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Above Arosa, the Prättschli Hotel where the S.F.C. showing was held. In the foreground, the Weisshorn aerial cableway.

Swiss  
Fashion  
Club

Arosa, 13th-15th January, 1965

Photos by Eclipse, Fiechter & Homberger, Kriewall, Relang, Rügger and Würth.

## A long-term project

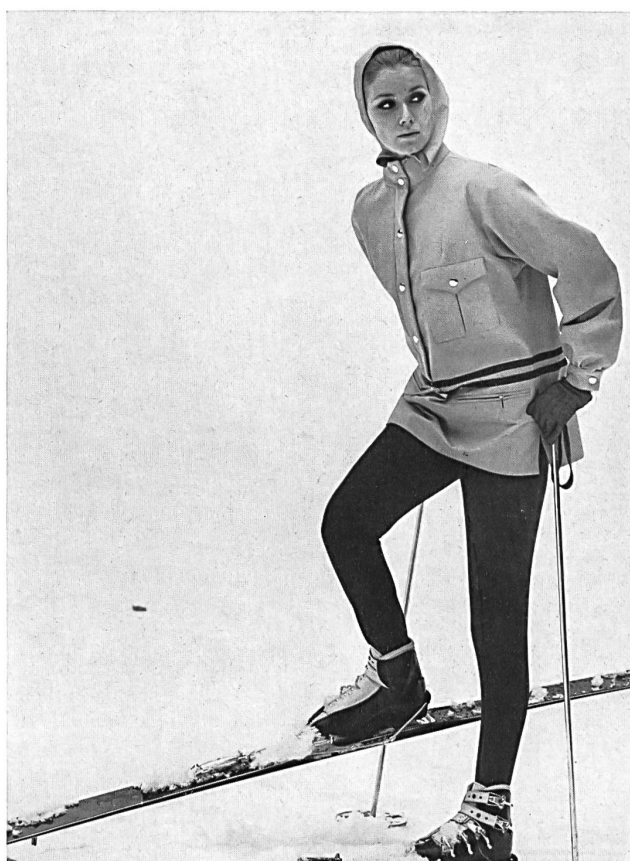
For the fourth time, the members of the Swiss Fashion Club invited to Arosa at the beginning of January fifty or so fashion writers and reporters representing the textile trade press and a number of women's magazines of some ten countries.

**Heberlein & Co. Ltd., Wattwil**  
«Hecospan» («Helanca» and «Lycra») in warp and weft. Fabric by Schmid;  
«Croydor» racing outfit by Respolco.



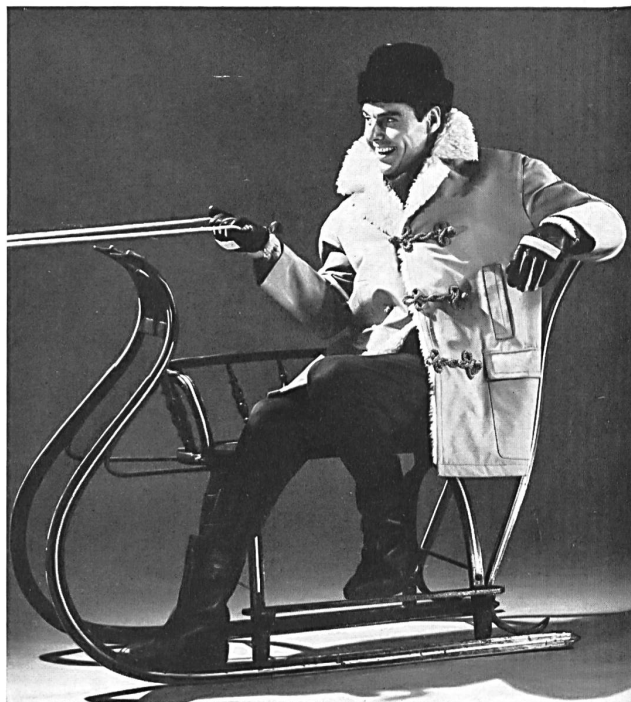
**Stoffel Ltd., St. Gall**

Anorak in featherweight Stoffels «Aquaperl», «Terylene» and cotton foam-back fabric, a «Croydor» model by Respolco; pants in «Skiflex» elasticized gabardine with «Lycra» by Schmid.





