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New Fabrics

Present Trends

Silks

The most striking feature of the collections of silks for the summer 1964 is once again the wide choice not only in regard to structures, mixtures and designs but also colours. In spite of the great variety, it is nevertheless possible to detect a few constants.

Generally speaking, it can be said that mixtures of silk and wool, and silk and chemical fibres are becoming increasingly popular. This trend has been going on for several seasons now.

The favourites are the typical structured fabrics: shantung, twill, butterfly and crêpe georgette; this is a new fashion point, first noted in the 1963 collections.

Among the colours, reds and blues prevail. A brilliant ultramarine, like that in Paul Klee's pictures, is also coming to the fore. In addition to these, there are many apple greens and meadow greens. All these luminous colours give a particularly bright and smart effect to the silks. Naturally there are also softer tones such as pink, champagne, sky blue, etc. In the yellows, all shades are represented, all the way from lemon to orange via ochre. The classical combinations of colours, black and white as well as navy blue and white also abound in this season's collections.

In the designs, there are still a great many edgings and very original motifs with large surfaces. The abstract design, without three-dimensional effects in depth, seems to be going a little out of fashion. Floral designs, on the other hand, are prominent in certain sectors.

To sum up, an abundance of lavish ideas admirably suited to the noblest of materials — silk.

Cottons and Embroideries

The outstanding feature of the summer 1964 cotton collections is the combinations of colours. The colours are vibrant without over-emphasis and include many bright pastel shades. The yellows range

from the lightest to lemon or golden yellow, slightly tinged with green; écru has become firmly established in variations ranging from grey beige to tobacco; blue and green come in all the variations and red extends through the whole gamut from tea-rose to orange or even a very slightly purple shade.

For blouses, children's garments and lingerie, the fabrics are above all light and vaporous with fine yarns. For dresses, the linen-type fabrics are the most popular. There is lavish use of weave effects such as open work, satin stitching, satin bands, etc. Let us also mention a new soft and non-elastic mixed fabric made of « Helanca » yarns.

In the colour-woven fabrics, the colours are fresh; checks range from the simple black and white chessboard style to fine tartans, while stripes go all the way from two-tone combinations to multicoloured.

The designs of the prints generally have large repeats, with floral or abstract motifs, not to mention certain motifs inspired by the Far East.

Embroideries are used in all branches of fashion, no longer only for gala creations but also for day dresses, sports wear and even beach fashions. Their use in the last two fields is comparatively new, but extremely effective and makes for original and perfectly wearable fashions. Edgings often have motifs repeated wider and wider apart or even becoming smaller the further they are from the edge. The grounds are often fancy not only in texture: panama, muslin and linen-type, but also colour-woven such as checked batiste, pinstripes, etc. For the embroidery itself, the favourite colours seem to be the bright shades, single or combined: golden orange and navy blue, green and navy blue, white and raspberry. Linen-type fabrics are embroidered with close clusters of geometric designs in contrasting tones. Also to be noted is the wide use of fringes, specks and flecks.

Guipure is once again in the news; it is also popular with the young, while the fashion for romantic blouses with frothy ruching and frills is on the way out. In lingerie embroidery, the emphasis is also on youth and freshness, gay colours, multi-coloured embroideries on coloured grounds, and wide edgings in eyelet embroidery in red, blue or yellow.

Descriptions of the Collections

Alondra Ltd., Wil

For the first time, this firm, which specializes in lingerie embroideries, is presenting a very rich collection full of new ideas for blouses, in particular on lawn and warp satin; these embroideries therefore are of exceptional quality. An outstanding speciality is the very fine open-work enhancing as with arabesques the designs of open-work bands and floral motifs. The blouse fronts in fine eyelet embroidery and in floral designs are popular with all who love elegance. The colours selected are those of the Italian footwear fashions for 1964, making it possible to match footwear and blouses, which will thus set each other off.

Let us mention the special Locknit article which plays the same role in blouses as nylon tricot for men's shirts; this fabric is embroidered all over with delicate floral motifs.

Let us also call attention to the very practical nylon edgings for ready-to-wear manufacture: these are embroidered medallions or rosettes on 20 denier nylon; the embroidered edge is turned over leaving the whole plain part inside for sewing onto the hems of garments.

The special line of lingerie for fashion conscious teen-agers comprises checks and stripes in pastel shades on Minicare batiste, decorated with eyelet embroidery in pastel or bright shades.

