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The Heights



in Arosa January 15th, 1964

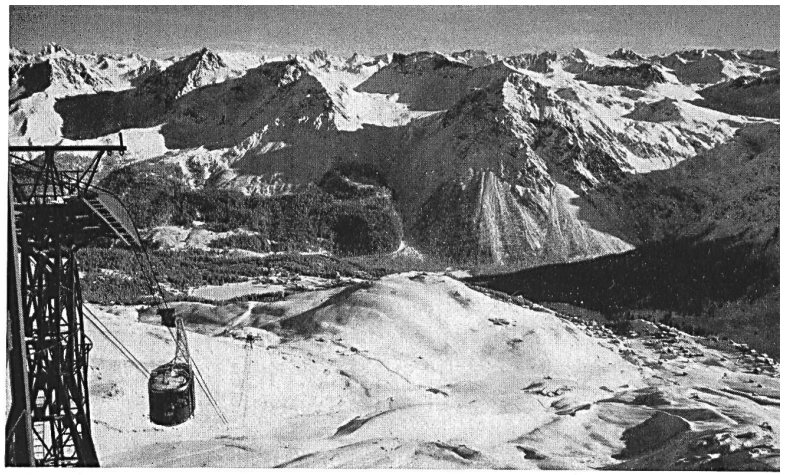
This year the Swiss Fashion Club invited some forty fashion writers and reporters representing the trade press, illustrated magazines and several newspapers from eleven countries to the heights above Arosa for a fashion show, at an altitude of over 6,000 feet. At this showing the heights of success too were reached, thanks to the extremely high standard of the collection and the perfect organization of the whole occasion.

From theory...

Readers will remember that the aim of the Swiss Fashion Club is to set and launch a Swiss inspired sports and leisure fashion influencing similar fashions throughout the world and having Arosa for its centre. This result is to be obtained by cooperation between some twenty leading Swiss firms, at all levels of production, from spinning and weaving to designing and ready-to-wear manufacture.

In actual fact, there is no question of trying to outdo or compete with anyone at all, no creation centre having as yet thought of systematically launching and promoting sports fashions with the idea of making them universally accepted and valid for all. It is therefore a pioneering role that this Swiss group has created and intends to fulfil.

In the opinion of SFC, true elegance is to be found where beauty and utility merge. Utilitarian simplicity is essential wherever garments are intended to be worn in the open air and are expected to allow the freedom of movement required by active participation in sport. Such a requirement naturally precludes any search for originality at all costs and makes it essential to submit to certain very strict limitations in regard to conception cut and design. The first of the restrictions is dictated by the choice of materials, which must satisfy definite practical needs: simplicity of maintenance, freedom of move-



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ment and good thermal qualities in particular. Thus, the fabrics used for the fashions that concern us here must be considered more as technical fabrics than materials in which appearance, draping qualities and handle play the leading role. In the materials it chooses, sports and leisure fashion therefore occupies the position of an innovator at the head of the users of new materials. It is above all a question of creating a really functional fashion.

Thus, there is a very definite similarity of conception between the sports fashions conceived by SFC and modern architecture. A second similarity exists in the role attributed to decorative elements, which must detract neither from the shape nor from the function. It was this requirement that dictated SFC's choice of a « graphic » line for its 1963 and subsequent creations.

It is up to colour then to give life to the unavoidably somewhat severe architectural structure of the new sports and leisure styles, which successfully combine simplicity with elegance. Consequently colour is considered as a decisive element in sports and leisure fashion. This fashion's colours do not necessarily correspond to those of high fashion. But freedom, which would seem to be synonymous with the idea of leisure, does not mean that all colours can be used indiscriminately according to individual whim, which would create an unaesthetic kaleidoscopic anarchy and would complicate manufacture and marketing in the extreme. The colours therefore must change more or less every year, in order to stimulate production and sales, but at the same time be coordinated among themselves.

... to practice

These factors resulted in the four ranges or « chains » of colours dictated by SFC for the winter 1964/1965 and christened « sun » (from red to yellow including orange and mustard), « Havanna » (from beige to brown), « icy » (from green to a very cold light blue) and « granite » (from light grey to dark slate) — 20 different shades in all. The advantage of these « chains » of colour is that for the same model it is possible to use either different shades of the same « chain » or contrasting shades from different « chains ». In any case, the

1 Arosa, view of the Weisshorn; in the background, the Grisons Alps
Photo Brandt, Arosa

2 During the show, at the skiers' bar

Photo Fiechter & Homberger, Arosa



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choice is wide enough to ensure that manufacturers never need to depart from the colours dictated (to which should be added both black and white), so that there is greater homogeneity throughout the collection.