**«Croydor», Respolco Ltd., Zurich**  
Curling-dress with divided-skirt in Stoffels Stretch by Stoffel, waterproof, cotton warp, nylon «Helanca» weft by Heberlein.



**«Strellson», Friedr. Straehl & Co. Ltd., Kreuzlingen**  
Winter coat for the modern man, in pure cotton easy-care «Aquaperl» fabric, «Scotchgard» water-repellent finish; «Croydor» stretch pants by Respolco.

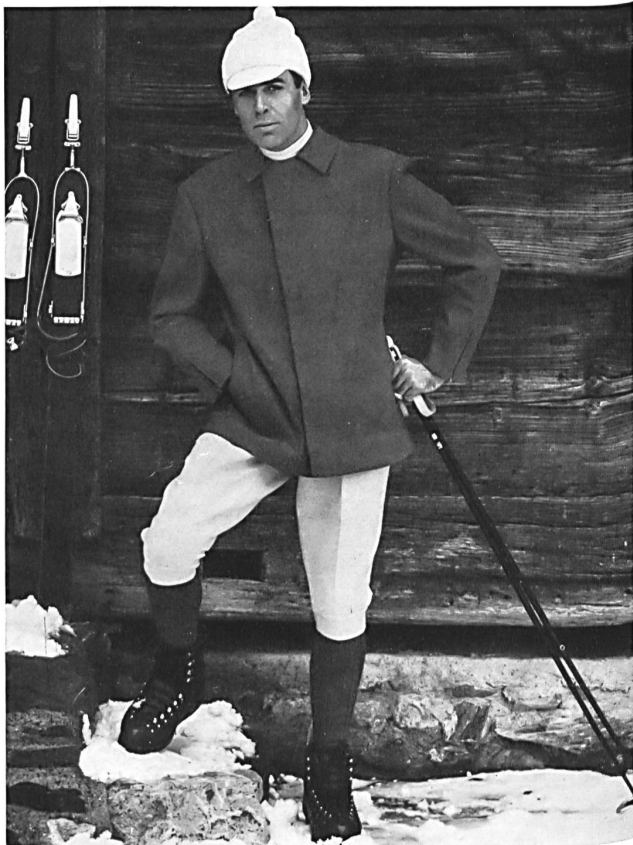
**Union Ltd., St. Gall**

Embroidered trimming on a Lahco walking outfit in «Skiflex» elasticized gabardine with «Lycra» by Schmid.



**Ritex Ltd., Zofingen**

Ski-dress consisting of a red jacket and beige knee-breeches in «Skiflex» elasticized gabardine with «Lycra» by Schmid.



First of all, let us just remind readers briefly of this group's aims, which are to create and launch once a year a worthwhile sports and leisure fashion that is both practical and functional, completely free from the dictates of couture, wearable and saleable, that sets the tone in its field and can be manufactured as ready-to-wear articles. In this way, the Swiss Fashion Club also aims to establish its position as leader in a fashion sector that is continually gaining ground, and to have the style it proposes adopted on foreign markets. This is an exacting and long-term project calling for great talent, courage and perseverance. Without wishing to be too hasty in attributing to it results that can only be properly gauged after a certain period of time has elapsed, it is nevertheless possible to see that the quiet « graphic » line, first suggested by the S.F.C. has already caught on and been adopted in the collections of manufacturers who do not belong to this group.

The general simplicity and good taste of the creations presented under the auspices of the Club must not prevent the normal yearly renewal rightly expected of a fashion industry, and it is this that makes S.F.C. adopt a new range of colours each year. Next winter's colours have been chosen to fit the slogan « warm colours for the cold ». There are six warm shades and two neutral colours. Two reds: Brasier (between tomato and claret) and Flamme (the colour of nasturtiums); two yellows: Soleil (a lovely sunny golden shade) and Soufre (sulphur yellow); two warm beiges: Lande (a burnt beige) and Sable (light beige); and, for contrast, Cendre (a dark grey) and Lave (an anthracite verging on blue). The manufacturers belonging to the Club have frequently combined several of these colours on a single outfit, in this way achieving some extremely attractive effects, even in the men's fashions.