« Berco », Baerlocher & Co., Rheineck

This firm once again places the emphasis on fine fabrics in the top qualities for dainty nightwear, children's garments and women's blouses. As usual, pride of place is taken by the lovely lingerie prints on batiste and satin, those hardy annuals among the ground fabrics. The majority of this collection can also be obtained on easy-care or non-iron fabrics. In the last qualities, the finest are mainly the « Helanca » batistes and the 100 % cotton bark crêpe, which has been so popular for many years now with those in the know owing to its great resistance to creasing. In order to meet the continued demand for plain fabrics, the collection features a very wide range of colours on seven different qualities. The top ready-to-wear manufacturers use these plain fabrics for embroidery. Each year the collection is enriched

by a number of very light new woven designs with checks or stripes, produced by the firm on its own fancy weaving looms to the delight of connoisseurs.

Bégé Ltd., Zurich

For the summer 1964, Bégé has gone in primarily for prints. In the pure silks, many continue the tendency for blacks and whites noted last year with the addition now of a single bright colour; many designs on black grounds, too. The floral designs tend on the whole to be naturalistic. The hand-printed pure silk twill, Coïmbra, is already well known; let us also mention Imperial, a pure silk twill as well as Mirada, a new pure silk pongée. Other new fabrics include Twillaz, an acetate twill, and Bégécascade, a fine ottoman in acetate and Tricel. The majority of the cotton articles are in the Sea Island quality like Miss Bégé, a Jacquard with a clip-cord brushed effect on the right side of the fabric, a variation of the already well-known Chardema quality, a combination of clipcords and printed designs. In the youthful, coloured types, we find Atlantic, in about 120 designs, and Super-atlantic, a rather heavier fabric of the same type, while Sea Island Mousseline, in a satin weave, is a light article for warm climates. Bégé Zig-Zag is a Sea Island cotton in a cool quality and Repna, a structured cotton also suitable for two-piece outfits. Among the novelties let us mention in particular Manhattan, a mixed Jacquard embroidery style cotton, for coats and suits, also available in black and white and in navy blue and white, Belextrême, a mixed cotton fabric with large designs in blue and white as well as black and white, Vincennes, a mixed cotton and silk fabric, and Belle Epoque, a Sea Island cotton with clipcords in white or black with coloured designs, for cocktail dresses. Finally, let us mention Atlantine also in Sea Island cotton with a crêpe yarn. All these qualities are also available plain, in shades designed to enable them to be matched with the prints.

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

In spite of its extremely wide manufacturing programme, this firm offers one of the largest collections of clothing fabrics. In the plain articles we find all the classical lines. Suvretta is a fancy cotton with an open weave resembling knitwear. The voile Tamina, for blouses and dresses, is made in 36 different colours; it is interesting to note here that each plain fabric is made in a distinct range of colours. Other outstanding articles include Melody, a silky satin crêpe; Rivoli, a voile with satin stripes; the bark crêpe Crespo; a newcomer, Primula, a figured dobby loom fabric with a coloured warp and a black weft; fabrics with weave effects, like Carmela, with string effects in the warp, Carlina with satin stripes and voile effects, and a fabric with corded bands and clip-cord designs. In staple fibre and mixed fabrics, ten of which proudly sport the « Selection Pontesa » quality label, there are mainly cool linen-type articles, braided, panama, imitation gauze types, etc., also rayon crêpes, for example a bark crêpe and a moss crêpe. Tweeds come in pure cotton or mixed cotton, plain and with checks, suitable for use in combination. The fabrics in synthetic fibres include polyester and cotton voiles with very fine checks in pastel shades, also Empress, a pure honan-type Terylene, and Contessa, a pure shantung-type Terylene. In addition to the natural silk and wool, and silk and staple fibre, let us mention the pure silk fabrics: Eldorado, a shantung douppion satin and a marvellous reversible crêpe with a voluptuous handle, which is the firm's loveliest creation. The plain fabrics also include woven pleated cottons, 130 cm. wide, with a repeat specially calculated for the manufacture of blouses. In the prints, on cotton, silk and artificial fabrics, we noticed the growing importance placed on colour. The most popular article is Desirée, a machine-printed cotton twill, with a great many sprays of flowers as well as houndstooth patterns on a navy blue ground and a coloured ground but no floral designs. Then there is Melody, a hand-printed cotton with a crêpe weave and a satin handle; Rivoli, a voile with satin stripes; Clarida and Sonora, both flammé satins; Tarantella, a print with large bold designs in loud colours for beachwear, certain designs being printed self-toned on one half of the width and in another shade on the other half. Boutique is a figured cotton for dresses and beach fashions with large very bold designs and asymmetrical edgings for the manufacture of original dresses. For swimsuits, there are prints on pure « Helanca », stretchable in both warp and weft, in bold colours, the ground of the same design sometimes being in two different colours across the width of the fabric. Mention must also be made of Scala, in acetate jersey and Ortolina, a sheer nylon mousseline. The pure silk prints feature articles on twill, shantung, pongée, etc. Diagonale, a novelty twill with shantung effects is the loveliest of the very large collection of prints. Finally, let us call attention to the huge collection of embroideries: classical blouse fronts on satin and batiste in white and pastel shades, in bright tones and dark colours; new self-toned embroideries with black effects, embroideries on voile for blouses, with appliqué ruching. In addition, there are many embroidered allover for blouses and dresses, sprays of flowers for blouses and lingerie, embroideries on imitation linen in cotton, especially in the form of edgings for dresses, and embroideries on acetate duchesse satin for bridal gowns, a great number of articles on batiste for lingerie,

and embroideries for children's dresses on wool mousseline and imitation linen. All the embroideries are given a Minicare finish, while all the cotton articles and mixtures are treated with the Stayrite Finish making them uncrushable and shrink resistant.