If one was not at the showing and has not seen the collection of models and all relevant literature, it is obviously difficult to imagine the tremendous amount of work required to organize a collection of over 100 models of such remarkable unity combined with such variety, that is to say models all following — naturally to a greater or lesser degree — the general dictates laid down, in the 20 recognized colours, without any sort of deviation, and sometimes calling for close cooperation between four or five manufacturers, i. e. for instance, an elastic yarn maker, a wool weaver for the trouser fabric, a cotton weaver for the fabric used in the anorak, an embroiderer, a knitting manufacturer, a maker-up and sometimes even a dress-designer.

On the whole, it can be said that the practical achievements of members of the Swiss Fashion Club corresponded to the theoretical requirements laid down.

A great advance

This year's show undoubtedly constituted a big advance over 1963's. Last year, certain manufacturers seemed not to have completely understood the spirit that was supposed to animate the whole collection. There were still one or two waverers, a few false notes in regard to colours, while embroidery and jacquard tricot did not seem to have a proper grasp of their function.



The Union Company Ltd., St. Gall

Embroidery
Cotton and « Terylene » poplin by Stoffel Ltd., St. Gall
Ski-pants in wool and « Helanca » fabric by Schmid Ltd., Gattikon



This year, these weaknesses were remedied, resulting in greater unity, not only in colours but also in line, which is now unmistakably sporting and practical. The new requirements facing designers and the small scope left for frills led to the discovery of new and interesting solutions in various fields, more especially in the creation of fabrics and embroidery.

Generally speaking, all the models displayed are highly wearable, practical and comfortable. Preference is given to easy-care fabrics; and fabrics manufactured with « Helanca »[®] elastic yarns guarantee comfort to the wearer by being elastic in the length for the slacks and elastic in the width for the shoulders; certain fabrics are even made to stretch in both directions. The cut is generally extremely simple, the emphasis being laid on practical and comfortable qualities. Many disguised hoods, detachable linings held in place by means of zip-fasteners, fur or foam-back linings, much decorative stitching, pleats emphasizing the line but at the same time allowing ease of movement, no metal threads or shiny effects in the active sportswear and very little elsewhere.

Pius Wieler Sons Ltd., Kreuzlingen

Ski sweater in pure wool

In men's fashions, few belts but quite a few half-belts. The collection has been made richer by the admission of new members, from the hosiery and knitwear branch and the leather and fur clothing trade, representing a welcome addition to the club.

The actual showing

The organization of the Swiss Fashion Club show and the actual event deserve some attention. The show was held at Arosa, in the Grisons on January 15th last. The forty or so journalists and manufacturers present were all accommodated in one of the best hotels at an altitude of over 6200 feet, on the edge of the ski slopes (in excellent condition in spite of the small snowfall elsewhere this winter). In the morning, some fifteen ski instructresses modeled the main colours on the slopes, all dressed in the same outfits, each dyed in a different shade. In the afternoon a fashion parade was held, showing over 100 models, for both men and women: ski and afterski outfits, curling outfits, clothes for walks and travelling, garments for home and hotel wear, hostess gowns, etc. Almost all the models shown were original creations in the best of good taste... even those that we placed a near second

