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The Swiss Fashion Club

in the Sun and Snow of Arosa



On January 17th this year, the Swiss Fashion Club presented its members' latest creations in the field of sports and leisure wear to trade press representatives from Switzerland, Europe and even the United States; the models shown consisted mainly of fashions for the 1963/64 winter season. The showing, which was held in the beautiful year-round sports resort of Arosa (Grisons), was a great success.

Arosa: the Hörnli ski slopes

The Swiss Fashion Club

What exactly is this club

One hears so much about these days? It is a Swiss association formed of one couturier and twelve textile and ready-to-wear clothing manufacturers who have joined forces in order to study the best means of coordinating their production and promoting sales in the field of sports and leisure wear. There is a big world market for sports and after-sports clothes as well as special holiday and travel wear, and a place too, to be won on this market for high quality articles with a distinctive national cachet.

The growing importance of sports and leisure fashions

is a result of the general rise in the standard of living and the overall reduction in the number of working hours, two trends that are becoming more and more prevalent in a great many countries in all parts of the world. Sport and travel are just as necessary for man, for the free expression and enrichment of his personality, as the choice of a hobby. In this field, the free expression of his personality takes the form of the selection of suitable clothing for his chosen occupation and contented frame of mind.

These new trends open up tremendous possibilities for sports and after-sports fashions, outfits for skiing, curling, skating and camping, beachwear, practical and comfortable

garments ideal for walking in the country or original and even amusing outfits for friendly get-togethers after skiing or swimming, wherever carefree, relaxed people gather together to while away the time and throw off for the moment the burden of material cares.

The existence of a continually expanding market for sports and after-sports clothing is therefore an undeniable fact.

But is there still room on this market?

Obviously, several countries already have their own clothing industry producing articles to meet just such a demand. Swiss Fashion Club members lay no claim therefore to having discovered or invented a new market. They do feel however that in the present state of affairs — most manufacturers working individually without any joint, overall production and distribution policy — there is still room on this market for a well-planned, well-coordinated type of production aiming at certain specific trends renewed every year. That is why, well aware that in this field too strength lies in union, the dozen or so Swiss producers in question formed a group to pool their combined efforts and cooperate in an association to which they gave the name of Swiss Fashion Club. They hope, in this way, to carve out a leading position for themselves and be the arbiters of world fashions for this type of creation.

Why Switzerland ?

Why should Swiss manufacturers be particularly interested in the sports and leisure wear market? In other countries too there are textile and ready-to-wear industries, frequently much larger and more powerful than their Swiss counterparts and possessing a much bigger home market and long-standing prestige in the field of sport and fashion.

Nevertheless Switzerland seems to be the ideal place for conceiving and launching a sports fashion. Let us consider this country's qualifications a little more closely: Switzerland was the first country to welcome foreign visitors come for the express purpose of climbing mountains and later practising winter sports. To a large extent the success of her hotel trade is due to the early attraction she exercised in these fields. With the widespread development of communications and the growing popularity of tourism and travel, Switzerland has become a favourite country for tourists from all parts of the world; the great variety of possibilities she offers in a limited space, the high standard of living, excellent hotel facilities and the freedom she enjoys make Switzerland a particularly attractive place to visit.

To these advantages must be added the existence of a highly developed textile industry specializing in a high quality, exclusive type of production and a clothing industry that has made a name for itself during the last twenty years for the quality of its workmanship and the elegance of its creations. Certain countries mass-produce sports clothing, others can offer the blasé, sophisticated set a host of sensational creations owing their success mainly to their shock effect; Switzerland, on the other hand, is able to design and manufacture small quantities of sports and aftersports clothes created and carefully made for practical use, in a word attractive clothing created and produced by sportsmen for sportsmen!

