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# the in magnificent even

*Memorable transalpine meetings*

*Swiss embroidery as interpreted  
by a septet of the greatest names in  
Italian high fashion*

◀ Model: Mila Schoen, Milan  
Sequined embroidery by  
JAKOB SCHLAEPFER & CO. LTD.  
ST. GALL  
▶



## **mila schoen**

Began her fashion career as a hobby making clothes for her personal friends in Milan. Her talent was however too great to rest solely the prerogative of her friends, and she soon took up designing as a full-time career. She is now recognized as one of the world's leading couturiers.





Model: Maria Antonelli, Rome  
Crimplene® embroidery by  
FISBA DE SAINT-GALL

## maria antonelli



Starting as a custom clothier for a select clientele, Maria Antonelli won immediate acclaim with her first complete collection presented in the Second World War. In 1951, she opened her own fashion house in Rome and now exports to major stores worldwide.

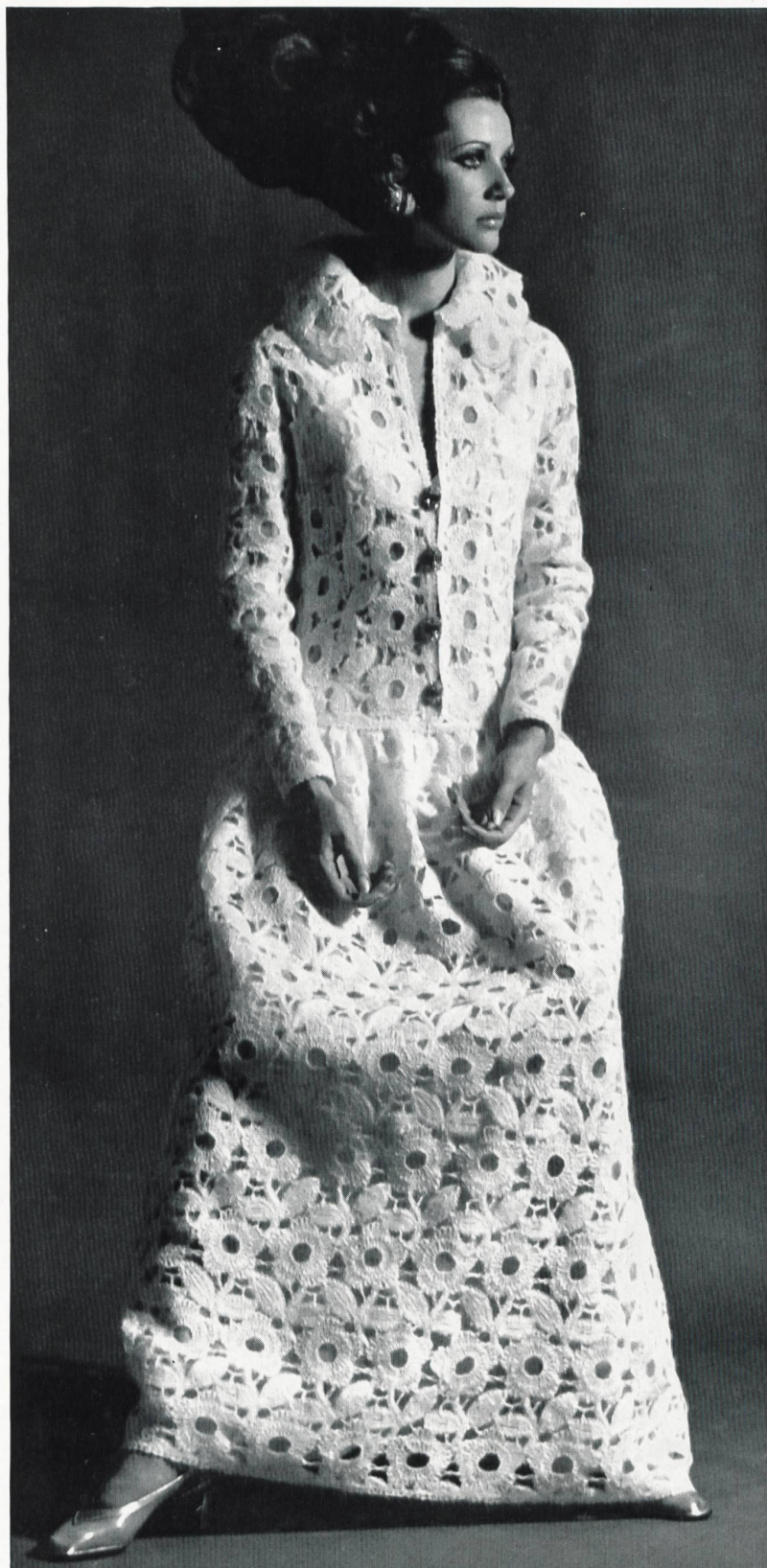
the in  
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seven



# irene galitzine

Model: Irene Galitzine, Rome  
Mohair guipure by  
FISBA DE SAINT-GALL

Russian-born Princess Irene Galitzine came to Italy when she was only one and a half years old. She began her fashion career in a Rome fashion house, and after three years opened one of her own. In 1960, her collection featuring 'palazzo pajamas' won world acclaim and she took her present place in the very first rank of Italian designers.