Gugelmann & Co. Ltd., Langenthal

This collection of plain and fancy fabrics for men, women and children is above all dedicated to sport and the open air. The trends chosen for the summer 1964 are modern and designed mainly to meet the demands of the European market. Dressy is a pure cotton fabric for aprons, children's clothes and beachwear in small and large checks and with narrow or wide stripes for teenage fashions. It can be combined with the same quality plain. Ginette is a 90 cm. wide pure cotton fabric for children's clothes, sports blouses and men's shirts. The fine checked and striped designs in pastel shades can also be matched with plain qualities. This article is also available with Jacquard designs. Another cotton fabric is Shorting, in a serge weave, with classical designs for children's clothes and sports fashions. In this quality there is a remarkable selection of various stripes from the finest to the widest, as well as large and small checks. The principal colours are light or dark red, blue and beige, as well as black. Certain fine stripes are set off by attractive weave effects. Newcomers to the collection are the fabrics with wide plain bands alternating with bands decorated with a series of fine stripes. An ideal fabric for summer, with checks in bright luminous colours for beachwear, or stripes in more muted colours for summery coats and two-piece outfits is Jeanne, a new cotton and linen fabric. Milano is a very lovely article for sports shirts, a pure cotton fabric with the sheen and handle of silk in overchecks or herring-bone patterns in a very attractive range of greys and well blended shades of honey, copper, red and blue. Fiesso, a 90 cm. wide pure cotton Oxford, is perfect for exclusive shirts and women's blouses. It is available in very discrete designs, giving the effect of plain fabrics in lovely light shades suggestive of porcelain, string, silver and rosewood. For leisure shirts, let us mention Ternate, a thick pure cotton gauze, 90 cm. wide; this is a porous fabric ideal for beachwear. It is available plain and in checks as well as with wide stripes in navy blue, copper, grey, claret and honey. Among the fabrics in synthetic fibres, let us mention first of all the wide range of Terylenes in 150 cm. widths. For crease-resistant summer dresses easy to wash there is Franca, a light Terylene and « Pontesa » fabric with a firm handle. This fabric is made in very exclusive big pastel checks in muted shades thanks to a mixture of grey, and in wide stripes, both of which types may be matched with plain fabrics in grey, blue, copper and grège. In the same mixture, let us also mention Terelsir, for men's shirts, a very cool, crisp fabric, available in authentic tartans and checks in rust, mustard, peacock and pine as well as in small checks and black and white overchecks.

« H.G.C. », H. Gut & Co. Ltd., Zurich

Among this firm's novelty prints for the summer 1964, we were especially struck by a Tricel twill; this new fibre is remarkable for its high resistance to heat and its suitability for permanent pleating. Another novelty with a promising future ahead of it is Mimosa, a light polyester crêpe georgette with a very pleasant, almost frothy handle, for dresses and blouses. In pure silk, there are many prints, generally with allover floral motifs, on butterfly taffeta and shantung. Rhodia twill is printed in about thirty different designs. For two-piece outfits for town and for beachwear, there are linen-type staple fibre and shantung-type staple fibre fabrics. In a figured weave, we saw a lovely collection of original tweed-type fabrics with different colours in the warp and the weft, as well as with small and large checks, houndstooth patterns, etc., in cotton and in cotton and staple fibre mixed, as well as a staple fibre in an openwork weave, a very popular quality for hot climates. For overseas markets, we noticed a crystal fabric in a Jacquard weave with plain bands alternating with bands of geometric designs, and a curious reversible mixed cotton fabric, with big shiny tartan moons on a mat écru ground and the same pattern reversed on the other side. The plain fabrics include a great many fancy crease-resistant qualities in tweed- or linen-type staple fibre and staple fibre mixtures, with knotted yarns and weave effects. The main quality, in this style, is the yarn-dyed or piece-dyed Shantu, in a wide range of colours and a lighter quality of the same type, Pescara. The last two articles and other similar lines are also made with embroidered motifs and widely spaced sprays. The embroideries also include pure silk organza, acetate duchesse satin and other qualities.

