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The Perfect Synthesis:

Swiss Ready-to-Wear Manufacturers Work with Swiss Textiles

Twice a year everyone looks expectantly towards Paris and Rome, and sees once again just how very popular Swiss Textiles are with Haute Couture, and how successful when made up into epoch-making models. Not only Rome and Paris however, but also Berlin, Munich and Vienna have featured Swiss fabrics in the exclusive openings of their famous fashion houses. It comes as no surprise then that the collections of Swiss ready-to-wear manufacturers frequently feature and highlight creations, from the simplest to the most sumptuous, in the highest quality and most fashionable Swiss fabrics, jerseys and embroideries.

The close contact maintained between fabric manufacturers, embroiderers and ready-to-wear manufacturers results in fruitful cooperation. Switzerland's outstanding weavers, textile finishers and embroidery manufacturers are able to supply makers-up with materials which, from the point of view of colour and design, even when simplified and somewhat altered, are similar to the original fabrics for Haute Couture, and no less fashionable and attractive. What is practically no longer possible abroad for production reasons, is still attempted in Switzerland, where an effort is always made to meet the special wishes of business partners; admittedly it is becoming harder and harder every year as a result of the growing shortage of manpower, here as elsewhere, yet the attempt is always made to make the impossible possible, for the successful cooperation between textile manufacturers and finishers builds a fine reputation for Swiss fashions not only within the country but all over the world.

HAUSAMMANN TEXTILES LTD., WINTERTHUR
Pure silk from the «osarob» collection
Model: Willy Meyer Ltd., Zurich