With regard to fabrics, let us stress the prevalence of gaberdines and other woollen materials elasticized in the warp or weft by means of « Helanca » or other elastic fibres, and the wide use of foambacking for making fabrics and jerseys warm and comfortable without detracting from their lightness. There is also a great deal of jersey, especially with Lurex threads.

Shapes and styles have changed but little in a fashion that aims above all at remaining practical and functional; tapered pants continue, but the knickerbocker style too; there are a number of lovely, very quiet embroideries perfectly suited to their purpose as well as attractive knitted fabrics, especially with designs giving the effect of perspective. On the whole, jackets are long, provided with lateral vents to allow freedom for walking and

**« Wieler »,  
Pius Wieler Sons Ltd.,  
Kreuzlingen**

Pure wool ski-sweater  
in a Jacquard design giving  
an effect of perspective.



sitting, the vents often being closed by zip-fasteners. A man's ski outfit in elasticized gaberdine comprising a red jacket, beige pants and red stockings met with considerable success. Among the novelties let us also mention the « maillot-dress » (regt. trade mark), a model recommended for the deep snow, and guaranteed to save beginners the unpleasant surprise of having several pounds of snow get into their trousers. In fact the knitted top, which comes either sleeveless or with long sleeves and has a low neckline, is joined to the trousers at the waist; This one-piece outfit is stepped into through the neck-opening. Among other practical novelties, let us call attention to the zip-fasteners provided with big rings so as to make it possible to open and shut them without taking off one's gloves, and a practical pocket placed on the back of a jacket.



**Casual Wear Ltd., Schöffland**

A « McGregor » anorak for excursions with an elasticized back and a pocket in the small of the back, in « Terylene » and cotton poplin by Stoffel.

**Sura Ltd., Reitnau**

Foamback ski-coat in « Terylene » and cotton Stoffels. Foamlight fabric by Stoffel.

**Willy Roth, Zurich**

A « McGregor » curling and sports jacket with an elasticized back by Modes & Loisirs in foamback cotton and nylon gabardine with marked ribbing; breeches in elasticized gabardine by Bleiche in wool with Heberlein « Helanca » warp.





**Tissage Bleiche Ltd., Zofingen**

Elasticized herringbone fabric, wool weft, Heberlein « Helanca » nylon twist warp; a « Croydor » model by Respolco.

Among the after-ski styles, we particularly noticed a very attractive ensemble in « Heconda » textured acetate jersey and Lurex consisting of a large redingote with long sleeves, fitted at the waist and reaching down to the feet, opening half-way up the front to reveal tights, and an evening outfit consisting of a pullover and an open removable skirt, attached to a belt, in orange mohair knitwear with big loose stitches, worn over body-fitting black pants in an elastic fabric of « Helanca » nylon weft on a cotton warp.

The firms belonging to the Swiss Fashion Club are as follows:  
Bally, Schönenwerd (footwear), Bleiche, Zofingen (worsted mills); Modes et Loisirs, Schöffland (McGregor Switzerland); Heberlein, Wattwil (manufacture of « Helanca »); Heinz Karasek, Zurich (leather fashions); Lahco Ltd., Baden (sports clothes); Respolco, Zurich (waterproofs, women's sportswear); Ritex, Zofingen (Men's sportswear); Willy Roth, Zurich (designer and stylist); Schmid, Gattikon (sports fabrics); Schwarzenbach, Thalwil (silks); Spielmann, Zurich (junior and sportswear fashions); Stoffel, St. Gall (cotton industry); Straehl, Kreuzlingen (men's sports clothing); Sura, Reitnau (raincoats); Tanner, St. Gall (men's and women's knitted sportswear); Union, St. Gall (embroideries); Vollmöller, Uster (knitted fashions); Wieler, Kreuzlingen (sports knitwear and swim suits).