A new inspiration

In order to create and launch a sports fashion worthy of the name, that is to say one that is not only to be seen in shop windows but actually worn by those for whom it was designed, it is necessary to dictate a line, a definite trend, changing from one season to the next and outstanding enough to be recognizable while remaining within the bounds of good taste. Such an aim requires above all coordination in the field of colours, lines, designs, etc. And here we can see the useful purpose played by the Swiss Fashion Club. It was necessary to select a striking theme, to create something new and original, differing from the already well-known Tyrolian and Nordic designs (which, let us point out, are only suitable for winter fashions). And this is where the idea of the famous Berne designer Willy Roth — a former racing skier himself, as well as the promoter of the club — comes in.

The graphic line

At present, the Swiss graphic arts enjoy a well-deserved reputation in all western countries. Today's Swiss graphic artists, from the maker-up to the poster artist — all possess the same love of simplicity, allowing artistic sensitivity to be expressed in its purest form, free of all the fuss and clutter of romantic ornamentation. The idea of a «graphic» line, proposed by Willy Roth, was therefore received and adopted with great enthusiasm by all members of the S.F.C. for the 1963/64 fashion. Together, they agreed on a dozen very sober colours,

THE GRAPHIC LINE IN WEAVING

« Helanca » and worsted colour-woven fabric by Bleiche Weaving Mills Ltd.
Elastic fabric and models created by Willy Roth



« Eresco », black and white cotton and rayon Jacquard fabric by Robt. Schwarzenbach & Co.
Designed by Willy Roth



the two main ones being christened, in homage to the resort of Arosa, « Arosa Blue », a medium hard blue, with a touch of green, and « Grischuna Rot » (Grisons red) a bright red slightly softened and almost pastel.

The collection

We have no intention of attempting to describe the 98 models forming the collection recently shown at Arosa. We wish simply to call attention to the success of the models created according to the trend dictated for this year, by mentioning a few of the examples that made the deepest impression on us.

Under the influence of the S.F.C., certain traditional forms of textiles have undergone a veritable revolution. For proof, we need only mention the Jacquard fabrics, in which floral designs and foliage as well as designs covering the whole surface of the fabric have largely given way to simple designs placed along the border, in large contrasting expanses very successfully used by ready-to-wear manufacturers, either horizontal at the bottom of jackets or vertical along zip-fasteners. The only designs spread over the whole width are interwoven lines. In the stitching of the quilted nylon parkas for skiing and other sports, the traditional check pattern has been replaced by vertical lines, accentuating the line of the body, intersected at the bottom of the jacket only by transversal stitching. This same plan has been adopted by a worsted manufacturer for the stripes on an elasticized fabric, of which very ingenious use has been made in a two-piece outfit

comprising ski trousers and jacket. Hand-prints too follow the same trend. The quiet graphic line is also well to the fore in the trimmings used on certain parkas, often consisting of stripes in another colour, one vertical to one side of the front, and the other placed at right angles at the bottom of the garment. The graphic trend extends even to the specially woven linings, which have parallel bands of varied, almost matching colours in varying widths. In knitwear too, we find the same inspiration, outstanding in particular in a woman's pullover in which the black and the white sides are separated by a staggered line.

The most difficult task, in this endeavour to break away from the traditional in textile ornamentation, undoubtedly fell to the lot of embroidery. The solutions arrived at are remarkably successful; particular mention should be made of a skating skirt with embroidery meandering over almost the whole width of the skirt, and a piqué tennis skirt in which embroidery consisting of tiny ornamental checks was placed along the asymmetrical fastener.

Let us also mention the extensive use of elastic fabrics in wool and « Helanca » (as well as « Helanca » drill for summer outfits) and impregnated fabrics in a mixture of cotton and synthetic fibres, for parkas and rainwear, the appearance in force of foambacked knitwear and the great number of detachable linings in a synthetic fibre plush, held in position by means of zip fasteners, for men's parkas and jackets, as well as hoods that can be tucked under and away — a very practical and popular innovation.

