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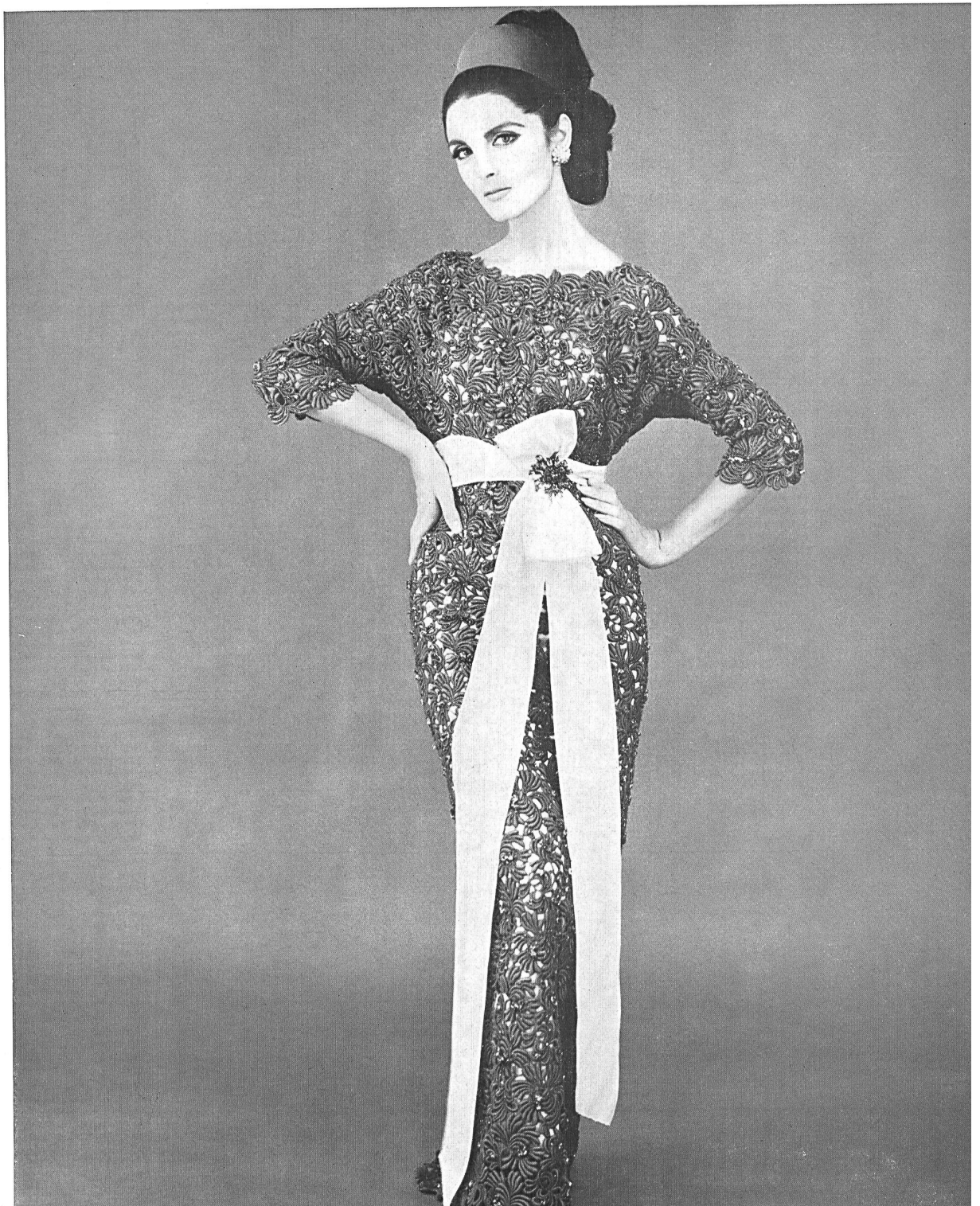
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Letter from Florence

The Italian Autumn-Winter 1964-1965 Collections

On a sizzling day in July, the Italian fashion shows for the autumn-winter 1964-1965 were held in Florence for the twenty-eighth time. In spite of the great heat, the famous white salon in the Pitti Palace was full to overflowing.

As always, the «boutique» collections opened the showings in Florence and were a great improvement this year. For the coming season there is a big difference between the sporting style, which features slacks of all kinds, and the creations for «after-sport cocktails»,



UNION S.A., SAINT-GALL
Guipure macramé vert
profond
Modèle Biki, Milan
Photo Interphoto
Press-Agency

which are lavishly bespangled and bedecked with stones and strass. Long « television » skirts were well to the fore and, as always, knitwear. One sensational item: the dressy skirts of Valditevere, who has an original way of using Swiss organza in the form of ribbons on light woollens; the same fabric was lavishly used by Wanda Roveda, the teenagers' couturière, whose « debts' ball » collection was the highlight of the first few days.