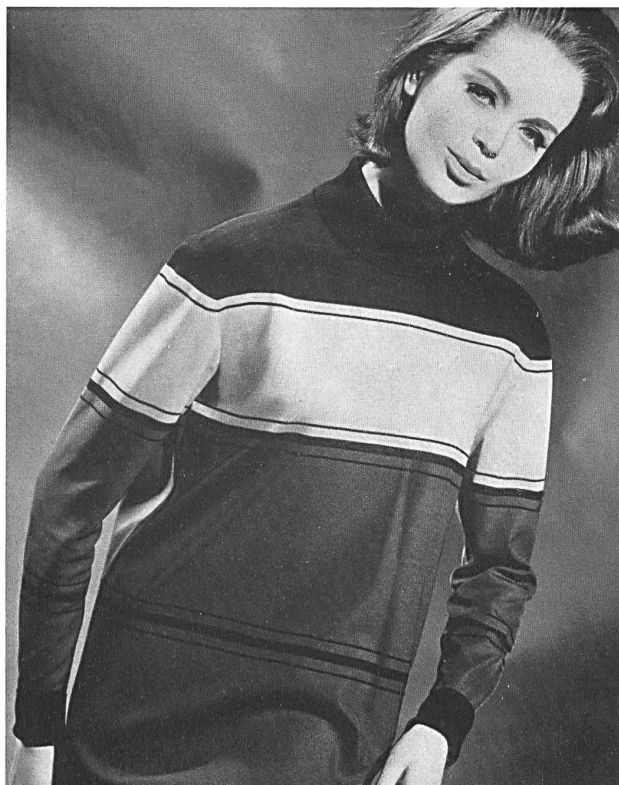
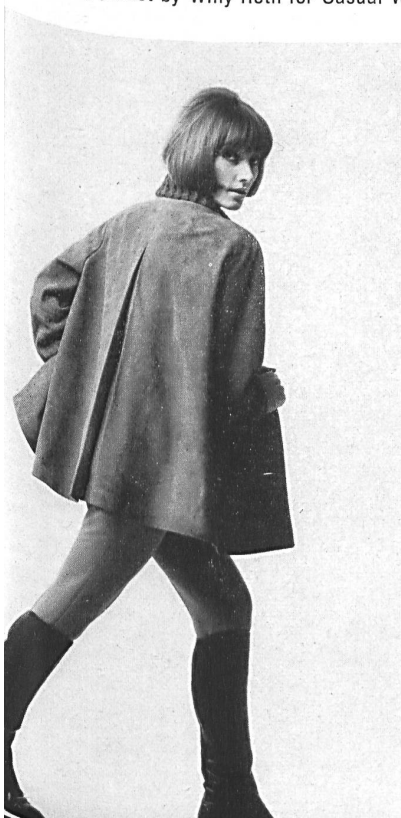


Tissage Bleiche, Ltd., Zofingen

Fabric elasticized in the width, in wool (warp) and « Helanca » (weft)

Model by Willy Roth for Casual Wear Ltd., Schoeffland

- 1 **Heinz Karasek Ltd., Zurich**
Jacket in gazelle suede. « Croydor » slacks, elasticized in the length, by Respolco Ltd., Zurich
- 2 **Vollmoeller Ltd., Uster**
Indoor pullover, in « Heconda », a textured acetate yarn by Heberlein & Co. Ltd., Wattwil
- 3 **Tissage Bleiche Ltd., Zofingen**
Fancy tweed (jacket), elasticized in the width, in wool (warp) and « Helanca » (weft); wool and « Helanca » fabric elasticized in the length (slacks)
Curling jacket by Willy Roth for Casual Wear Ltd., Schoeffland





Victor Tanner Ltd., St. Gall
Anorak and ski sweater
in pure wool tricot



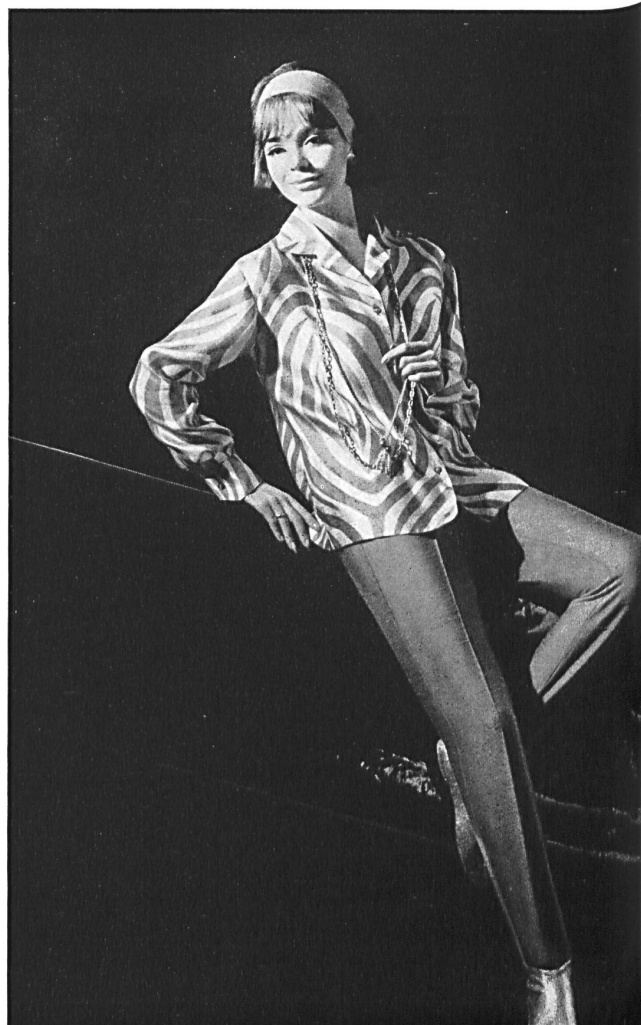
will undoubtedly come first in the estimation of others. In brief, a collection of a standard that was all the higher — both as regards taste and workmanship — when it is considered that the field covered is so limited, a collection that does not risk causing a revolution at massproduction level (that is not its aim) but one that in the long run will influence sports fashions for the better, provided the work of members continues and develops.

