

Letter from Germany

Autor(en): **Kraus-Nover, Emily**

Objektyp: **Article**

Zeitschrift: **Swiss textiles [English edition]**

Band (Jahr): - **(1963)**

Heft 3

PDF erstellt am: **22.07.2024**

Persistenter Link: <https://doi.org/10.5169/seals-798661>

Nutzungsbedingungen

Die ETH-Bibliothek ist Anbieterin der digitalisierten Zeitschriften. Sie besitzt keine Urheberrechte an den Inhalten der Zeitschriften. Die Rechte liegen in der Regel bei den Herausgebern.

Die auf der Plattform e-periodica veröffentlichten Dokumente stehen für nicht-kommerzielle Zwecke in Lehre und Forschung sowie für die private Nutzung frei zur Verfügung. Einzelne Dateien oder Ausdrucke aus diesem Angebot können zusammen mit diesen Nutzungsbedingungen und den korrekten Herkunftsbezeichnungen weitergegeben werden.

Das Veröffentlichen von Bildern in Print- und Online-Publikationen ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. Die systematische Speicherung von Teilen des elektronischen Angebots auf anderen Servern bedarf ebenfalls des schriftlichen Einverständnisses der Rechteinhaber.

Haftungsausschluss

Alle Angaben erfolgen ohne Gewähr für Vollständigkeit oder Richtigkeit. Es wird keine Haftung übernommen für Schäden durch die Verwendung von Informationen aus diesem Online-Angebot oder durch das Fehlen von Informationen. Dies gilt auch für Inhalte Dritter, die über dieses Angebot zugänglich sind.

Letter from Germany

In Germany, this summer's fashion is as diverse and varied as everywhere else in the world. There has been absolutely no dictation from above with regard either to line or colour.

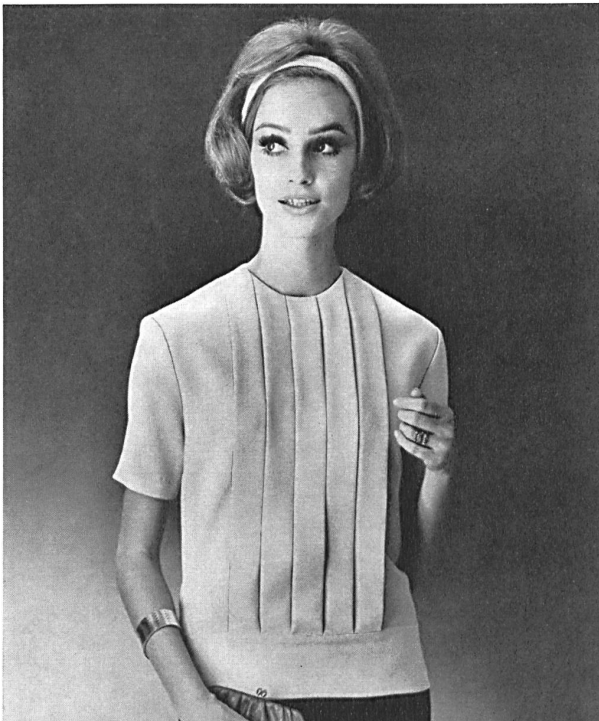
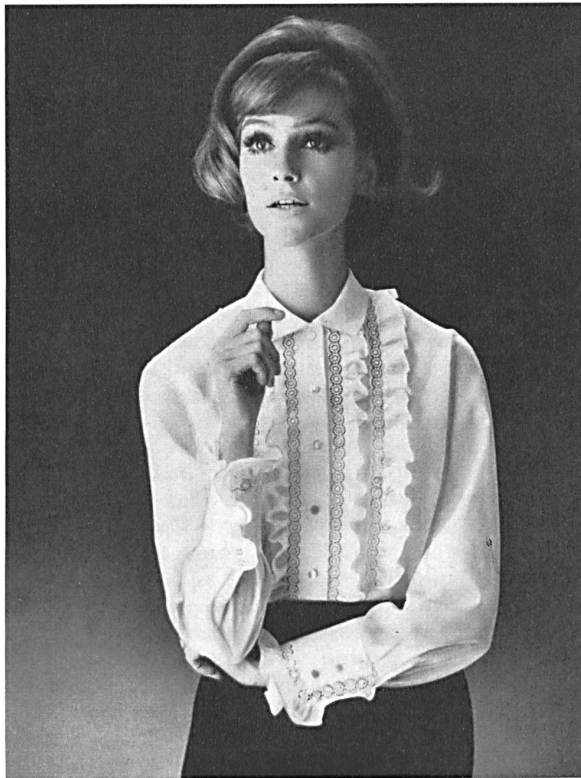
The experts consider this general trend with mixed feelings. The ready-to-wear manufacturers and the retailers are naturally quite happy about it, as this lack