Hausamann Textiles Ltd., Winterthur

For the spring/summer 1964 season, this firm has abandoned the mixed qualities to present above all cottons, staple fibres and Terylenes. Among the plain fabrics, there is now, in addition to the crease-resistant pure staple-fibre linen type fabric, a lighter twill type with a checked structural effect. These articles exist in about sixty colours;

throughout the collection, bright pastel shades remain fashionable, as last year, as well as aquamarine, apple green and golden beige. Among the cottons, in addition to the traditional satin perlé, there is a new lighter striped satin as well as a pure Terylene crêpe for blouses that is easy to wash and requires no ironing. We were struck too, in the plain fabrics, by a number of cottons with figured bands alternating with smooth bands.

All the prints have been treated with Minicare finish; the staple qualities are a silky cotton twill, beaded satin and novelties such as striped satin and Terylene crêpe. In the designs, there is a revival of floral motifs in a more natural style, while abstract motifs are on the decline; in general there are no longer any blurred outlines to the designs. Polka dots are once again well to the fore, almost always very stylised in shape and arrangement. Many designs are on black grounds, especially for cocktail dresses; also a great many designs in soft colours with splashes here and there of bright colours; there are also prints on white grounds, sometimes with very big repeats and in bright tones. The collection also comprises prints for teenage blouses and dresses on Terylene crêpe as well as linen-type, crease-resistant staple fibre; on this fabric, the designs are very discrete and leave a great deal of the ground visible.

Heer & Co. Ltd., Thalwil

In this firm's silks for the summer 1964, pride of place goes once more to the pure silk Herco Honan Suisse. This is a very lovely water-repellent fabric with a full handle. Also featured is Marasco, a plain tweed-type silk and wool article with bouclé yarns. It is ideal for dresses, suits and coats. Another plain fabric is Akabah, a mixture of silk schappe and wool with the appearance of honan; it is suitable for both dresses and two-piece outfits. Soie Samar, with a schappe base, is a tweed-type fabric in two colours with a soft but firm handle. Among the mixed fabrics, we find a host of articles made of staple fibre, viscose, acetate, nylon, etc., impossible to list in full. In the light qualities, let us mention Tokay, a shantung type, almost crease-resistant fabric; whether plain, in multicoloured or monochrome stripes, or in youthful checks, it is ideal for light summer dresses; Monaco Cristal is a checked organza-type fabric for light dresses, scarves and accessories, while Soirée à Versailles, an haute couture article with a discrete crystal effect, has bouclé yarns, which give it thickness in spite of its lightness. The demand for cool fabrics with grained structures is met by the plain fabrics, Tussana Honan and Tussana Fresco, and the same article with a fine check, Tussana Ecossais, as well as by other plain fabrics such as the bouclé Sansibar, Shangtung Zebrana as well as the two-toned Fresco, with small white burls on a plain ground and Sabylin. The last-named qualities have a crease-resistant finish and are suitable either for dresses and two-piece outfits or for summer coats. The structure is more marked in Perlapont, a cable-type fabric in staple fibre and linen; the same trend too in Marco Polo, an ottoman-type fabric. A change of weave produces Nevados, a heavy coating fabric, with fancy stripes, also ottoman-type. Makassar is a sporting, structured linen-type fabric, in several discrete colours for suits and skirts. Crêpe is coming back into fashion; featured in this collection are Lumière Brisée, a crêpe with a crystal effect for smart draped dresses and Crêpe Shangtung, a crêpe for light summer dresses, designed to be combined with the Tussana qualities mentioned above. Finally, we come to the Terylene based fabrics, either pure or mixed like Crêpe Terylene and Crêpe Terylene Fantaisie, light articles for blouses and dresses, Teryponta, Terylene Tussah, Manilla Terylene and Nappy Tow, all of which are plain fabrics of various kinds with a grained surface. Let us also mention the colour-woven Herco Terylene Club and Pied-de-Poule. All these fabrics made of Terylene and wool possess the well-known qualities offered by this mixture.

Mettler & Co. Ltd., St. Gall

In the summer 1964 prints, the pure silk collection has been considerably extended. It now includes a Mahonca twill, a heavy satin Gongora, the very lovely shantung twill Mahaganny and the chiffon Baccara. Apart from the classical silk designs there are a great number of very daring fashionable designs. The colours follow the dictates of Paris but certain combinations can be considered highly non-conformist. Among the printed cottons, we find the well-known qualities Tanissa, a shantung satin, and Scaramouche, a fancy reps, as well as the satins Habanera and Soraya. The light fabrics include not only the voile Conchita and the bark crêpe Candella but also an attractive Sea Island quality, Cottonine, a very fine double twist voile. There are youthful and sporting designs on Safari and Habanera; Fanfare, a heavy ottoman with a silky sheen, suitable for cocktail dresses and two-piece outfits is available either printed or plain. Among the synthetics let us call attention to a fine batiste in a very fine acrylic yarn, Acryfine; this article is also available both printed and plain, and is outstanding for the brilliance of its colours as well as for its easy-care properties. The collection of lingerie fabrics has been enriched by the