In haute couture, the most sensational of Signora Biki's evening dresses was a stunning creation in green giant guipure, richly decorated with precious stones. In Galitzine's collection, we were particularly struck by his lingerie series: a dozen luxury lingerie sets, most of them beautifully decorated with St. Gall embroideries. At Valentino's, the spoiled darling of Roman couture, the dresses have a youthful look and fabrics for the evening are really sumptuous; the model that came in for the most attention was a long dress, only slightly flared, in white St. Gall guipure, lined with lemon yellow faille and entirely re-embroidered in gold.

As full of brilliant ideas as always, Antonelli revolutionized her line with the « tumbler » cut; she showed her great gifts by suggesting countless variations

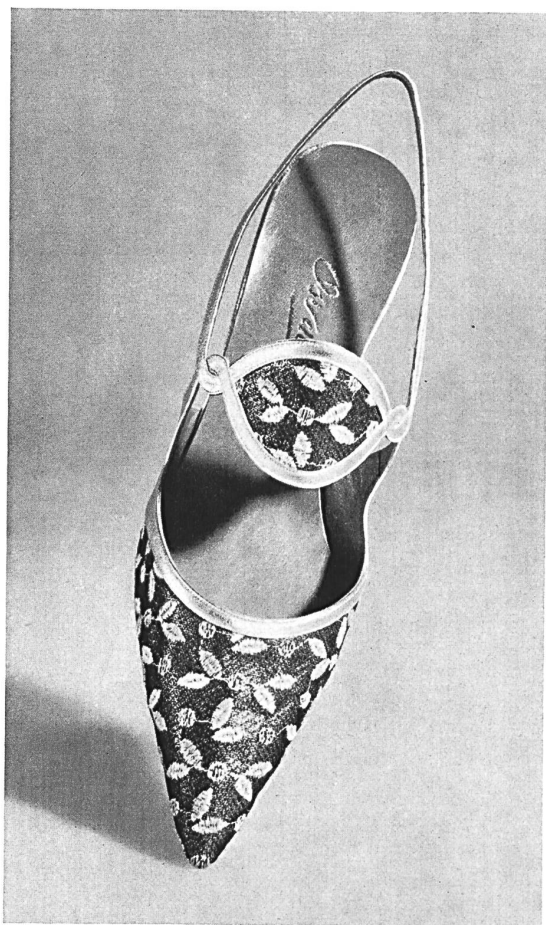
and using all kinds of fabrics from linen to moiré, from crêpe to Swiss woollen guipure.

Let us also mention the bias-cut redingotes of Guidi, in a mohair-type worsted, the sumptuous, enveloping dressy dresses of Schuberth, who has a passion for Swiss lace and embroidery, and the double skirted suits in wool and fur by Marucelli.

From these showings we got the impression that nothing really new was offered except a more elaborate style and the revived emphasis on detail. No surprises in the line, for Italy has never revolutionized the fashion: she generally leaves this privilege to Paris, which is better prepared for the orgy of publicity that is unleashed the day following the showings, whenever one or other of the couturiers lengthens or shortens skirts...

In these few lines, we have tried to sum up the contribution made by Swiss textiles to Italian fashions; it should be pointed out that even though the use of St. Gall embroideries has fallen off slightly compared with the spring/summer collections, it is however still large and their appearance always arouses great enthusiasm.