of directives considerably reduces the big risk always attending the launching of a new season's fashion. On the other hand, they realize very clearly that the new merchandise loses one of its most telling sales points. Women are no longer obliged, as is usually the case every new season, to scrap the larger part of their wardrobes in order not to be out of fashion. This is appreciated by

1



2



1. METTLER & CIE S. A., SAINT-GALL

Tissu fibranne type lin
Zellwollgewebe im Leinencharakter
Modèle Woco, Baden-Baden
Photo Lautenbacher

2. REICHENBACH & CIE S. A., SAINT-GALL

Batiste « Minicare »
FORSTER WILLI & CO., SAINT-GALL
Broderie / Stickerei
Modèle Wollenschläger & Co. G.m.b.H.,
Baden-Baden
« Minicare » Joseph Bancroft & Sons Co. A.G.,
Zurich

◀ L. ABRAHAM & CIE, SOIERIES S. A.,
ZURICH

Crêpe « Charleston »
Edelkrepp
Modèle Woco, Baden-Baden
Photo Lautenbacher

UNION S. A., SAINT-GALL
Voile « Minicare » brodé / bestickt
Modèle Georg Schneider,
Rinteln a.d. Weser
Photo Gisela Them



UNION S. A., SAINT-GALL
Plastron en cambric « Minicare »
brodé
Besticktes Plastron aus
« Minicare » Cambric
Modèle Georg Schneider,
Rinteln a.d. Weser
Photo Gisela Them