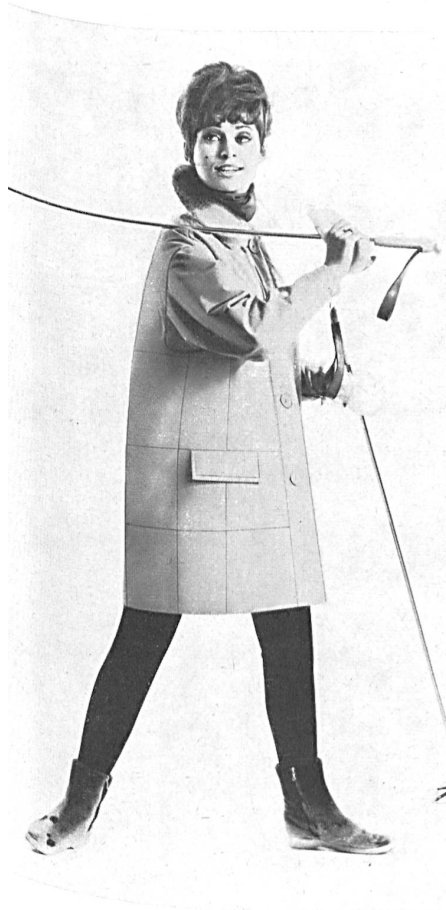
To complete the list of colours let us mention the other shades: Gold, an attractive, by no means loud, bright yellow; Tabac, a medium brown with a touch of green; Polar, a pure bright blue; Silver, a light grey, as well as a medium grey, a pure dark brown and finally an almost black dark brown and dark blue.

THE GRAPHIC LINE IN STITCHING AND ORNAMENTS

« Surex » ski-coat with seal-skin collar by Sura Ltd.
Designed by Willy Roth

« Croydon » parka by Respolco Ltd.
Pure cotton « Aquaperl » fabric with « Scotchgard » finish
by Stoffel Ltd.
Pants in elasticized « Skiflex Dralon », fabric by Schmid Ltd.

Washable outfit in quality tested « Skiflex Nylsuisse » fabric
by Schmid Ltd., hand-printing by R. R. Wieland
Designed by Willy Roth



Participants

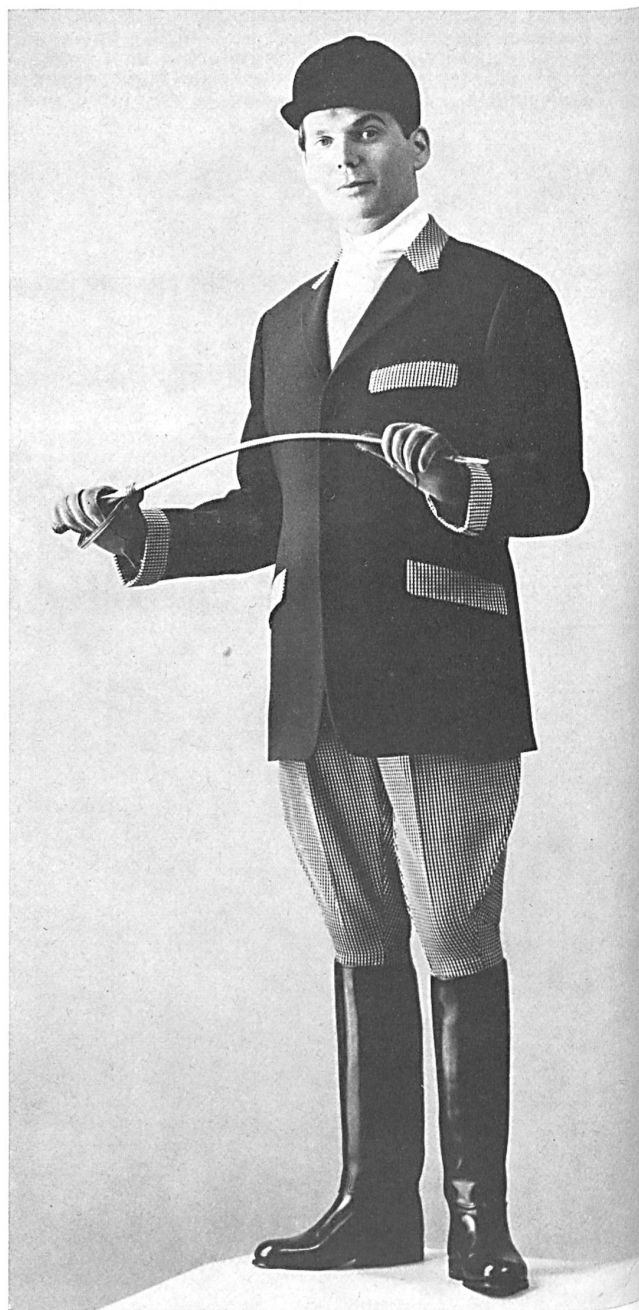
The moment has come to give a list of the members of the Swiss Fashion Club taking part in this showing: Bleiche Weaving Mills Ltd., Zofingen, worsted fabrics, polyester fabrics mixed with wool, elastic fabrics; Casual Wear Ltd., Schöffland, trademark «McGregor», one of the pioneers in the field of men's sports and leisure clothing; Heberlein & Co. Ltd., Wattwil, manufacturers of «Helanca» elastic yarns; Respolco Ltd., Zurich, trade mark «Croydon», raincoats and fashionable ski clothes for men, women and children, women's after-ski and golfing outfits; Ritex Ltd., Zofingen, outergarments for men, sports coats and ski trousers; Willy Roth, the Berne couturier, fabric designer, creator of designs for fabrics and of models for his own firm and other members; Schmid Ltd., Gattikon, trade mark «Skiflex», particularly warm elastic fabrics for ski-trousers, woollen and «Dralon» fabrics for men