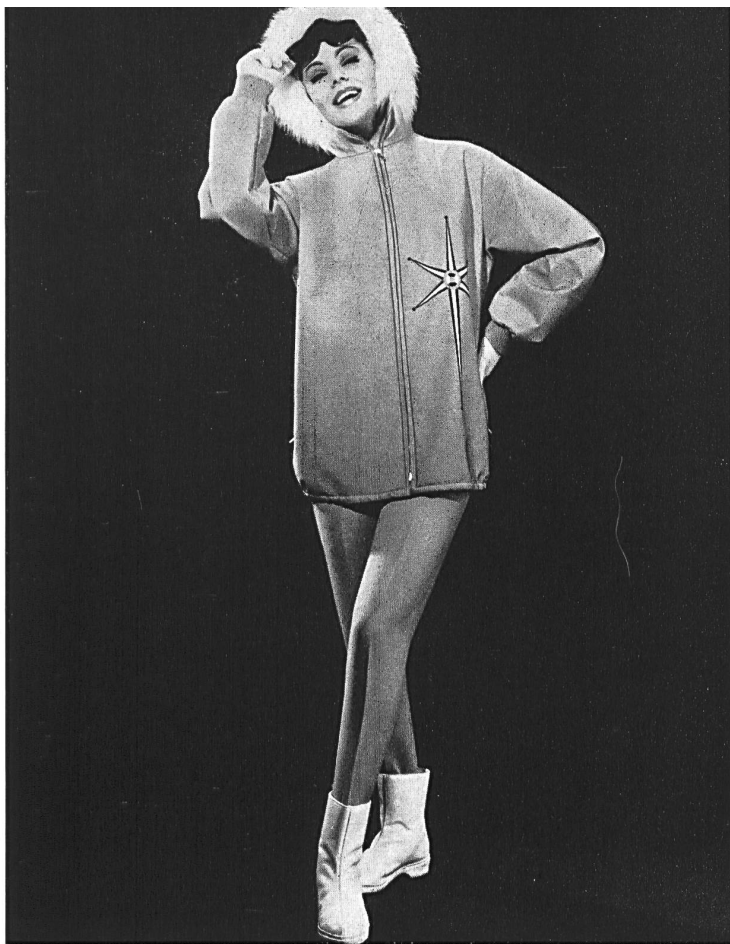
The concentration in a single hotel of all those taking part favoured contacts between manufacturers and members of the press, while the perfect organization — even down to the smallest detail — simplified the work of journalists. Finally, let us add that a cloudless sky and almost spring-like sunshine contributed not a little to the success of this most enjoyable fashion event.

René Cadet

Stoffel Ltd., St. Gall
Pure cotton « Scotchgard »
Aquaperl fabric
« Strellson » sports coat with
removable hood by
Friedr. Straehl & Co. Ltd.,
Kreuzlingen

Robt. Schwarzenbach & Co., Thalwil
Pure silk print (blouse)
and plain version of the same
fabric (slacks)
After-ski outfit by
Geny Spielmann & Co., Zurich