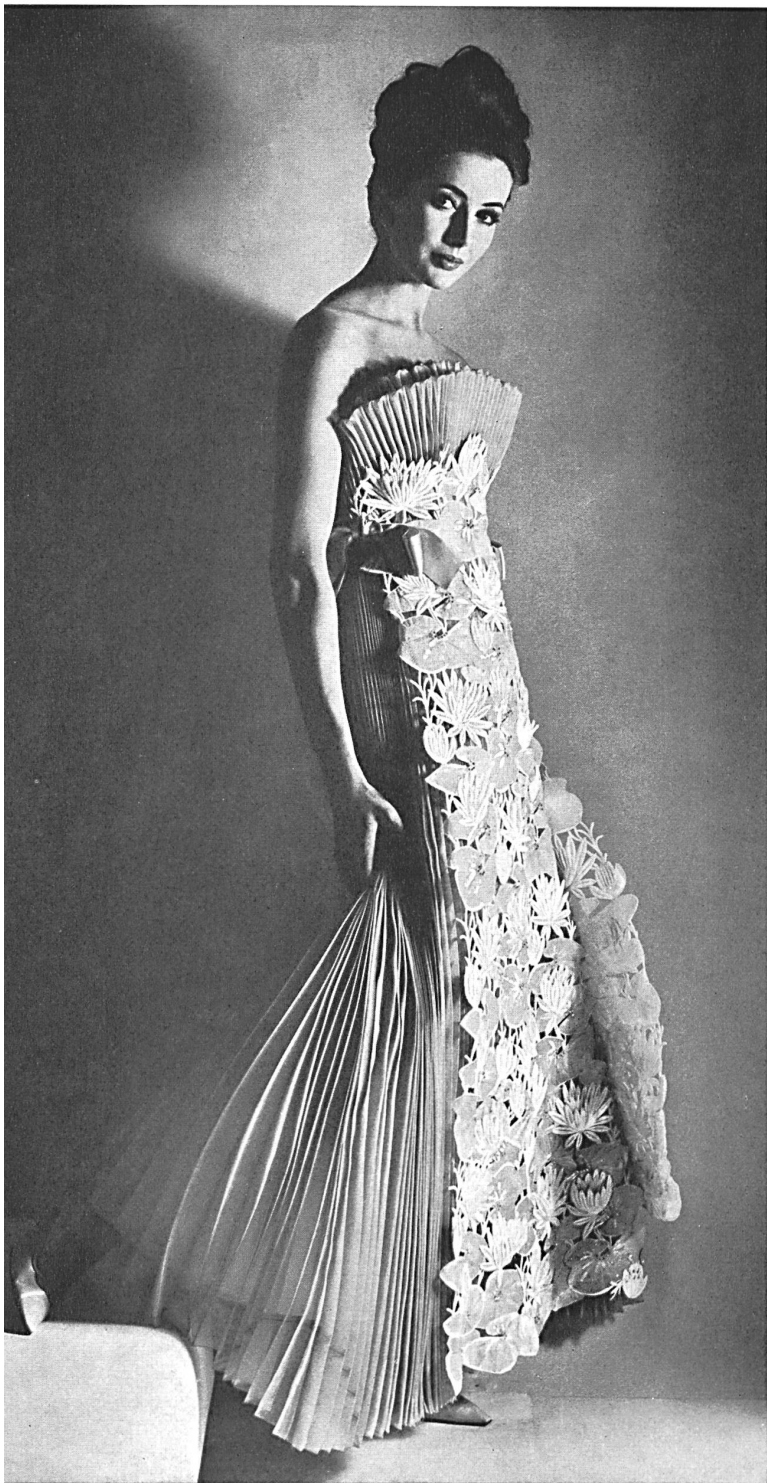




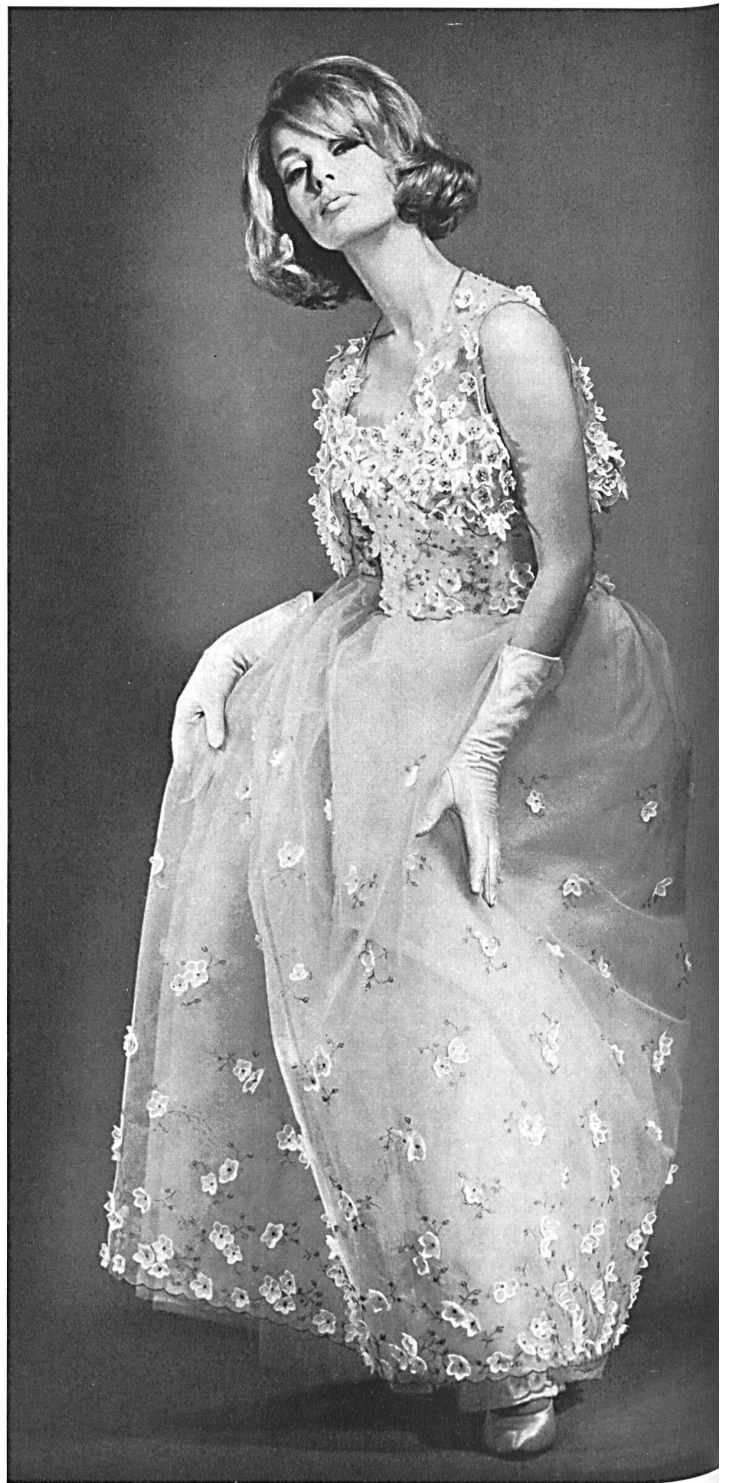
UNION S. A.,
SAINT-GALL
Broderie sur tulle
Bestickter Tüll
Modèle
Toni Schiesser,
Francfort M.
Photo Gundlach