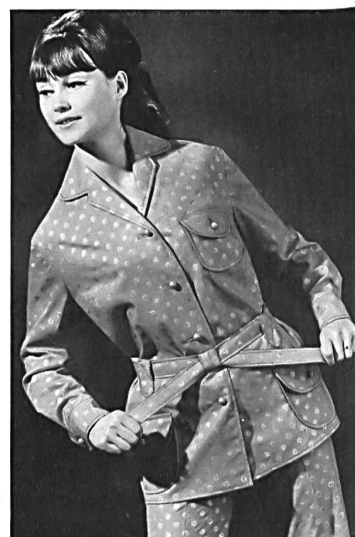
**Heinz Karasek Ltd., Zurich**

Yellow Suède casaque, with knitted collar and cuffs.



**Victor Tanner Ltd., St. Gall**

Pure virgin wool ski pullover and stockings in coarse Jacquard knit.



**Geny Spielmann & Co., Zurich**

After-ski outfit in Stoffels Stretch easy-care fabric by Stoffel, « Terylene » and cotton elasticized in the weft, print from an original design by Spielmann.

The Club is presided over with a dynamism capable of moving mountains by Mr. Jurg Wille of Schwarzenbach Ltd., who is ably assisted by a willing staff of helpers and handles all details and all his staff with great authority and kindness, while the showing itself was organized by Mr. F. Schaad. Once again, everything was perfectly organized, not only from the professional point of view but also on the social level, and journalists had many opportunities for talking shop among themselves and with manufacturers; after the parade, an organized discussion led to a fruitful exchange of ideas.

**René Cadet**



**Lahco Ltd., Baden**  
Jump-suit in water-repellent Stoffels Stretch by Stoffel, cotton warp, nylon « Helanca » weft by Heberlein; mohair skirt and sweater in knit by Schwarzenbach; embroidery by Union on the belt.

**Victor Tanner Ltd., St. Gall**  
Knitted after-ski sweater and pants in pure fleece wool and « Lurex ».

1



**1 Schmid Ltd., Gattikon**

«Skiflex» gabardine with «Lycra» elasticized in the warp; ski outfit by Spielmann, embroidery by Union.

**2 Vollmoeller Ltd., Uster**

Outfit in wool and «Lurex» Jacquard jersey.

All shoes worn during the fashion parade were from the S.F.C.'s new member,

**Bally's Shoe Factories Ltd., Schoenenwerd**

2



A view of the showing.

**Robt. Schwarzenbach & Co., Thalwil**

TV dress in a wool with «Lurex» knitted fabric.





