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WOMEN'S FABRIC LINGERIE

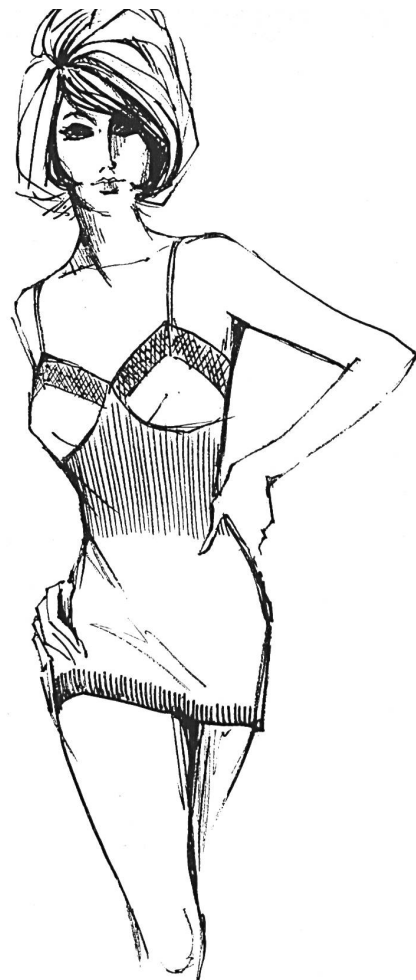
One of the loveliest of Swiss specialties, very popular everywhere, is lingerie in cotton and embroidered fabrics. The export collections contain delightful nightgowns and negligés that combine the fresh youthful beauty of lingerie with the excellent qualities of the material. The rich embroideries used as edgings and the allover determine the cut. But much larger quantities of the simplest embroidered fabrics, like easy-care batiste and silky cotton satin, the colour-woven fabrics and the excellent quality mixed fabrics are used with great imagination. Embroideries in relief, coloured guipure trimmings, big embroidered floral motifs, garlands and foliage, as well as decorative ribbon slots in etched embroidery add dainty touch to ingeniously designed and cleverly worked nightgowns and matching bed-jackets. The variety of the embroidered ground fabrics and the embroideries themselves, which range from the smallest design to guipure in the famous St. Gall quality, gives Swiss embroidered lingerie a unique character.



KNITTED ARTICLES

The knitwear and jersey industries have recently undergone a rapid growth. Exports amount to almost a quarter of the total output, which means that this branch of the clothing industry has something to offer other countries. In addition to cotton and wool, Swiss-made synthetic yarns play an increasingly important role in the knitwear industry; they enhance still further the features that make jersey so popular. In addition to the classical types of knitted materials, there are a number today that have the discrete sheen of silk or the character of crêpe, others are printed with coloured designs or can hardly be distinguished from woven fabrics. The use of knitted fabrics is subject to special laws of its own and calls for special methods of production; dresses and suits in crease-resistant and shape-retaining tricot are Swiss specialties known the world over. The jersey and knitwear models are in keeping with the latest fashion trends but always take into account the nature of the material used. Swiss knitting manufacturers make brilliant use of the possibilities offered them by the manufacturing process and are always thinking up new types of stitch. Jacquard motifs in four or even six tastefully combined colours give ever new effects; knitted fabrics with embroidery in relief—brightly coloured for foreign markets—smart and sporting combinations of knitwear with leather, gabardine or linen fabrics, are used to make attractive creations. Eloquent proof of the high standard of these articles is the fact that for several years now the United States has been one of the Swiss knitwear industry's main clients. In addition to dresses for all hours of the day, pullovers and jackets sell well abroad: there are very feminine models with artistic Jacquard designs, and thick fully fashioned ski-sweaters with that rugged hand-knitted look; the models for men also include smart coats and jackets in a light style.





Another popular article is the knitted swimsuit. Made with Swiss elastic yarns, or sometimes in wool, Swiss swimsuits and beach outfits in the very latest styles are often produced with designs and colours that differ from those found elsewhere. Very original creations, combining elegance with practical qualities, are very popular with foreign customers.

A great speciality of the Swiss hosiery and knitwear industry is fine knitted lingerie. Wool, cotton or synthetic yarns with fine counts are ideal for the manufacture of lingerie sets, which are all the rage abroad. There are models of gossamer fineness in synthetic stretch yarns, silky mercerised lisle, natural silk and even pure wool in counts that are almost as fine, decorated with the most delicate embroidery trimmings. There are also many stronger but equally lovely qualities. Nightgowns, bed-jackets and negligés in filmy pure wool rachel tricot and romantic looking sets in Swiss nylon are extremely popular. Slips with rich lace trimming, dress hems and the new under-dresses are made in carefully designed shapes, styles and sizes.

For men there are coloured sets of underwear in fine cotton jersey mixed with synthetic fibres. Track suits in cotton or synthetic yarns come in attractive, well-cut original styles, so that they are ideal for wear when gardening or camping. Men's socks enjoy a good reputation abroad, thanks not only to their excellent quality but also to their smart designs. Among the novelties, let us mention the walking socks with plush soles. Evening socks with shiny yarn effects set off the dressy look of evening dress. There is a big demand abroad for women's fine stockings in natural silk mixed with nylon; they are as strong as the pure nylon ones and as pleasant to wear as those in natural silk, especially in the cold weather.