UNION S. A.,
SAINT-GALL
Broderie guipure
champagne
Champagnerfarbene
Guipurestickerei
Modèle
Toni Schiesser,
Francfort M.
Photo Stephan





A. NAEF & CIE S. A., FLAWIL
 Broderie découpée avec applications
 Spachtelspitze mit Applikationen
 Modèle Toni Schiesser, Francfort M.
 Photo F. C. Gundlach



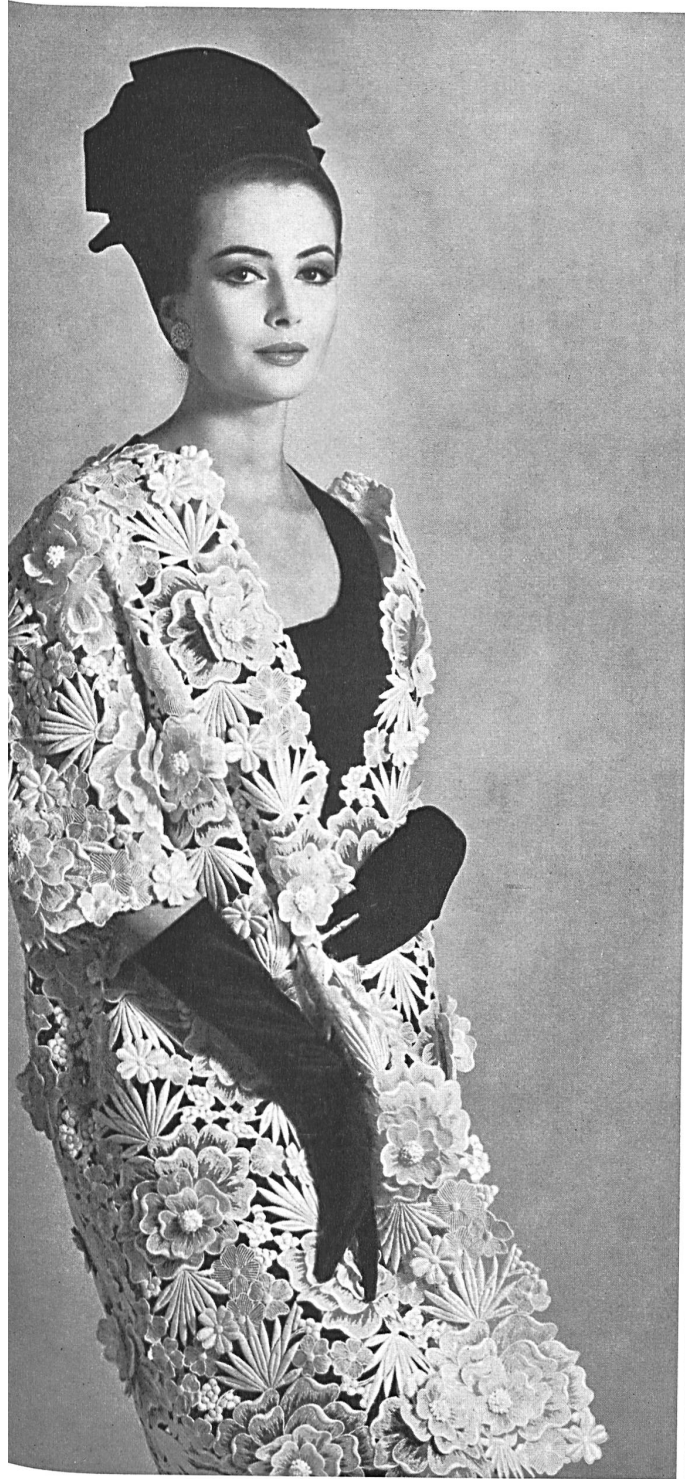
FORSTER WILLI & CO., SAINT-GALL
 Tulle brodé avec fleurs appliquées
 Bestickter Tüll mit aufgenähten Blumen
 Modèle Toni Schiesser, Francfort M.
 Photo Stephan

