyed viscose satin with permanent, very fine goffering, ideal for dance and cocktail dresses, is an inexpensive line which already met with great success last summer in cool colours. Embroidered Ribastar is specially designed for bridal gowns. Among the fabrics for two-piece outfits and cocktail dresses, Bellezza is a jacquard duchesse with cellophane effects; it also exists as a plain duchesse and a jacquard duchesse with sequinned and cellophane embroidery. Bambina is a jacquard fabric in rayon, pure silk and Helanca, with relief effects obtained by shrinking one of the materials; Adana is in the same style. Beauty is a jacquard duchesse with chromflex; Bellina, another jacquard article with metallic effects in lamine, in stained-glass window colours, also for evening coats. The lamés include light-weight articles such as Bonanza, in acetate, lurex and nylon. Belvedere is a cloqué matelassé for the afternoon, while Braganza is a piece-dyed cloqué for afternoon and early evening dresses. In addition to the fabrics we have listed here, there is a whole host of very attractive standard lines.

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Jacob Rohner Ltd., Rebstein

This firm's main line for blouses is satin in all fashionable colours, as well as a double twist poplin with a silky handle, in various new shades; these fabrics are partly embroidered with new style designs, and motifs with chemical embroidery effects.

In addition there is a very rich collection of embroideries for bridal gowns and evening dresses, on duchesse satin, tulle, and the classical organdie cotton; these embroideries are made partly with Lurex and combined with appliqué work.

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Sabrosa Co. Ltd., St. Gall

The outstanding feature of the 1962/63 autumn/winter collection of ground fabrics and embroideries in the latest fashionable shades is the host of new ideas that abound.

The models presented by the firm enabled buyers to gain a better idea of the novelties. These models of blouses and dresses are created in close contact with Paris and Florence.

This firm's exclusive collection contains a number of ground fabrics which had never before been used for embroidery. By their originality, quality and high fashion features, these articles are aimed above all at the better ready-to-wear manufacturers.

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Setarti Ltd., Zurich

This firm, which specialises in embroideries, makes up its collection mainly for the summer, simply adding a few new articles for the winter. In the summer 1962 collection, the prevailing trend seems to be for embroideries for blouses, that is to say embroidered

edgings with scalloped or straight edges. Many of these articles come in two styles, one richer, generally used for the fronts of blouses, and the other lighter, to be worn at the back. The embroideries are made on batiste for the summer, in pastel and light shades, while Minicare cotton satin is the favourite for winter, in much fuller fashionable shades such as red, navy blue and caviare, billiard-table green, etc. Among the designs for blouses, let us also mention the traditional blouse fronts, with a predominance of floral designs for the summer and ornamental designs for the winter, as well as a large number of stripes for blouses buttoning up at the back, for use either horizontally at the bottom of the blouse or at shoulder height, or vertically on the front.

As always, this collection is very fashionable with regard to both designs and colours, while the quality is that expected of a rather higher class of Swiss article without ever being too high in price.

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Stoffel & Co., St. Gall

The great number of prints at present on the market encouraged this firm to create an entirely new style; the result, the Marco Polo collection, is Renaissance and oriental in inspiration, mainly in well-balanced mixtures of matching colours; these fabrics are equally suitable for the evening and for the beach. Other prints include Izmir, a Persian carpet inspired motif in bright pastel shades; Pueblo with Aztec and African style designs, Baroda, on a Honana fabric, made especially for men's shirts but also ideal for women's blouses and shirtwaist dresses. Benares, a fabric for smart, dressy summer dresses, is an attractive machine print with small designs, frequently in black and white.

Among the plain fabrics, satin is gradually being replaced by twill, which is available in three qualities: Viena, Maloja and Trouvaile. In the porous fabrics, there is Tropical, a medium weight but very porous line, then a new light and crease-resistant staple fibre material for blouses, as well as gauze type fabrics in keeping with the dictates of Paris. In the colour-woven fabrics, we noticed the combination of various modern weaves. Among the silks, there is a striped Honana, which was already very popular last year. Today, it is available for the first time in bright colours. There are also many stripes, narrower than before, and more multicoloured checks. Rustic style pick and pick and Classica are particularly fashionable. There are a number of new designs in the Lovelace line; Chérie and Dotted Swissli are the answer to the big demand for light and vaporous fabrics resembling embroidery.

The new collection also contains a large number of fabrics in terylene and cotton, in particular in crease-resistant piqué.

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Union Ltd., St. Gall

This firm's collection offers new effects and new styles embroidered in fashionable colours on grounds of Minicare cambric, Minicare poplin, Minicare piqué, dainty batistes, pure silk, especially for cocktail dresses, and in very fine qualities of nylon or silk organdie for bridal gowns. Particularly outstanding were the insertions and braids of chemical-type embroidery, the striking coloured appliqué work, the white and coloured batiste and cambric allover as well as the cotton embroideries, which are available in an extraordinarily wide range.

As usual the collection of novelties is particularly well thought out. It is an extremely rich one this year thanks to the use of every possible technique on a great variety of ground fabrics, and contains designs, colours and styles suitable for all smart occasions.

A last word, concerning the extremely varied collection of handkerchiefs ranging from those in embroidered tulle and lace to the less expensive articles with coloured embroideries, not to mention the novelty giant-size neck squares. Finally, let us mention their original packaging, which makes them very popular for gifts.

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«ZURRER», Weisbrod-Zurrer Sons, Hausen a. A.

The «Lascara» collection presented by this firm for the first time in the spring of 1960 met with world-wide success. Models in «Lascara» are already to be found in over 40 countries throughout the world. Thanks to the particularly pleasant wearing qualities of this fabric, it has met with great success not only in Parisian haute couture houses but also among the better ready-to-wear manufacturers of Europe, the United States and Asia. The 1962 collection has naturally been widened. The firm has created new variations to complete the existing wide range of standard lines. Consequently models made of «Lascara» are found in most of the big collections for 1962. From the beginning of the coming spring, the sale of this fabric will be backed by a big advertising campaign directed at the general public, through the leading fashion magazines. A special label enables ready-to-wear manufacturers to call the attention of their clientele to the «Lascara» fabric used in their models.

It should be remembered that these fabrics are particularly resistant to creases and stains, are always cool to wear and made — with a linen-type structure — in fresh, bright colours; a continuation of their success can therefore be predicted for the spring of 1962.



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