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New Collections of Embroideries and Cotton Fabrics



At a fashion show in Zurich last May, the Publicity Centre of the Swiss Cotton and Embroidery Industry, in St-Gall, presented to the Swiss press the latest creations in embroideries and fine cotton fabrics for the summer 1965, used in Swiss couture and ready-to-wear models.

Opposite we show a certain number of models which were outstanding not only for their traditional high quality but also for the beauty and originality of the material.

In the designs, we noticed a revival of small repeats, especially in the dressier types, although big designs and the « panel » style are still widely represented, particularly in the leisure fashions and boutique styles. The popularity of border designs, with a narrower edging for the collar, is still increasing. Floral motifs in water-colour hues are just as much in demand as the modern monochrome type prints, in rather warmer shades. In the prints, in addition to cotton satin, which is always popular, we find mainly fabrics with a rustic linen-type structure, using fancy yarns, as well as ottomans, piqués and ribbed fabrics of all kinds. In addition to white, the colours include yellows, from sun yellow to dark gold, a delicate shade of brown, beige in various tones, pink and red verging on violet, etc.

In embroidery, floral motifs are the favourites; for leisure wear and beach fashions, in which embroidery plays an increasingly important part, we were particularly struck

FORSTER WILLI & CO., SAINT-GALL

Guipure blanche

Modèle: Macola S.A., Zurich

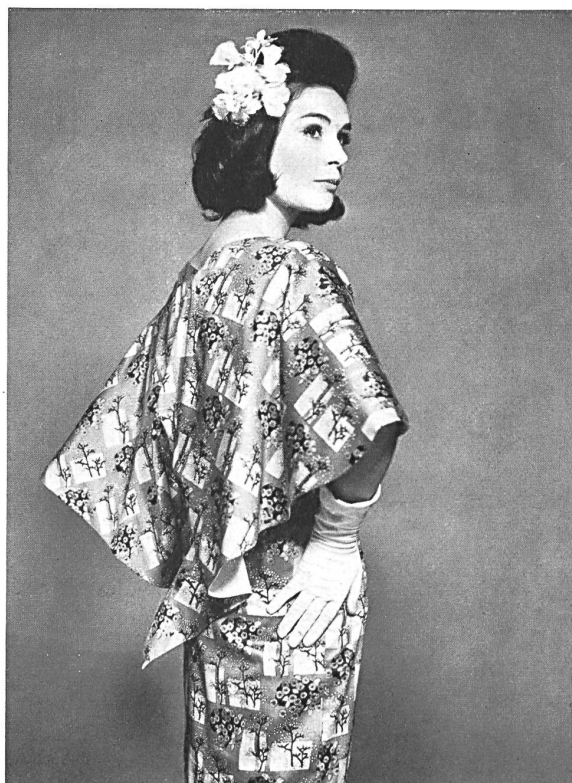
Photo Tenca

« NELO »,
J. G. NEF & CO. S.A.,
HERISAU

Twill de coton imprimé /
printed / estampado / bedruckt
Modèle: Couture Rita Peterli,
Saint-Gall
Photo Rév

CHRISTIAN
FISCHBACHER CO.,
SAINT-GALL

Tissu de coton structuré, im-
primé
Structured, printed cotton fa-
brie
Tejido de algodón estructu-
rado, estampado
Bedrucktes Baumwoll-Struk-
turgewebe
Modèle: R. Cafader & Co.,
Zurich
Photo Tenca





METTLER & CO. S.A.,
SAINT-GALL

Reps de coton imprimé /
printed / estampado / bedruckt
Modèle: Macola S.A., Zurich
Photo Tenca

by the edgings; even terry-cloth, which is widely used for beach wear, is decorated with embroidered motifs. The guipures and cut-out embroideries, which are so popular for summery evening dresses, vie with one another in richness and originality. However guipure is also available in simple but always charming designs, which will spread its popularity to women with limited budgets.

All these charming and delightful novelties for the summer 1965, produced by first-class firms, have been created with great talent by a number of Swiss couture and ready-to-wear firms which contributed greatly to the success of the recent showing organized by the Publicity Centre of the Swiss Cotton and Embroidery Industry in St-Gall.

FORSTER WILLI & CO.,
SAINT-GALL ▶
Broderie découpée
Cut-out embroidery
Bordado cortado
Spachtelspitze
Modèle: « Mira »,
L. Grossenbacher S.A., Zurich
Photo Tenca



RAU S.A., SAINT-GALL ▶▶
Broderie de laine
Wool embroidery
Bordado de lana
Wollstickerei
Modèle: Couture Marianne,
Saint-Gall
Photo Rév