and women; Robert Schwarzenbach & Co., Thalwil, trade mark «Eresco», fabrics for parkas, fabrics for after-ski wear, stretch fabrics, fabrics for all sports clothing, pure silk creations; Stoffel Ltd., St. Gall, spinners, weavers and printers of cotton and synthetic fabrics, handkerchiefs; Friedrich Straehl & Co. Ltd., Kreuzlingen, trade mark «Strellson», men's rainwear and sports clothes; Sura Ltd., trade mark «Surex», Reitnau, women's rainwear and sports clothes, teenage wear; Victor Tanner Ltd., St. Gall, sports, ski and after-ski sweaters for men and women; Union Ltd., St. Gall, embroideries and laces, novelty embroideries for dresses and lingerie, handkerchiefs. Let us also mention Bally Ltd. of Schönenwerd, who provided all the sports and leisure shoes for the parade and had even created shoes specially for the occasion in the same fabrics as the models shown.



THE GRAPHIC LINE IN KNITWEAR...

Pure wool, fully fashioned pullover by Victor Tanner Ltd.



... AND IN WEAVING

Riding outfit by Ritex Ltd.
Elasticized «Skiflex-fashion» fabric by Schmid Ltd.

Perfect organization

There only remains the pleasant duty of calling attention to the excellent organization which made the stay at Arosa so enjoyable for the journalists invited to the showing of the Swiss Fashion Club. From the moment they arrived, the day before the showing, until their departure the day after, everything was beautifully arranged and perfectly timed. Fashion writers had an opportunity during meals and during their free time as well as at the presentation itself to meet manufacturers, discuss matters with them and ask questions or to establish or renew invaluable acquaintanceships. Nothing was left undone to ensure the documentation, information and... enjoyment of those fortunate enough to attend this showing. We should here like to thank Mr. Georges Wille, the president of the S.F.C. and organizer of the Arosa meeting, as well as his staff of collaborators.