Model: Barocco, Rome  
Embroidered organza by  
FISBA DE SAINT-GALL

# the in magnificent seven

**barocco**

The House of Barocco was founded in Rome in September 1964 as a partnership between Monsieur Gilles and Monsieur Rocco, two talented designers and creators. Monsieur Gilles is a Swiss from Geneva. After a training as a hat designer he worked for a long period in Paris, transferring to Milan in 1951 and moving to Rome seven years later. Monsieur Rocco is a 24-year-old Neapolitan. He lived for many years on Ischia, starting in fashion in some of the imaginative boutiques on the island.



# miarella di lazzaro



Model: Mirella di Lazzaro, Rome

Flowered embroidery by

JAKOB SCHLAEPFER & CO. LTD.

ST. GALL

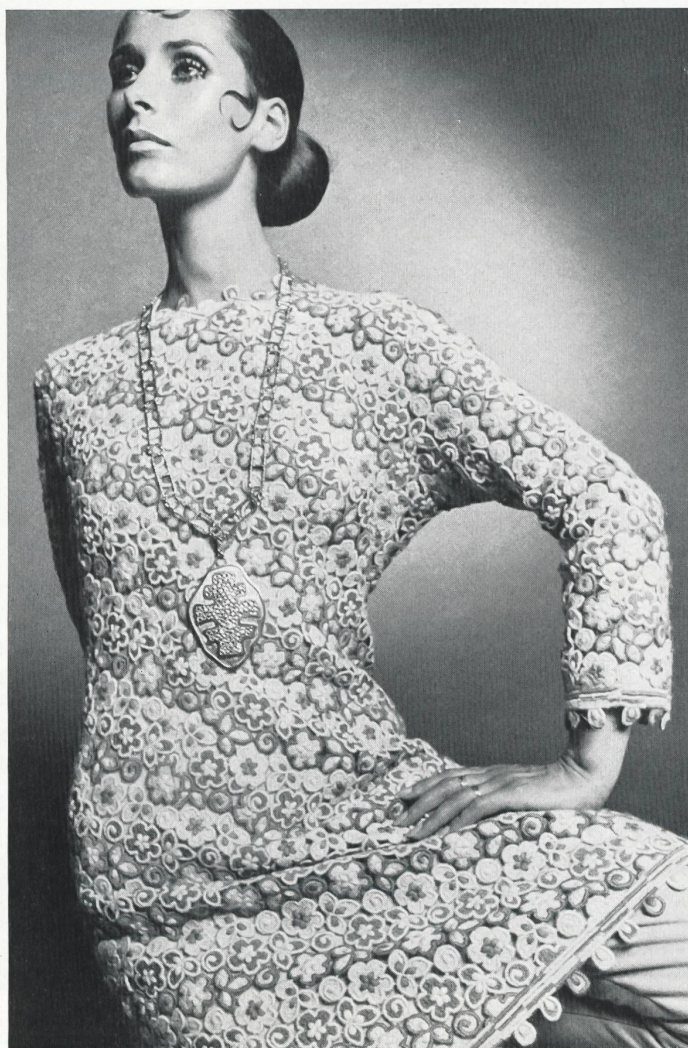
Made a youthful start to her career as a student of Fabiani's. She opened her own atelier in 1963 and immediately attracted a young and intensely loyal clientele from Roman high society. She has often modelled her own creations giving her an even more complete knowledge and insight into her work.

Model: Mirella di Lazzaro, Rome

Flower motif embroidery by

JAKOB SCHLAEPFER & CO. LTD.

ST. GALL





## ognibene—zendman

Presented their first collection in January 1965. Sergio Ognibene, who first studied medicine in Bologna, free-lanced as a fashion designer in Milan and then moved into his own atelier in Rome. Peter Zendman left his father's textile business in New York to study under Balenciaga for five and a half years. He moved to Rome in 1964 and shortly afterwards became Ognibene's partner.



Model: Ognibene-Zendman, Rome

Crimplene® embroidery by  
FISBA DE SAINT-GALL



Model: Capucci, Rome  
Crimplene® guipure allover by  
FORSTER WILLI & CO.  
ST. GALL

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**capucci**



Rome-born Roberto Capucci opened his own studio at the age of twenty, and in that same year (1950) was invited to present his collection in Florence. In 1956 he won international fame, being acclaimed 'Italian stylist of the year' by the fashion press. Capucci now shows in Rome and Paris.