addition of a light crêpe, Myosotis. In all these prints, there are many floral designs, while the abstract designs seem more restrained. The « artists' series » is still going strong, this time including a number of designs on a heavy pure silk satin. On many fabrics there are a great number of polka dot designs with very fashionable two-tone colour effects. In the colour-woven fabrics, special mention should be made of the Soriano line of checks, resembling Thai silks and giving a very youthful effect. Rapallo is the name given to a line of light and cool dotted Swiss. The collection also includes original Jacquard weaves in linen and cotton, boutique in character, and a few heavy piqués. In the plain fabrics, we were struck above all by silky articles like Tanissa, an old favourite, and Sharene, a lovely shantung twill. In the muslins there were some imitation gauze fabrics, in schappe spun staple fibre, for dresses, coats and two-piece outfits, and linen-type fabrics. Another novelty is Marquise, a gauze fabric with an interesting structure, for warm summer days.

« Lanella », A. & R. Moos Limited, Weisslingen

Throughout the world, on all important markets, this firm's half-wool « Lanella » flannel is meeting with great success. This popular article in fashionable designs and colours has a soft woollen touch and combines the qualities of the two natural fibres of which it is made, wool and cotton. It is used for making women's blouses, children's dresses, sports and leisure shirts, pyjamas and dressing gowns. Coat manufacturers too appreciate this fabric as a lining, because of its heat-regulating qualities.

The collection contains a very choice selection of tartans and fashionable checks as well as a large number of plain fabrics in colours ranging from delicate pastel shades to anthracite. It also includes an interesting selection of prints, created mainly for leisure shirts and dressing gowns.

In addition to « Lanella », the collection contains colour-woven shirtings: poplins with designs along the edge and with small designs, as well as qualities in several colours, giving the impression of plain fabrics. Other qualities, for example with thrown threads, are meeting with great success. The collection is completed by a number of flannels with fashionable designs.

« Reco », Reichenbach & Co. Ltd., St. Gall

In the comparatively small collection of prints for the summer 1964, we noticed two main ground fabrics; the first, Recoluxe, is a double twist screen-printed voile; many floral designs in flat shades, cashmere inspired designs, designs in thick bold lines leaving a great deal of the ground showing, geometric medallions, sprays of flowers, etc. The second is Bellinda, a bark crêpe in pure cotton, the decoration being mainly polka dots of all sizes, colours and arrangements. This soft, light fabric is particularly suited to the making of blouses. It is also made in the same quality but with classical lingerie designs. Among the fancy weaves, there is Recoluxe for dresses and blouses, piece-dyed or yarn-dyed in two colours with wide or narrow satin stripes. Let us also mention the figured batistes for blouses, dresses, men's shirts and children's frocks. In this line, there are many clipcord effects, specks and flecks, etc. A large variety of clipcord effects too, in a heavier Jacquard percale quality. Special mention should be made of Recoflora, a very lovely article in dotted Swiss on fine embroidery-type batiste, 90 cm. wide, for retail sale in the better shops; it is available in all types of designs with big or small repeats, in delicate fashionable colours. Terybatiste, in Terylene and cotton, features clipcord designs and others, ideal for blouses and children's dresses. For the Far East, there is a collection of fancy voiles with clipcord effects. Let us also mention the pleated batistes and percales for blouses, which come only in white. Among the plain fabrics, the linen types and the loose weaves are at present the most popular; the crêpes, which are back in fashion once again, include a cotton georgette and Irene, the same type only heavier than the former and the crêpe Bellinda; we have already spoken of these in the prints as well as of the voile Recoluxe, which is available plain in some sixty colours. The same ground fabric is used in the collection of blouse embroideries in numerous designs, mostly embroidered in white on a navy ground. The embroideries make up about 60 % of the collection; they include many blouse fronts, dummies and classical edgings, with fringes or, the latest craze, decorated with slotted ribbons. For dresses, the embroideries mainly have big designs in colour, designs growing gradually smaller, often passementerie style with fringes. We also find embroideries on 100 % cotton pinstripe fabrics, particularly in the form of edgings with fringes and slotted ribbons, and for beachwear, on muslin. A striking novelty is the new embroidery on a particoloured ground in 130 cm. wide yarn-dyed percale, a quarter of the width being woven in one colour and the remainder in another. There are many embroidered designs on Cotlin, a pure cotton linen-type fabric for beach and sports wear as well as a number of embroideries on checked batiste. The majority of these articles are either in Minicare finish or in the appropriate crease-resistant finish.

