

Melbourne letter

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Melbourne Letter

Most of Australia's cotton fabrics are imported and the fashion industry associates different qualities and styling with different countries. Each year designers across the country and particularly in Melbourne, the home of the Australian textile and fashion trade, from Couture and prêt-à-porter houses look with increasing interest to Switzerland for fine fabrics with traditional European elegance.

Even to the public, thanks to good presentation at the retail level, the Swiss name is synonymous with quality fabrics of all types. In such a market where all fabrics are imported, «imported» loses its snob value, but «Switzerland» particularly in association with cottons, has a special prestige.

Australians are a practical people so fabric performance is very important. In view of this it is not surprising that the Everglaze Minicare label plus «Made in Switzerland» is an almost unbeatable combination. From dainty voiles, through lavish embroideries to luxurious satins and colour-wovens, the combination of names amounts to a

guarantee of a quality and a performance for everyone from tropical Cooktown to chilly Hobart in the South and anywhere in the 3000 miles between.

Names such as Mettler, Fischbacher, Reichenbach, Union, Forster Willi, Nef, are behind the elegant gowns worn at Vice-Regal receptions, Couture originals at the Melbourne Cup race meeting, crisp city outfits and the endless variety of leisurewear at beach, mountain or «Dead Centre» resorts.

Some of the most elegant numbers in the Couture collections of Hall Ludlow and Magg are always in Swiss Minicare fabrics. Both these designers rely on superb fabric quality for their strikingly simple interpretation of fashion. Makers of custom bridal and evening wear, Deon's, offer their clientele the choice of a wide range of Swiss sheers and embroideries. Ready-to-wear houses such as Marcia June whose current summer range was almost entirely in Reichenbach and Nef embroideries, Tullo with her Fischbacher prints, Park Lane with their fine blouses, Sports de Jour — the list of high grade

« Minicare »

Joseph Bancroft & Sons Co. A.G.,
Zurich

FORSTER WILLI & CO.,
SAINT-GALL

Broderie sur coton Everglaze Minicare
Embroidered Everglaze Minicare
cotton fabric
Modèle Deon's, Melbourne
Photo Athol Shmith





◀ «NELO», J. G. NEF & CO. S. A., HERISAU
 Broderie sur coton Everglaze Minicare rose
 pâle — Pale pink embroidered Everglaze
 Minicare cotton fabric
 Modèle Hall Ludlow, Melbourne
 Photo Athol Shmith

METTLER & CIE S. A.,
 SAINT-GALL
 Tissu de coton Everglaze Minicare
 imprimé
 Printed Everglaze Minicare cotton
 fabric
 Modèle Gordon Reid, Melbourne



METTLER & CIE S. A., SAINT-GALL
 Tissu de coton Everglaze Minicare imprimé
 Printed Everglaze Minicare cotton fabric
 Modèle Gordon Reid, Melbourne

houses in Australia who rely on Swiss cottons for their summer season is endless.

In huge department stores, too, such as Myers and David Jones — both have Australia wide groups — and Georges with its elegance and specialized fashion trade, Switzerland and the Everglaze Minicare name are associated in some of the most striking presentations of the fashion year.

Swiss influence on furnishing fabrics should not be underestimated. The high standard of living gives the Australian woman scope for frequent changes of interior decorating. The diversity of the character of Australian houses results in demand for a wide variety of decorative fabrics. Many charming effects have been achieved by the use of both modern and traditional Swiss printed furnishing fabrics. Here again the Everglaze Minicare virtues of soil and stain resistance, stability and recovery from wrinkling are an added attraction.

The recognition already accorded the Swiss fabrics in Australia pays tribute to the artistry of their designers and the skill of Swiss technicians. With Australia's fast growth, her importance as an export market to Swiss converters must increase. Present success is only a token of the sales in store for fine Swiss fabrics in this progressing market.

Bruce Coulter