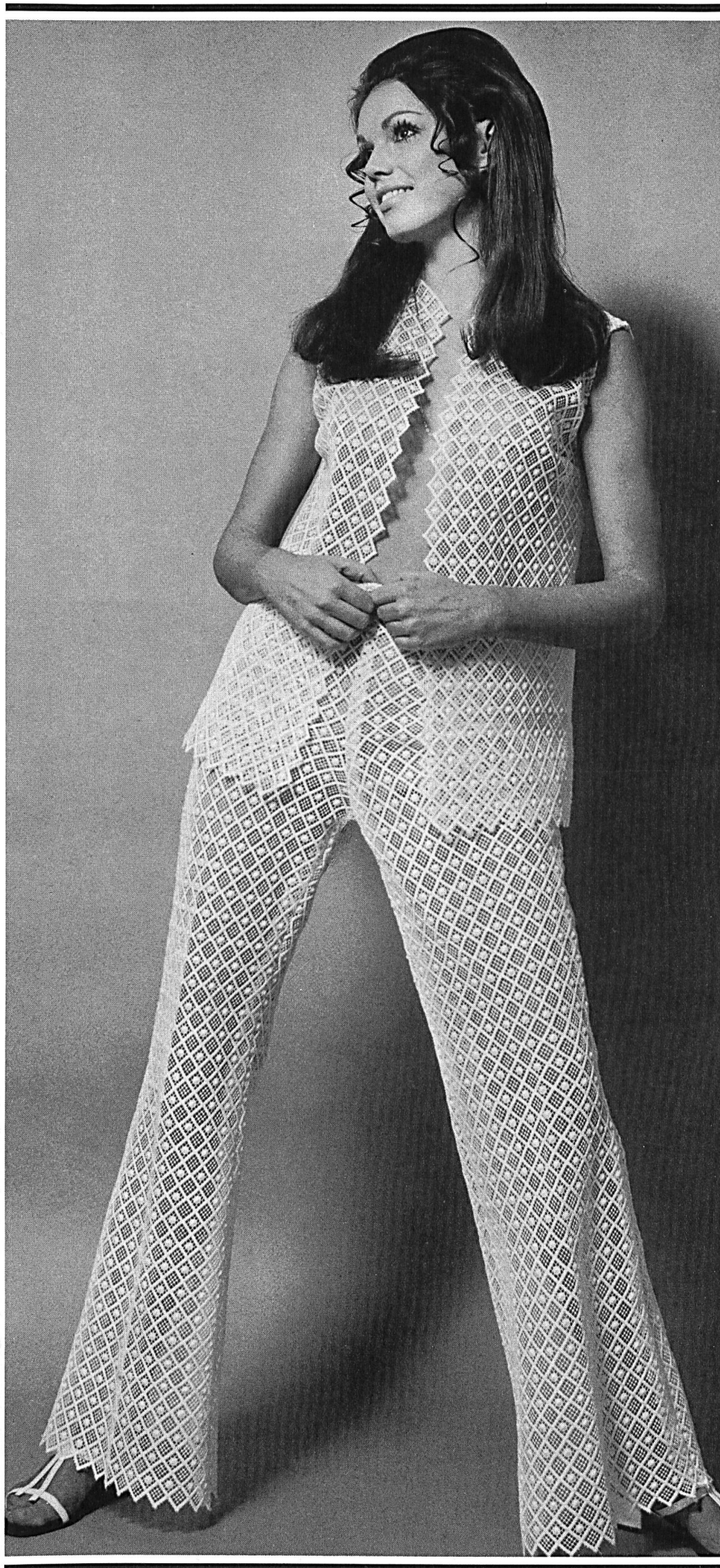




ALEX BAUER & CO., ST-GALL
Embroidered cotton satin
◀

ALEX BAUER & CO., ST-GALL
White guipure
▶

J. G. NEF & CO. LTD., HERISAU
Cotton voile print
Model: Walter Stark Ltd., St-Gall
▼



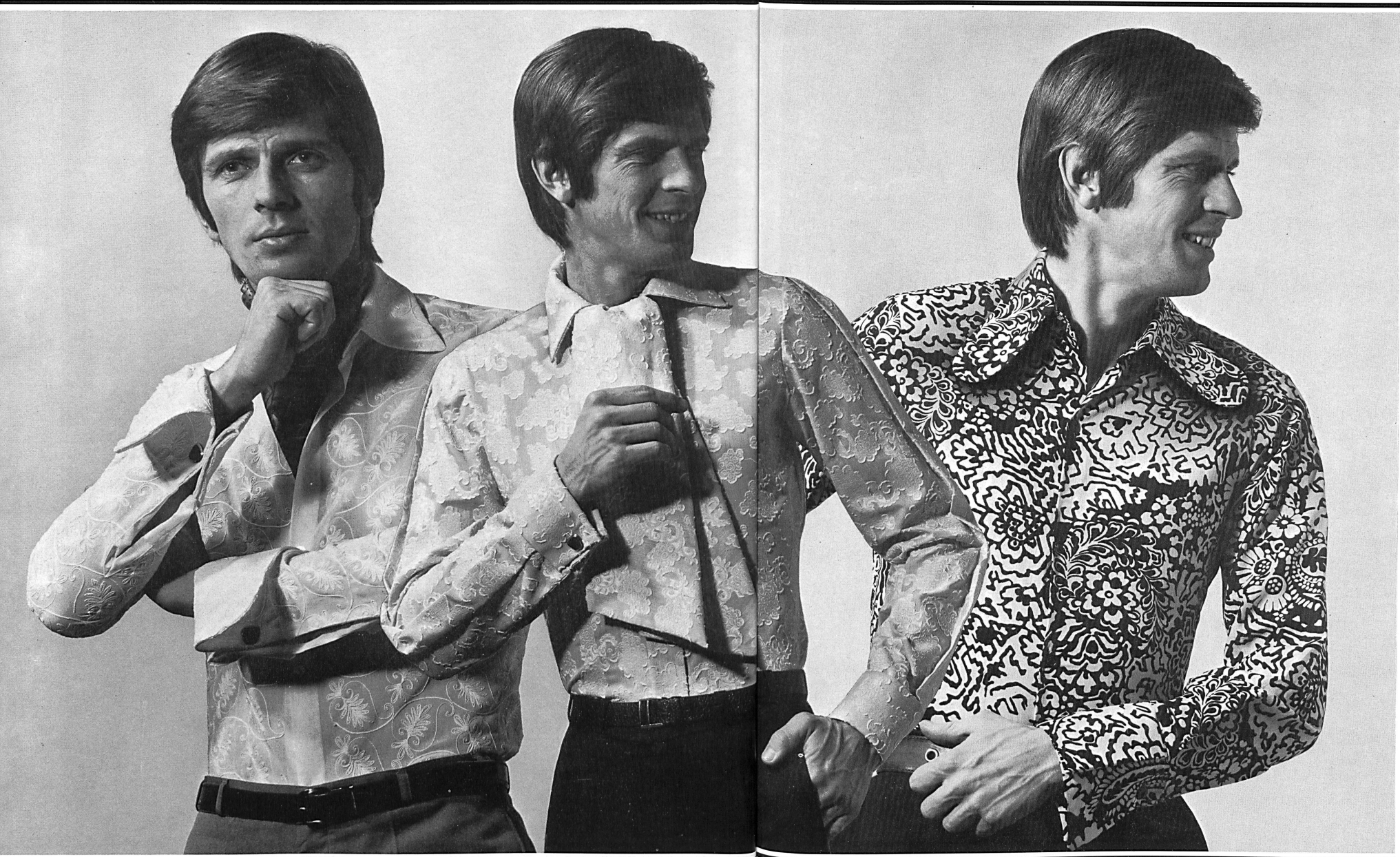


HAUSAMMANN TEXTILES LTD., WINTERTHUR
Highly finished cotton print from the « osarob » collection
Model: EL-EL Ltd., Zurich