From a report by Jole Rota-Bennato, Milan



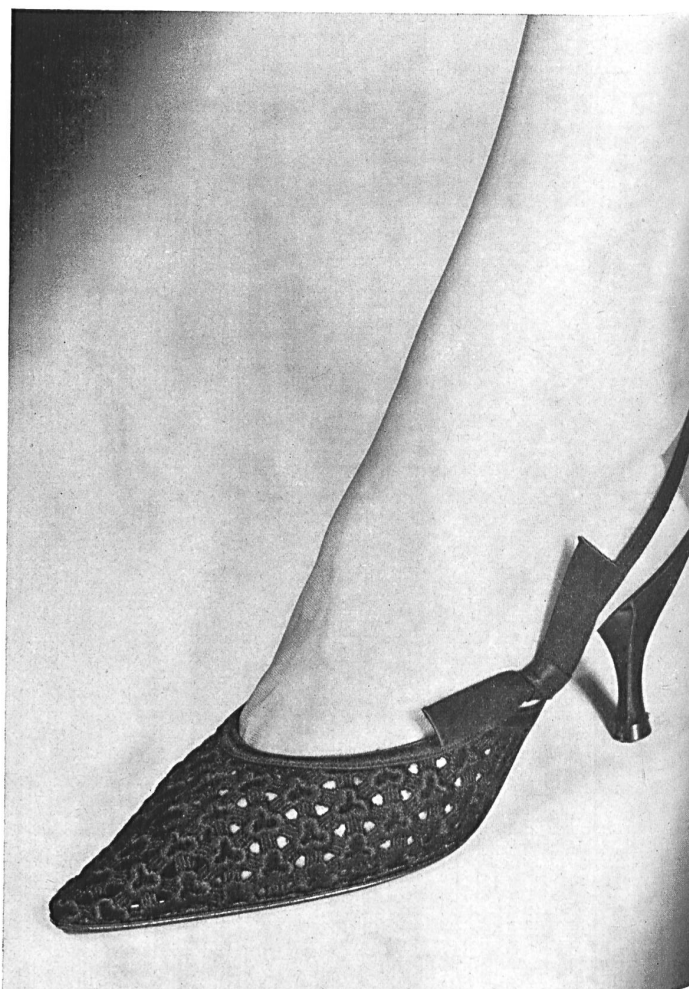
BISCHOFF TEXTILES S.A.,
SAINT-GALL

Broderie de rayonne sur nylon
Rayon embroidery on nylon
Bordado de rayón sobre nilón
Kunstseidenstickerei auf Nylon
Modèle Osvaldo, Castelfranco (Italie)

BISCHOFF TEXTILES S.A., SAINT-GALL

Broderie de rayonne sur fond coton ou nylon
Rayon embroidery on cotton or nylon ground
Bordado de rayón sobre fondo de algodón o de nilón
Kunstseidenstickerei auf Nylon- oder Baumwoll-Grund
Modèle Jourdan pour Christian Dior, Paris

Photo Baer





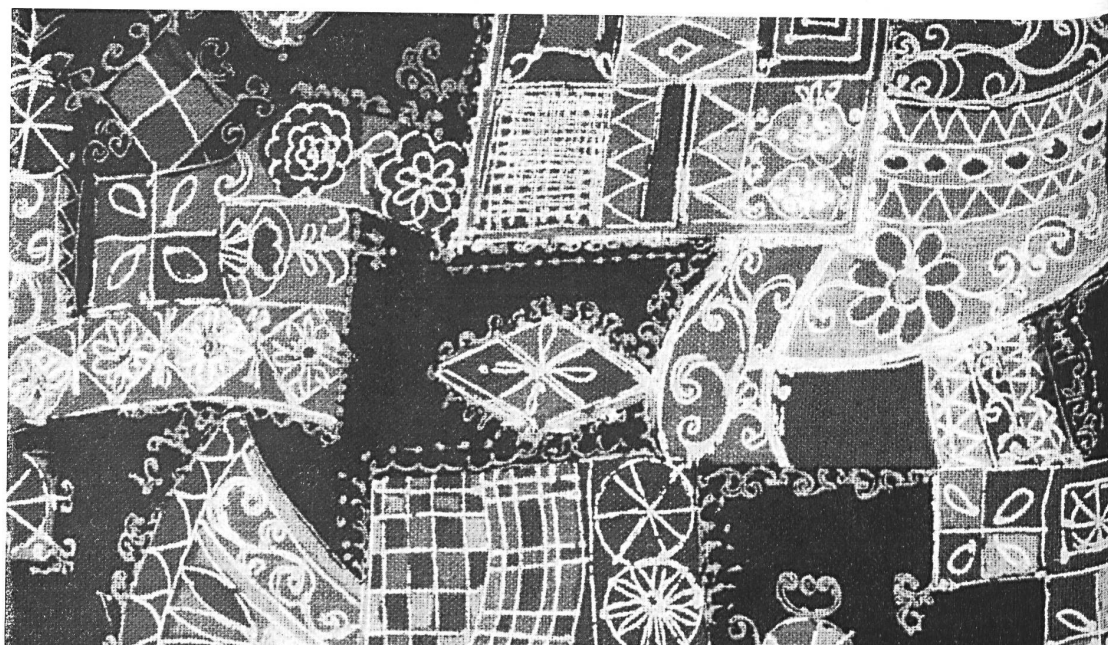
METILER & CIE S.A., SAINT-GALL
 «Olinda»,
 tissu structuré, imprimé à la main
 Modèle: Signora Ronchi, Como
 Photo Carlo Orsi