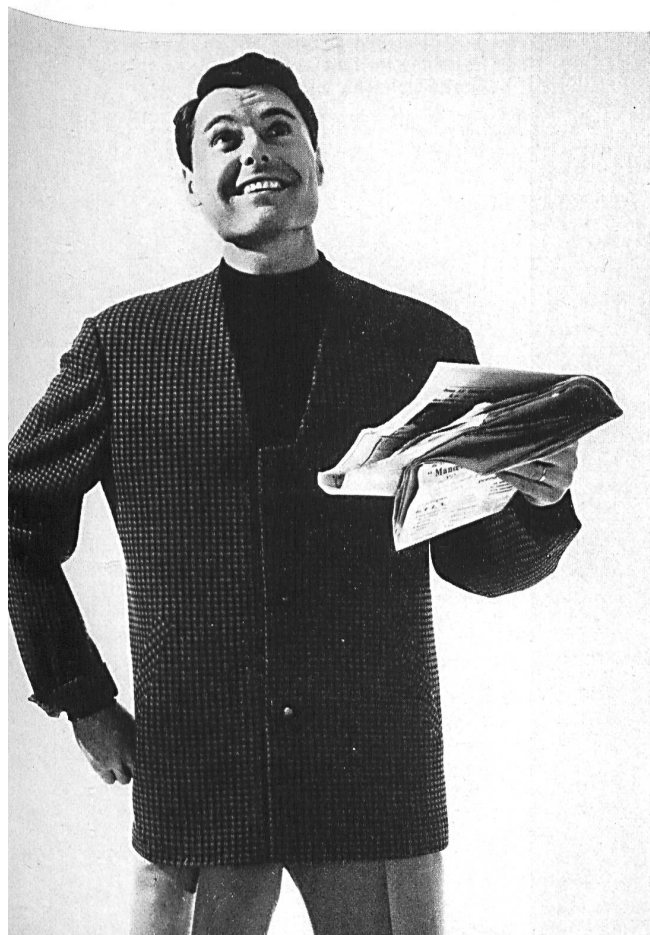




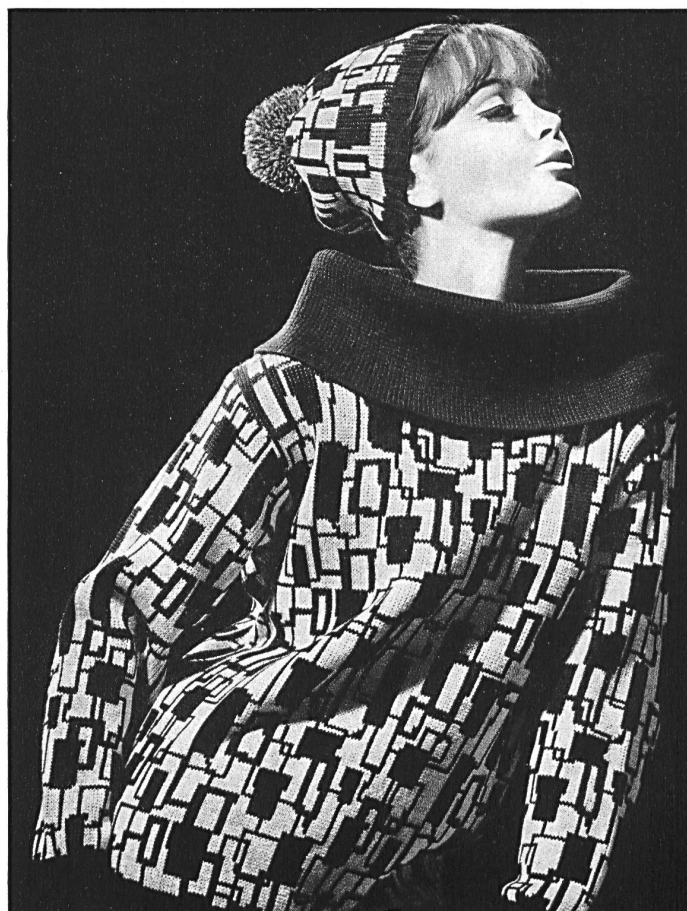

SWISS FASHION CLUB
 FREIZEIT · SPORT · LOISIR

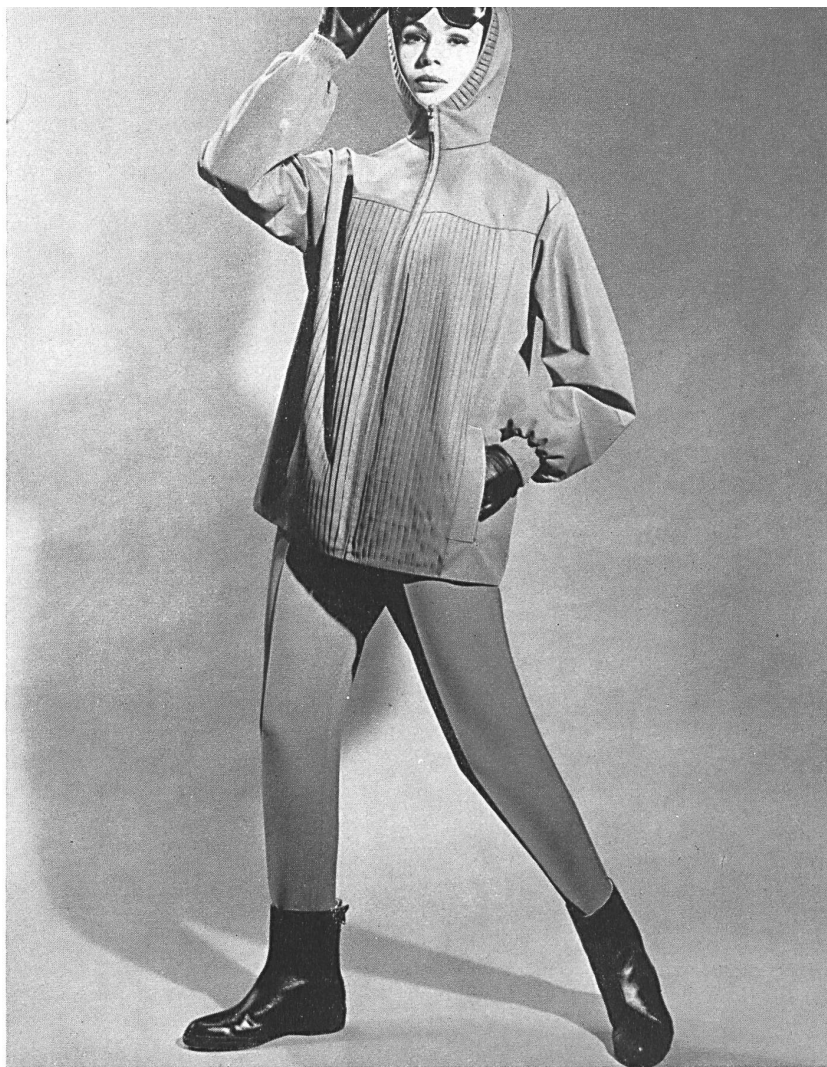
The Union Company Ltd., St. Gall
 Embroidery
 Featherweight Aquapurl foamback
 fabric in « Terylene » and cotton
 by Stoffel Ltd., St. Gall
 « Croydor » ski outfit
 by Respolco Ltd., Zurich