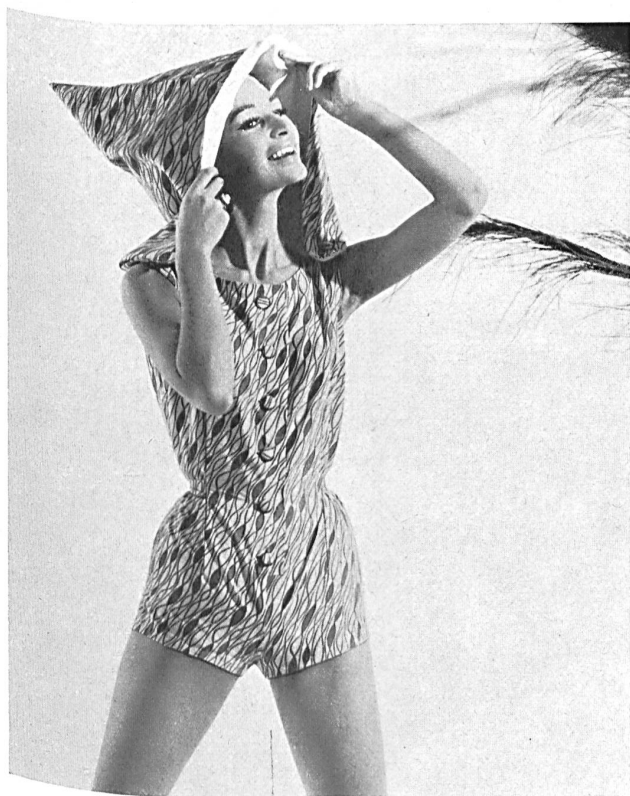
GRAPHIC DETAILS

Attractive « Strellson » raglan by Friedr. Straehl & Co. Ltd.



SWIM FASHIONS TOO...

Sun suit in cotton and « Helanca » by Heberlein & Co. Ltd.;
Jacquard « Eresco » fabric by Robt. Schwarzenbach & Co.
Designed by Willy Roth



Hand-printed « McGregor » beach outfit by Casual Wear Ltd.



Why Arosa?

Finally let us explain why the S.F.C. chose Arosa as the setting for its showings. Arosa is a summer and winter resort in the Rhaetian Alps formed of several hamlets situated at altitudes of between 5,600 and 5,900 feet. But it is not only a sports centre with wonderful ski slopes and facilities; it is also a place for perfect relaxation, thanks to a unique network of roads and paths, open winter and summer. Thus it is extremely popular during the two main tourist seasons not only with keen skiers but also with a great number of those past the age of active sports who look for — and find — quiet, comfort, rest and relaxation. Those taking part in the S.F.C. showing were able to realize all this for themselves during their stay and the magnificent sleigh ride on which they were taken under a traditionally radiant sun.

René Cadet



EMBROIDERED GRAPHIC DESIGNS

Foambacked nylon jersey embroidered by Union Ltd.
«Croydon» parka by Respolco Ltd.

A sleigh ride is one of the traditional pleasures of Arosa



Photos: C. Brandt, Achille B. Weider, Giegel, Bruno Würth, W. S. Eberle.



Cotton and viscose Jacquard fabric; « Helanca » and wool elastic fabric (pants). « Croydon » models by Respolco Ltd.



Printed pure silk twill
Model by Willy Roth

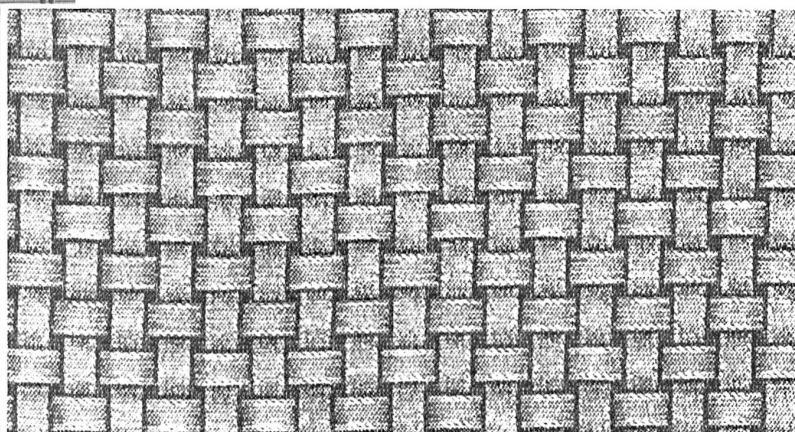


Cotton and rayon Jacquard fabric, « Scotchgard » finish (top) and elasticized Helanca fabric (pants)
Model by Willy Roth



« ERESKO », ROBT. SCHWARZENBACH & CO. THALWIL

SWISS FASHION CLUB
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Silk and Lurex Jacquard fabric (jacket)
Dining out outfit by Willy Roth



STOFFEL S.A., Saint-Gall

Gabardine 2+1 (ICI « Terylene » + cotton)
« Strellson » model Friedr. Straehl & Co. Ltd.