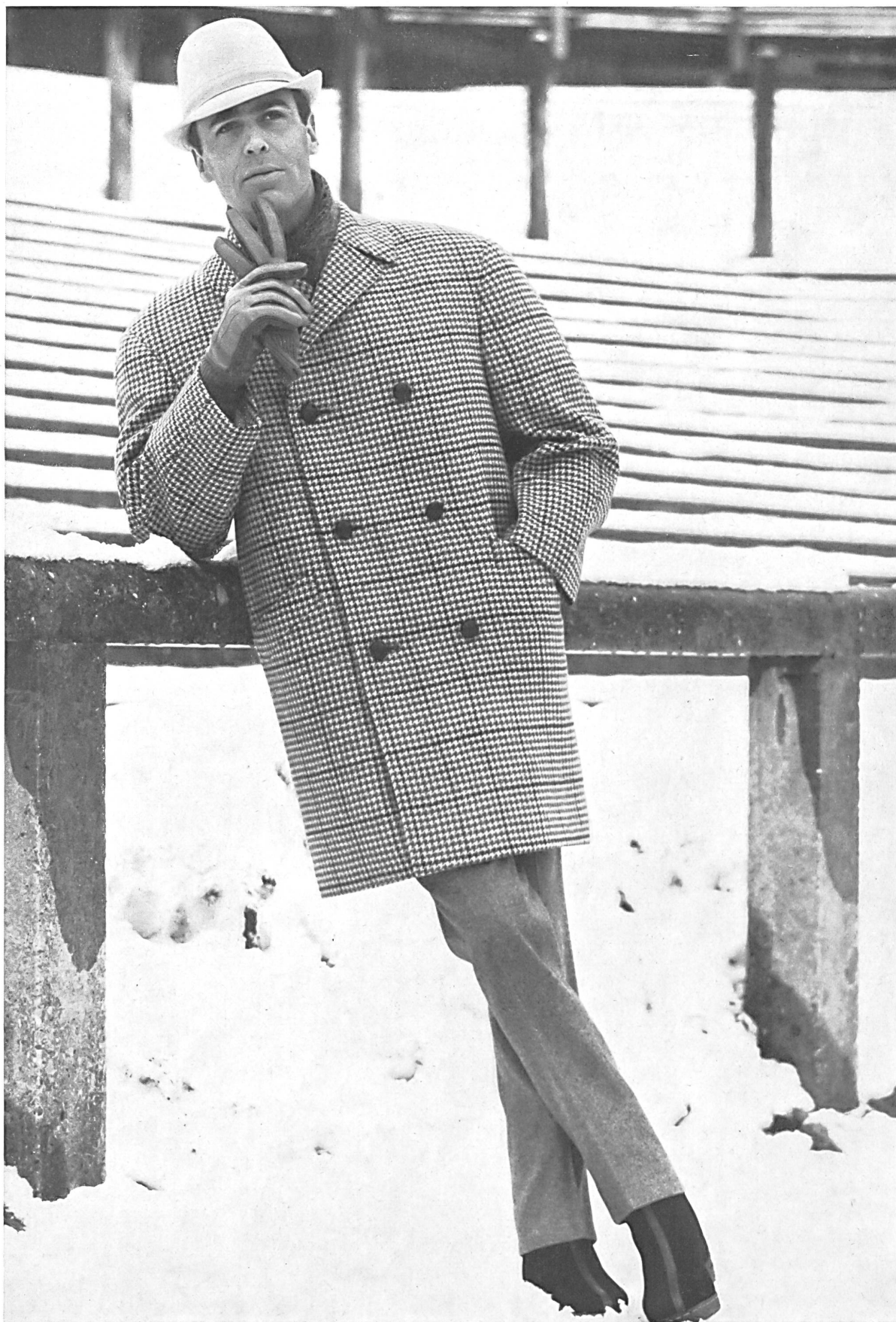
**Lahco S.A., Baden**

Flâneur de neige: anorak en taffetas nylon et « Antron » avec garniture en tricot; pantalon en gabardine.  
 For strolling in the snow: anorak in nylon taffeta and « Antron » with knitted trimming; gabardine pants.  
 Para pasear en la nieve: anorak de tafetán nylon y « Antron » con guarnición de tricot; pantalón de gabardina.  
 Schneebummler: Anorak aus Nylon und « Antron »-Taft mit Strickverzierung; Gabardinehose.

Photo Kriewall

 **SWISS FASHION CLUB**  
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**Ritex S.A., Zofingue**

Paletot de voyage en tweed pure laine doublé laine.  
 Travel coat in pure wool tweed lined with wool.  
 Paletó de viaje, de tweed pura lana con forro de lana.  
 Reisemantel aus reinwollenem Tweed, wollgefüttert.  
 Photo Rüegger

 **SWISS FASHION CLUB**  
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**«Strellson», Friedrich Straehl & Co. S.A., Kreuzlingen**

Flâneur de neige en gabardine «Térylène»/coton d'entretien facile, imperméabilisée au «Scotchgard».  
 Outfit for strolling in the snow, in easy-care «Terylene» and cotton, «Scotchgard» water-repellent finish.  
 Para pasear en la nieve, de gabardina «Terylene»/algodón, fácil de cuidar, con impermeabilización «Scotchgard».  
 Schneebummler aus pflegeleichter «Terylene»/Baumwolle Gabardine mit wasserabstossender Ausrüstung «Scotchgard».

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