Ritex Ltd., Zofingen
 House jacket in wool tricot



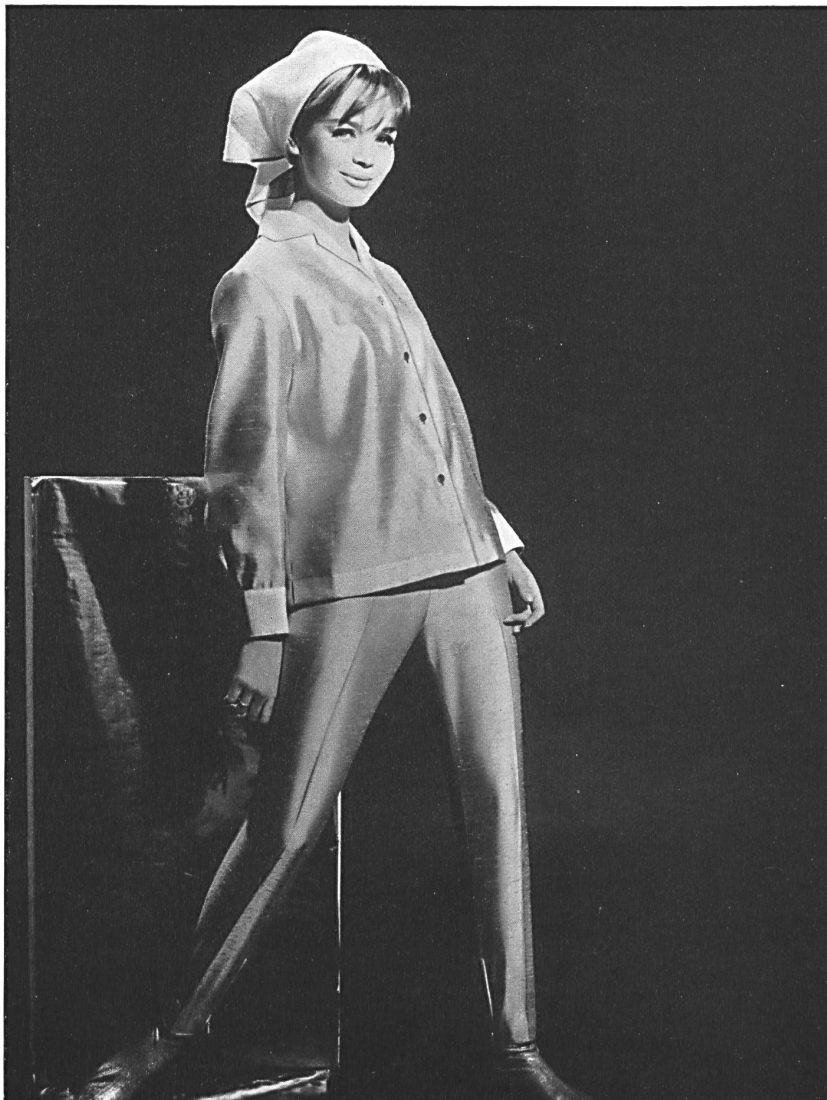
Victor Tanner Ltd., St. Gall
 After-ski pullover in wool
 and « Lurex » tricot





Stoffel Ltd., St. Gall

Featherweight Aquaperl fabric,
in cotton and « Terylene »
« Croydor » anorak by
Respolco Ltd., Zurich



Robt. Schwarzenbach & Co., Thalwil

Shaded-off pure silk fabric
(blouse) and fabric elasticized
in the length (slacks) in pure silk
on a « Helanca » warp
Ensemble for hotel wear by
Geny Spielmann & Co., Zurich



Pius Wieler Sons Ltd., Kreuzlingen
Pure wool ski sweater with accessories, with original «brush-stroke» Jacquard design «Croydor» trousers by Respolco Ltd., Zurich, in «Nylsuisse» tested quality «Skiflex» fabric by Schmid Ltd., Gattikon

Photos Kurt Kriewall, Rolf Bichsel, Rüscher, Zurich

 **SWISS FASHION CLUB**
FREIZEIT - SPORT - LOISIR

Members of the Swiss Fashion Club:

Tissage Bleiche Ltd., Zofingen, worsted mills - Heberlein & Co. Ltd., Wattwil, Makers of «Helanca» yarns - Heinz Karasek Ltd., Zurich, manufacturers of leather outerwear and fur coats - Casual Wear Ltd., Schoefftland, McGregor - Respolco Ltd., Zurich, raincoats and ski clothes - Ritex Ltd., Zofingen, men's clothing and ski wear - Willy Roth, Berne, designer - Schmid Ltd., Gattikon, cloth mills - Robt. Schwarzenbach & Co., Thalwil, manufacture of silks - Geny Spielmann & Co., Zurich, teenage clothes and sportswear - Stoffel Ltd., St. Gall, makers of cotton and mixed fabrics - Friedr. Straehl & Co., Ltd., Kreuzlingen, manufacturers of coats and sportswear - Sura Ltd., Reitnau, makers of sports coats - Victor Tanner Ltd., St. Gall, makers of fashionable and sports knitwear - The Union Company Ltd., St. Gall, embroideries - Vollmoeller Ltd., Uster, manufacture of knitwear - Pius Wieler Sons Ltd., Kreuzlingen, knitwear factory.



Sura Ltd., Reitnau
Cotton and «Terylene» foamback outfit for winter walks
Ski-pants by Ritex Ltd., Zofingen

Vollmoeller Ltd., Uster
Jersey lounging outfit in «Heconda», a textured acetate yarn





Ritex Ltd., Zofingen

Hotel and party outfit: jacket
in a woollen tartan fabric,
« Helanca » stretch pants

Photos Rüegger, Zurich

Curling outfit: coat in a fabric elasticized in the width,
slacks elasticized in the length

Pure wool tweed overcoat; elasticized « Terylene » ski-pants