Foambacked « Aquaperl » fabric 2+1 (ICI « Terylene » + cotton)
« Croydon » model by Respolco Ltd.



 SWISS FASHION CLUB
FREIZEIT • SPORT • LOISIR

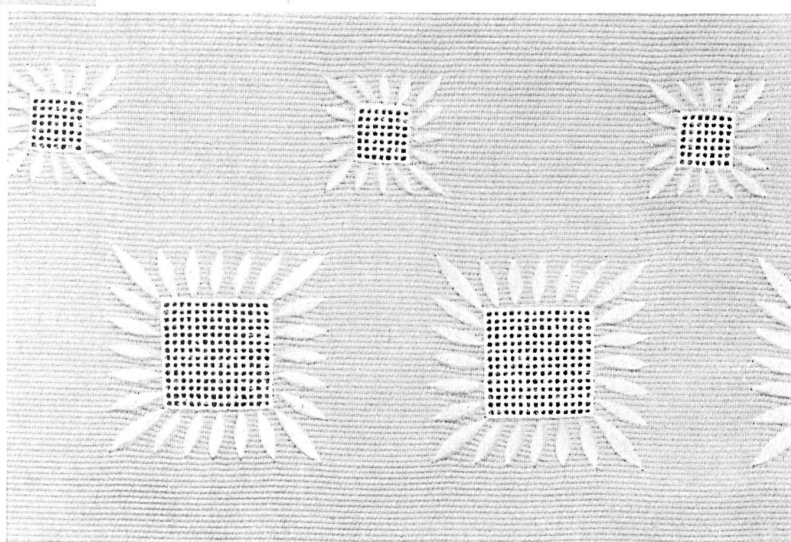
« Aquaperl » fabric in « Scotchgard » finish
« Croydon » ladies' model by Respolco Ltd.
« Strellson » men's model by Friedr. Straehl & Co. Ltd.

UNION S.A., SAINT-GALL

Embroidery on « Helanca-Terylene » ICI and
wool fabric
Skating outfit by Willy Roth



SWISS FASHION CLUB
FREIZEIT • SPORT • LOISIR



Cotton piqué with embroidered edge
Tennis outfit by Willy Roth

VICTOR TANNER S. A., SAINT-GALL

Fully-fashioned pullover with graphic designs, scarf and hat to match; pure merino wool



Fully-fashioned pullover with hood in pure merino wool; note the neatness and simplicity of the graphic design

Short topcoat with knitted collar in rough wool and mohair fabric, with an original wool lining
Ski pants in elasticized « Skiflex Dralon » by Schmid Ltd.
Models by Ritex

RITEX S. A., ZOFINGUE





HEBERLEIN & CO AG, WATTWIL

Inventors and manufacturers of « Helanca » yarns

Shaded shantung in « Helanca » and silk, elasticized in the wharp, woven by « Eresco », Robt. Schwarzenbach & Co. After-ski outfit designed by Willy Roth, Heberlein model



Plain tropical mixed fabric in « Helanca » and « Terylene », elasticized in the weft, woven by Schmid Ltd. « Helanca Dralon » easy-care fabric, in « Terylene » and cotton, printed by Heberlein & Co. Ltd. (scarf and lining) Lounging outfit by Willy Roth

SWISS FASHION CLUB
FREIZEIT • SPORT • LOISIR



Poplin, elasticized in the weft in « Helanca » and cotton (jacket); « Helanca » and spun « Orlon » fabric, elasticized in the wharp (pants) Models by Willy Roth