Riba Silks Ltd., Zurich

For next year's summer season, Riba presents a big collection of plain fabrics in staple fibre and staple fibre mixtures in a wide range of colours, while the fabrics containing linen remain in the écu tones or in a few pastel shades only. We were struck by the gauze cloth, Escale, a piece-dyed pure staple fibre fabric, and Canna, a pure yarn-dyed staple fibre, Espana, a heavy bouclé staple fibre and rayon fabric for two-piece outfits, a very smart quality, presented in some thirty colours. For coats and two-piece outfits, Ribachic Swiss is a woollen-type pure staple fibre fabric in a Shetland weave with a yarn giving a shantung effect. The tweed type is represented, for example, by Effect, a rayon and staple fibre fabric with a white warp and coloured weft and black burls, in muted colours, and Silk Class, a pure silk in dark, pure shades. Another pure silk fabric is Silk Tweed, a very beautiful flammé in muted tones. Still in the plain fabrics, two popular qualities for youthful fashions are Evelyne, a fancy goffered rayon for cocktail dresses, and Exquisit, a rayon crêpon, as well as two combinations: Esquire, a plain and a figured fabric for two-piece outfits and Ribathai, a plain and a check acetate fabric for cocktail dresses.

In the prints, a big novelty is the Etamine line of cottons with Thaiti inspired motifs, the designs being monochrome on a white ground or white on a coloured ground; this is a very washable fabric for dresses and two-piece outfits for warm climates, for town and beach fashions. Other novelties: Exotic, a cotton with very big repeats with Indonesian flower designs along the edge in very bright shades, and Ribagirl, a very daring printed edging in bright shades for youthful fashions. In rayon, Etiquette is a Rhodia twill with big repeats, especially in straight stylized branches and other modernistic floral motifs. Erica is a pure silk gauze-type fabric with designs of the same kind, and Eliane, a pure silk with big black stripes alternating with marbled stripes. The twills Soie Elegance and Organza Elegance are printed with the same designs for smart, dressy outfits. Mention must also be made of the pure silk mousselines Escapade and Couture, hand-painted pure silk twills and finally Ribanit, the already well-known viscose/Lurex jersey, a new quality of which has just been brought out with an iridescent Lurex yarn, specially designed for tropical countries.

Jacob Rohner Ltd., Rebstein

We were struck first of all in this collection by the wide range of lingerie embroideries on various grounds, in modern designs. Among these articles, which are particularly well suited to the manufacture of fine night lingerie, particular mention should be made of the screen prints combined with delicate embroidery. Prominent in this line was a new type of fabric made of synthetic fibres; the embroidered colour-woven fabrics form a pleasant contrast to the articles in white.

The traditional collection of embroidered bands has been enriched with numerous designs on batiste and nylon. Fine Spanish-type embroideries as well as geometric and floral motifs in several colours are ideal for trimming night lingerie.

In addition to the blouse fronts and edgings, on satin, voile and batiste, let us mention in particular the embroideries in this type on synthetic fabrics that are easy to look after and comfortable to wear. These fabrics, in all the latest fashionable colours and with particularly modern designs, are very smart in appearance. Other novelties include blouse fronts with a band embroidered down the centre, trimmed with ruching or Gobelin type embroidery. There is also a special collection of embroideries for children's dresses.

Among the dress embroideries, the firm is presenting for the first time a special collection for ready-to-wear manufacture and sale by the yard, containing numerous designs for the beach and leisure wear. In addition to fine satins and batistes, the ground fabrics consist mainly of linen types in pure crease-resistant staple fibre; many embroideries are self-toned on fabrics in laguna blue, cyclamen red, apple green and golden orange. For children's wear, there is a wide range of gathered braids on piqué, nylon, batiste and poplin, etc.; Walt Disney screen-prints add a light amusing touch to these popular articles.

Jacob Schläpfer & Co., St. Gall

This firm has a very marked personality which can be summed up in the words: youth, distinction, novelty and quality. In addition to classical blouse fronts and edgings on batiste, satin, poplin and voile, it also makes some on a pin-striped ground; this is the logical sequence to last year's embroideries on checked batiste. Another very distinguished ground fabric is cotton honan with a white warp and black weft, which piece-dyed gives delicate muted shades. Many embroidered fronts on blouses buttoning up the back or in front. The collection also contains many embroidered allovers. Among the ground fabrics, apart from the classical qualities, we find articles such as Terylinon, a mixture of Terylene and cotton (67 % - 33 %), Syntesa, a mixture of polyester and cotton, and a quality of non-elastic « Helanca », all fabrics that are pleasant to wear and easy to look after; in addition

there are various piqués and Tanissa, a cotton with shantung effects, used mainly for string embroideries. There are also coloured muslins for beach wear, especially in embroidered fronts, allovers and edgings on crease-resistant linen-type staple fibre as well as embroidered allovers on pure silk, often with Lurex, for the Far East. The collection also contains a number of exclusive novelties which have just been launched, and consequently cannot be described in detail here.