METTLER & CIE S.A.,
SAINT-GALL

« Rustica », tissu structuré
coton retors et lin (50:50)
infoissable, imprimé à la
main, couleurs solides
Modèle: Signora Ronchi,
Como
Photo Carlo Orsi

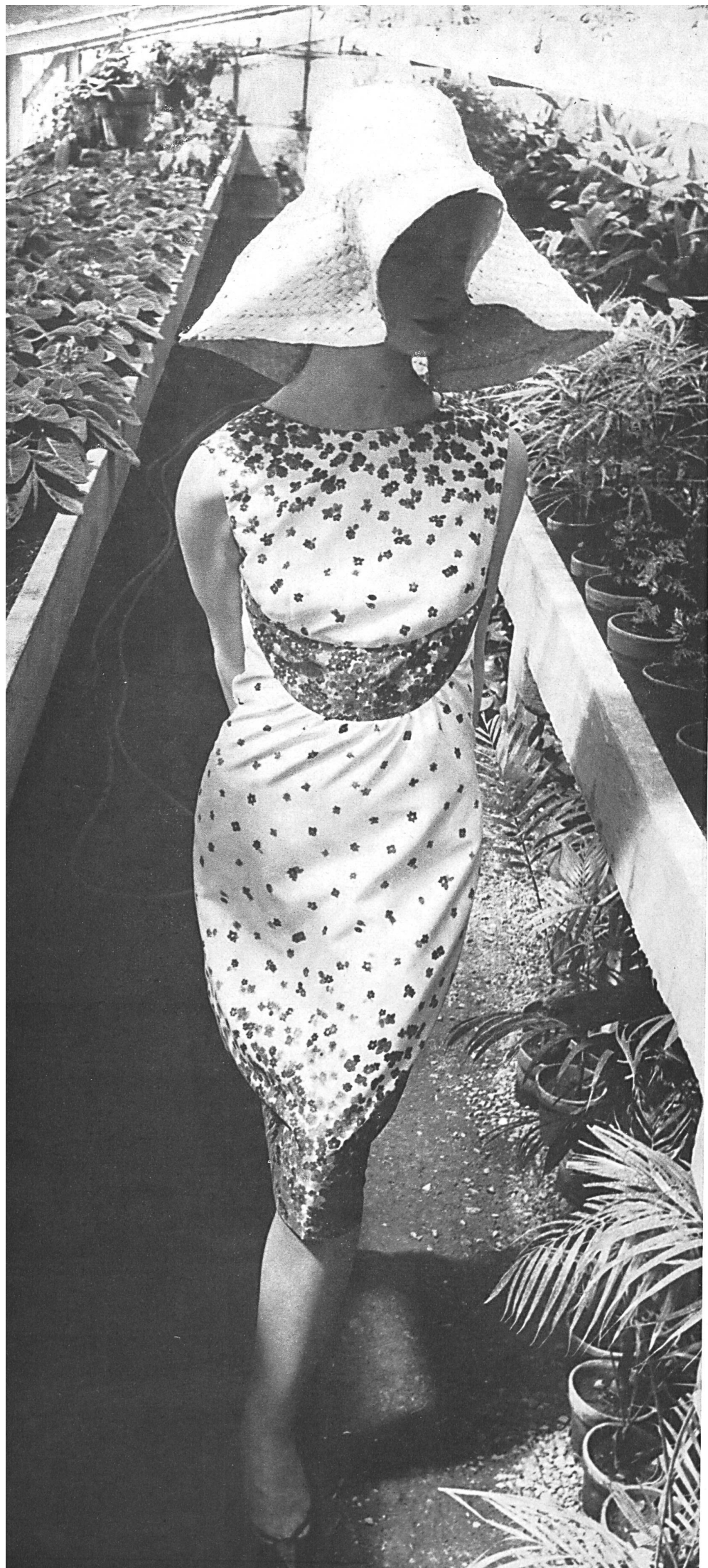




METTLER & CIE S.A.,
SAINT-GALL

« Capucine », impression à
la main en couleurs solides
sur fond pur coton en
tissu fantaisie à dessins fils
coupés

Modèle: Signora Ronchi,
Como
Photo Carlo Orsi



METTLER & CIE S.A., SAINT-GALL
 « Soraya », satin pur coton longue fibre,
 peigné et mercerisé, infroissable, imprimé
 à la main
 Modèle : Signora Ronchi, Como
 Photo Carlo Orsi