the vast majority of women (and their husbands too, no need to add !) but it is nevertheless a big handicap for the stores, especially as, once again this year, a rather reluctant spring has put a brake on women's natural desire to buy.

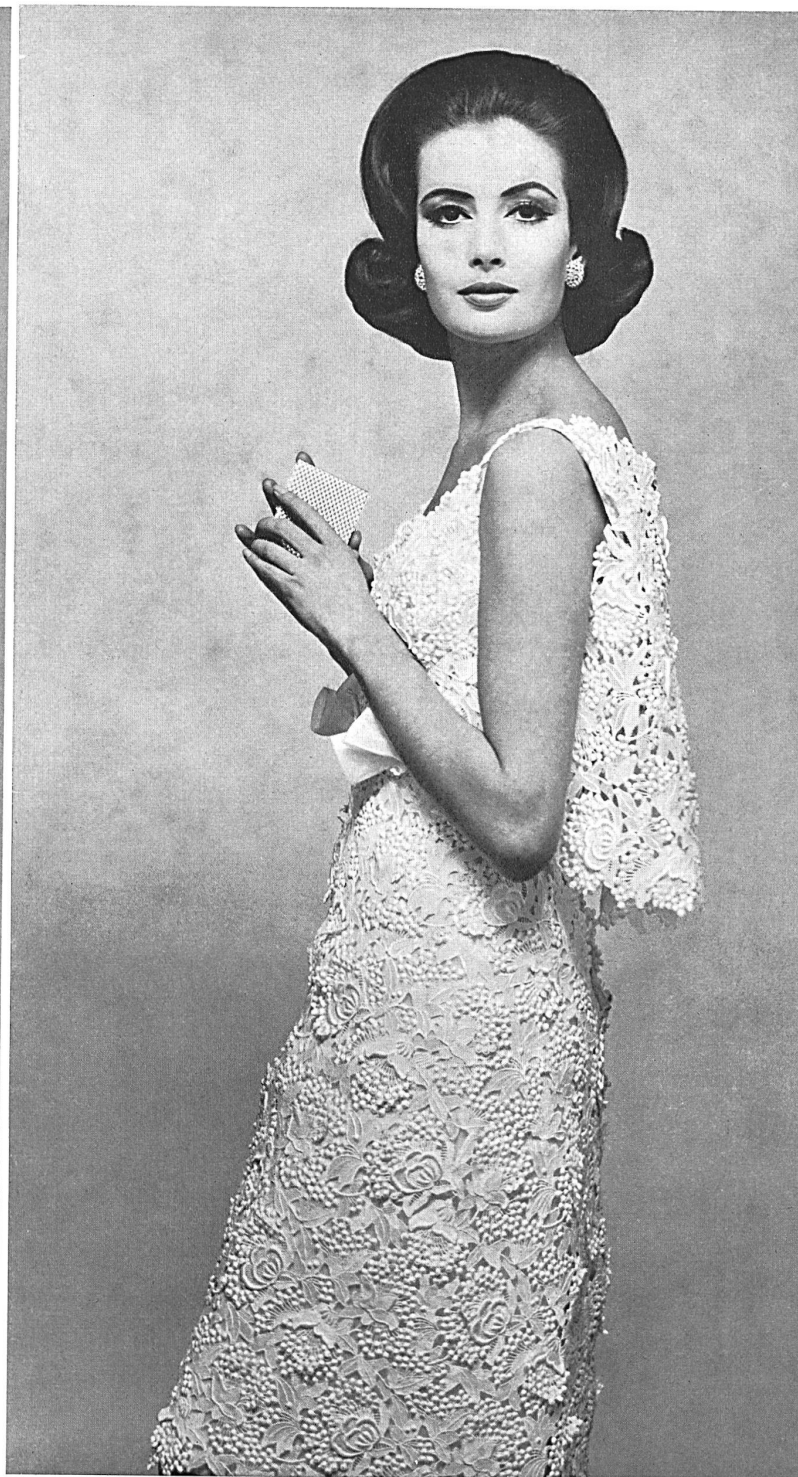
Except for clothing which absolutely needs to be regularly replaced, particularly attractive creations are