Robt. Schwarzenbach & Co., Thalwil

In the summer 1964 collection of pure silks, we noticed a sanded shantung in luminous shades, a moss crêpe, a crêpe georgette and a shantung structured in both the warp and weft. The collection also includes a great many mixed structured fabrics in staple fibre and rayon, staple fibre and cotton and other mixtures, generally with a crease-resistant finish. Many have the look of tweed, as one novelty in pure crease-resistant cotton, available in white combined with a pastel shade, which can be matched with the same article with a woven check design; of the same type, we also find a three-toned fabric in cotton and jute. Let us also mention a crease-resistant staple fibre in a loose panama-type weave, and an imitation Thaiti silk, a crease-resistant viscose and staple fibre flammé fabric in very bright colours. The mixed fabrics include three burléd shantung type qualities in mixed fibres and « Helanca », stretchable lengthwise, for fashionable pants, in various pastel shades. Among the Jacquards, let us mention a plain rayon douppion cloth with clipcord designs, figured two-toned cottons with viscose effects for dresses, structured sanded fabrics with clip-cord motifs, as well as various qualities in rayon or silk with cloqué Jacquard designs, also with Lurex yarns, for bridal gowns.

In the prints, there are a large number of designs on pure silk. The designs are most attractive, with a distinct revival of floral motifs especially in the flat tints; there are also abstract motifs of floral inspiration. Modulated grounds, in dark shades, are brightened here and there with light, bright splashes of colour. There are a great many very exclusive designs, like one fabric with a black ground, down the middle of which run two rows of green roses between which, strategically placed at regular intervals, are single roses in the same colour but much larger; on a black ground too, there is a design with a big repeat representing two double rows of roses increasing in size. For prints, there are among others a heavy shantung twill, whose surface is so interesting that the designs are simple and spaced fairly wide apart so as to leave the emphasis on the ground; fancy pure silks with structured effects, a figured rayon crêpe with monochrome designs and a structured cotton and rayon for two-piece outfits, with similar designs. Finally, let us mention two very daring novelties: warp prints for raincoats suggesting fur, one zebra and the other tiger skin.

Siber & Wehrli Ltd., Zurich

In the summer 1964 collection, the emphasis is on the fashionable plain qualities. For cocktail dresses, evening blouses, négligées and even trimmings, Chiffonyl offers serious competition to silk organza. With its silky look and feel, Honanette (acetate) is ideal for smart blouses and shirtwaist dresses; it very successfully replaces pure silk honan. Among the novelties we find a burléd acetate douppion shantung in all the fashionable shades, suitable for the manufacture of inexpensive dresses and blouses. Many plain fabrics in 140 cm. widths have the look of linen and have been created with the ready-to-wear industry in mind. It is possible to match fabrics of similar colours but different weights. Apart from the qualities in pure and mixed staple fibre, we should like to point out the mixtures of Terylene and wool as well as new articles for blouses in Tricel, Terylene and staple fibre.

Among the summery figured fabrics, mention should be made of two crease-resistant, very inexpensive articles, Romantica and Ramella.

This firm has succeeded in producing a nylon crêpe, patented in all countries, whose two crease-resistant and washable qualities, Creponyl and Georgette-Nyl, are both elegant and practical.

A comparatively limited number of prints, in very attractive designs, successfully complete the collection.

Stoffel Ltd., St. Gall

In the field of raincoat fabrics, in addition to the well-known qualities (« Aquaperl + Scotchgard », a pure cotton twist fabric with a finish proof against rain, oil and dirt, « Aquaperl 2 + 1 », a mixed fabric with a silicone finish and « Aquaperl featherweight », an easy-care fabric in 75 % Terylene and 25 % cotton), we find three new qualities: « Aquaperl 100 SL », a crease-resistant fibre-dyed pure cotton double twist fabric with a Scotchgard finish, « Aquaperl Sir », a double twist 67 % Terylene 33 % cotton, a heavy quality for men,

easy to cut and to work with, and « Stoffel Satin », a 67 % Terylene 33 % Viscose fabric easy to look after and very resistant to water, with a water-repellent silicone finish.