HAUSAMMANN TEXTILES LTD., WINTERTHUR
Pure silk from the « osarob » collection
Model: R. Cafader & Co., Zurich

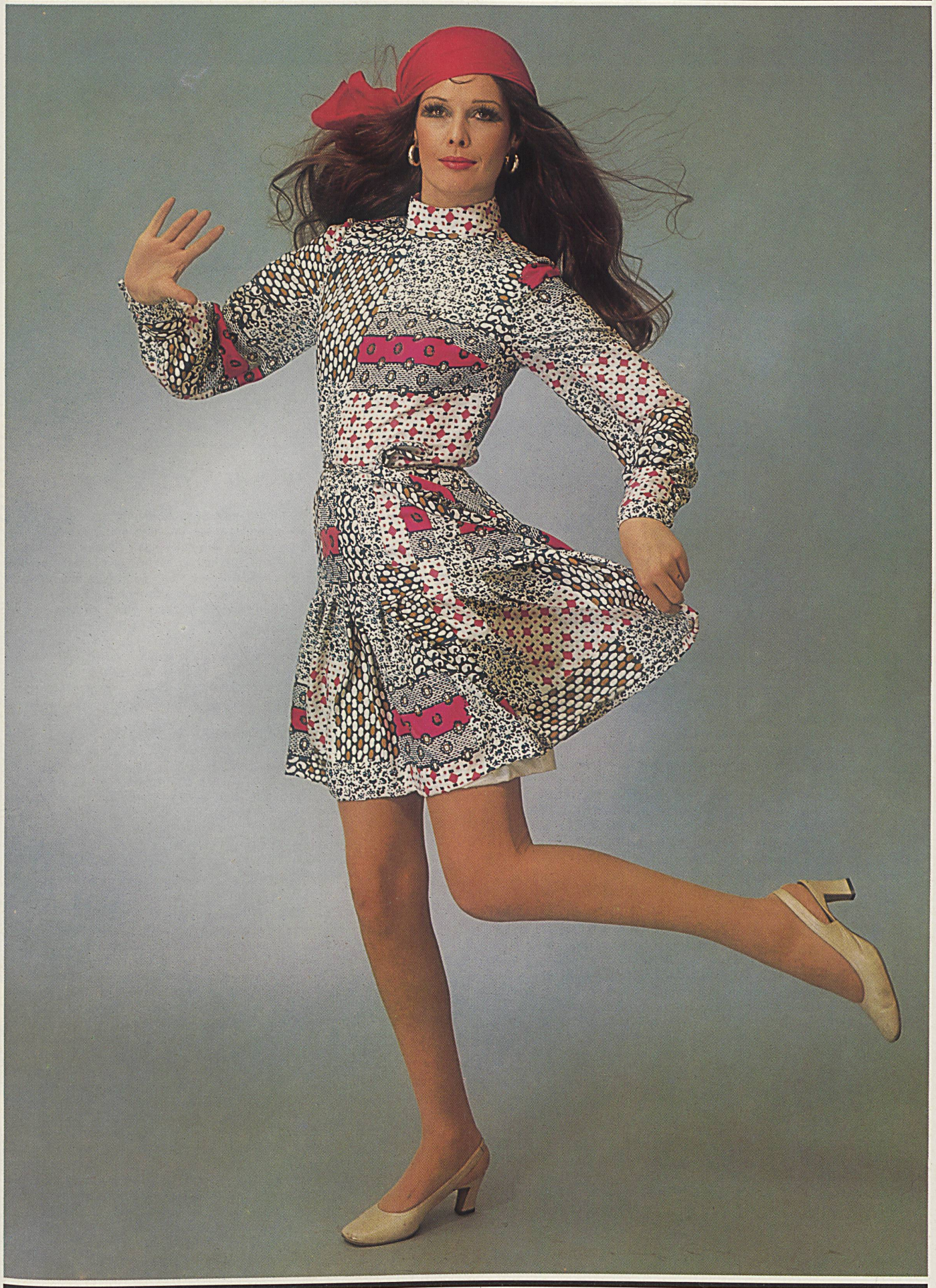
Feminin designs for men's shirts



J. G. NEF & CO. LTD., HERISAU
The firm's speciality: embroidered fabrics, prints and fancy weaves for men's shirts



HAUSAMMANN TEXTILES LTD., WINTERTHUR
Pure silk from the «osarob» collection
Model: R. Cafader & Co., Zurich



HAUSAMMANN TEXTILES LTD., WINTERTHUR
Pure silk from the «osarob» collection
Model: Mira | L. Grossenbacher Ltd., Zurich