required to awaken a desire to buy in the field of textiles.

In the salons of the couture houses with their rich clientele, this role has definitely fallen, this season, to the lovely cocktail coats in St. Gall embroidery. Toni Schiesser (Frankfurt-on-Main) shows some in every imaginable variation; Charles Ritter too (Hamburg-Lübeck) goes in for this attractive style. There are coats



A. NAEF & CIE S. A., FLAWIL
 Broderie découpée avec applications
 Spachtelspitze mit Applikationen
 Modèle Toni Schiesser, Francfort M.
 Photo F. C. Gundlach

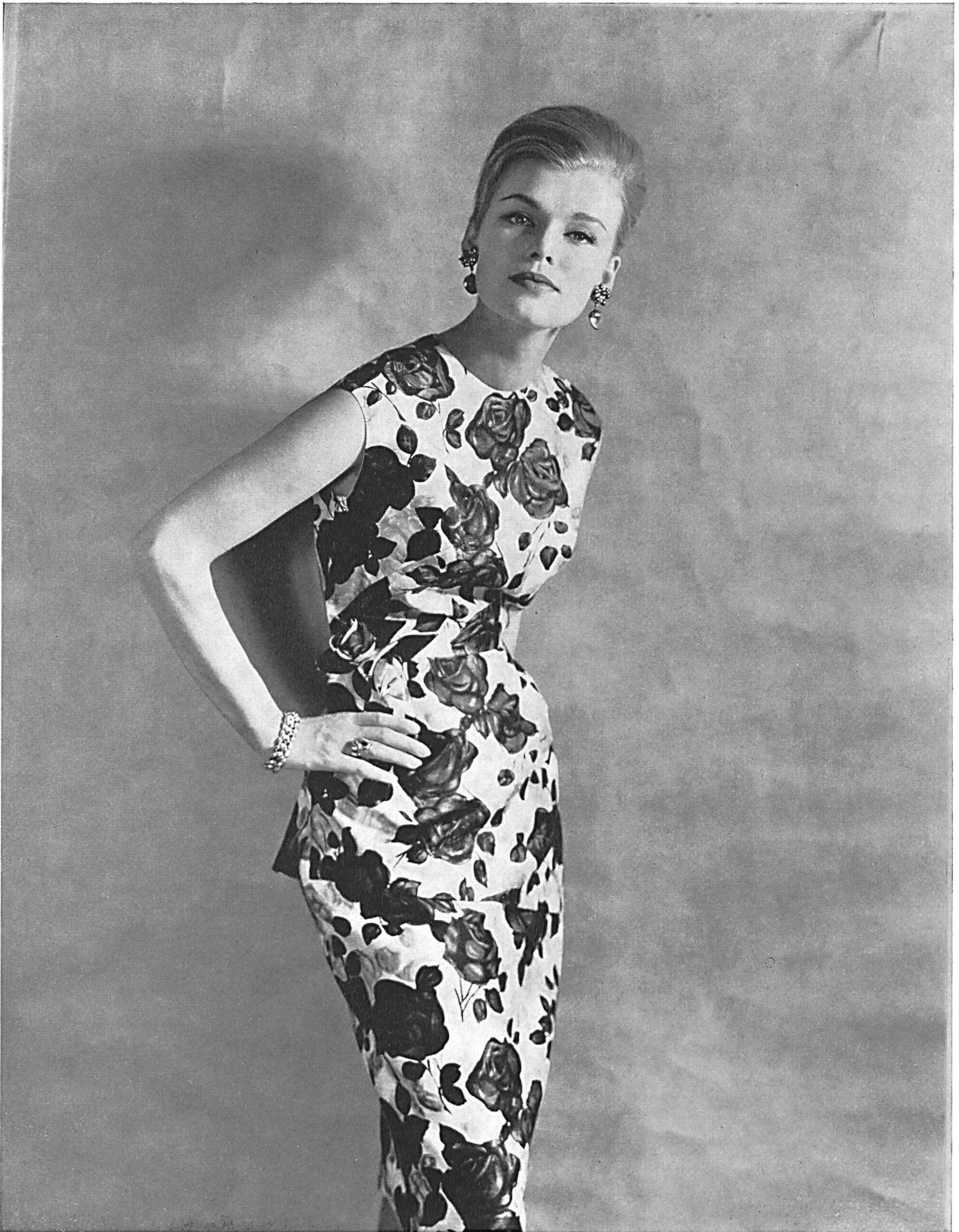


FORSTER WILLI & CO., SAINT-GALL
 Guipure / Ätzstickerei
 Modèle Toni Schiesser, Francfort M.
 Photo F. C. Gundlach

in gossamer embroidery on tulle with appliqued flowers, others in lavish open-work embroidery or in precious guipure, with two or three tiered superimposed effects. In white, they are worn over narrow black silk jersey or crêpe dresses with a quiet, distinguished look; in black they are set off by low plunging creations in white silk jersey. Charles Ritter also completes a corn-coloured,

draped chiffon dress with a guipure coat in the same colour framed with honan yokes. These outfits possess a delicate air of chic which, in spite of the luxury of the material, never seems overdone.

While we are on the subject of chiffon, it should be mentioned that this material has lost none of its popularity in this country. Plain, in white, black or delicate



TISSAGES DE SOIERIES NAEF FRÈRES S. A., ZURICH
«Gonda», soie imprimée / bedruckte Seide
Modèle Tcha-Modelle, Schwäbisch-Gmünd
Photo Stwolinski

pastel shades, it is skilfully draped, with all the taste that only the great couturiers possess, for flowing cocktail or evening dresses. Chiffon printed with very wide floral designs or delicate foliage motifs is superimposed on twill, taffeta or shantung printed in the same designs for dresses, vaporously wrapped in an unlined coat.

The tiered Dior-style dresses, in printed linen or bead embroidered honan and the Courrèges-style hostess ensembles, with long guipure pants, constitute another attraction for the smarter set.

The dotted Swiss beach outfits, which were all the rage for this category of consumer two years ago, are now

TISSAGES DE SOIERIES NAEF FRÈRES S. A., ZURICH
Photo Stwolinski

«Gonda», soie imprimée et mousseline de soie imprimée du même dessin
Gonda, bedruckte Seide und Seidenmusselin mit demselben Muster
bedruckt
Modèle Toni Schiesser, Francfort M.





L. ABRAHAM
& CIE.
SOIERIES S. A.
ZURICH
«Tundra»,
soie flammée /
Flamméseite
Modèle
Teha-Modelle,
Schwäbisch-Gmünd
Photo Stwolinski

featured in the windows of all the big shops. Naturally not quite so chic or lavish, they have nevertheless not altogether lost their exclusive look and certainly exert a great appeal on teenagers and young women planning their holiday wardrobes.

The suits and two-piece outfits in St. Gall guipure are now firm favourites for dressier occasions. In champagne, navy blue, black, nut-brown, white, silver-grey or ice-blue, completed by little toques or becoming capelines with broad brims in the same material, in exotic straw or silk, they all have a smart distinguished look.

We were also pleased and not a little surprised to see the extent to which the leading Berlin fashion houses have used Swiss embroideries and laces in their summer collections. A welcome novelty, adopted in Paris, is the attractive use made of edgings in chemical guipure.

Finally, let us also point out, in passing, that in men's fashions more and more evening shirts have fronts decorated with embroidery and even lace.

Emily Kraus-Nover