Among the fabrics for dresses, coats and two-piece outfits, Stoffel presents a great many creations ideal for use in combinations: plain fabrics with Jacquard weaves and prints. Let us mention in particular Summerdream, a slightly burlled plain pure cotton fabric and Fancy Summerdream, a Jacquard, as well as Summerdream Print, all three in the same quality, in tones suitable for matching. Tartans can be combined with plain batiste and striped Ascot; there are also matching tartan handkerchiefs and squares. In the chemical fibre sector, mention should be made of Désirée, a pure viscose « Pontesa » fabric in numerous shades for two-piece outfits and coats, and the honan-style fabrics, Honana Pride, Lady (reversible) and Honana Rayé as well as light fabrics for summer dresses, such as MiraStripe with stripes and Miracheck with checks, in mixed Terylene. For blouses, there are voiles, batiste, ribbed poplin and Tendresse, a pure Terylene fabric ideal for pleating. We were particularly struck by Splendesto, a pure cotton fabric requiring no ironing, which can be used in women's fashions but has been created specially for the manufacture of men's shirts requiring the minimum of care; this is a double twist cotton poplin with all the advantages of cotton coupled with a permanent non-iron finish. This article is available plain in white, beige, blue and grey, as well as with fine stripes and small checks. For light summer shirts, there is Lightex. Let us also mention voile and satin Jacquard with small designs for day shirts and dressy shirts. For sports and leisure wear, we also find Oxford, Honana with shot and Jacquard effects, mixtures of cotton and wool and a great many mixed fabrics that are easy to look after. Finally, for evening shirts there are a great many smart creations, especially pleated fabrics, fabrics with two-toned Jacquard motifs and fabrics with very discrete silver Lurex effects.

Stünzi Sons Ltd., Horgen

Producing no prints, this firm has concentrated for the summer 1964 on various light fabrics with nevertheless a certain amount of body for coats and suits, generally in mixed fibres with a crease-resistant finish. Most of these qualities have the look of tweed and are made either in pastel shades with a champagne warp or in the traditional dark shades with a black warp. Of this type let us mention Caparica, Campina and Carmena as well as Caparosa with a fancy yarn, Capapella, a shantung with a fancy yarn and Capalinda, similar in type; for summer coats, flammé Mantosa and, for suits and coats, Mantela, a line of linen-type, piece-dyed 100 % staple fibre fabrics, and Mantina with a fancy yarn. Etamita is a yarn-dyed muslin type of fabric for suits; Caminosa is a tweed-type crease-resistant pure staple fibre fabric. Rigana, a completely new fabric, is made of acetate and viscose, with woven pleats, for blouses, petticoats, etc. Let us also mention a number of light pure silk articles that are not novelties but continue to sell well for the summer: Divina, a structured doupion cloth, Crestana, a doupion fabric and Amabile, an original sanded fabric. As always the collection contains a wide range of rayon and staple-fibre/acetate fabrics, also with Lurex, in a large number of

classical designs with large repeats for bridal gowns. Finally, let us add that many fabrics in the big collection of cloqué Jacquards for evening coats and dresses are also popular on certain markets for summer wear.

Union Ltd., St. Gall

The highlight of this firm's collection for the summer 1964 season is its wide range of blouse embroideries. Most of them are made of cotton, in the fine classical fabrics, mainly voile and batiste, in Minicare finish. Among the novelties, apart from the checked batiste already referred to last year, we were particularly struck by Milrayé, a fine cotton fabric with very narrow, barely contrasting stripes. Let us also mention the muslin, which answers the modern demand for cool airy fabrics, and a linen-type fabric in pure cotton, corresponding to the trend for fabrics that cover but are cool, with a rustic structure, for the summer. All these grounds are embroidered in the form of blouse fronts, dickies, edgings or allover. Among the edgings we noticed an interesting novelty: a pleated flounce, placed along the bottom of the edging. The blouse fronts include a new, very smart article consisting of sewn pleats with guipure insertions, a combination which was formerly left to the makers-up. In guipure, there were motifs in white and colours with applications in a contrasting shade, a very young and daring style with an original effect, in black or bright colours. The shades: many pastels, more red than previously and discrete combinations such as red on black, brown on beige, etc. In the mixed fabrics, we noticed Viscosilk, a mixed staple fibre and natural silk fabric, Satin-Laine, a mixture of satin and wool, and two polyester based fabrics: Syntesa and Seteryl.

There are obviously countless designs on all these grounds — far too numerous to describe — whether geometric motifs, sprays or floral designs both stylised and true to nature, in a large variety of executions and colours.

Alwin Wild, St. Margrethen

The winter 1963/64 collection contains a wide range of fashionable cotton jerseys with « Minicare » finish, added to the rich already existing collection. Cotton jersey is ideally suited to a « Minicare » finish, which gives it a high degree of crease-resistance. Crimplene is once again well to the fore in the new collection, because this fibre is light, crease-resistant, keeps its shape and is above all very pleasant to wear, easy to wash, quick drying and non-iron. The firm also shows a very rich collection of woollen jersey and Wevenit Jacquard wool tricots (16 to 18 needles to the inch), which benefits from almost 20 years of experience in the manufacture of this type of product and is aimed primarily at an exacting clientele. In addition to the classical Jacquard designs and plain fabrics, there is a certain number of tweeds in the best and latest shades: blue, bottle green and browns verging on mustard. As a last category, let us mention the special tricots, above all the foam-back knitted fabrics for sports clothing as well as very fine knitted fabrics for cocktail dresses.