

Zeitschrift: Textiles suisses [Édition multilingue]
Herausgeber: Textilverband Schweiz
Band: - (1970)
Heft: 3

Artikel: The art and craft of Dieter Koehler
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DOI: <https://doi.org/10.5169/seals-796805>

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the Art and Craft of Dieter Koehler

Dieter Koehler is one of the most remarkable creators of Switzerland's small band of talented couturiers.

His interest in men's shirts is recent and started simply as a game.

Experimentation soon led to rousing success, some examples of which are presented on these pages.

Dieter Koehler believes that sports and leisure garments should have style, lots of style.

They in fact constitute a considerable part of his collection, which includes designs for both sexes.

A ready-to-wear boutique absorbs many of Koehler's models but much of the designer's attention continues to center on his exclusive collection which is noted for its relaxed elegance.

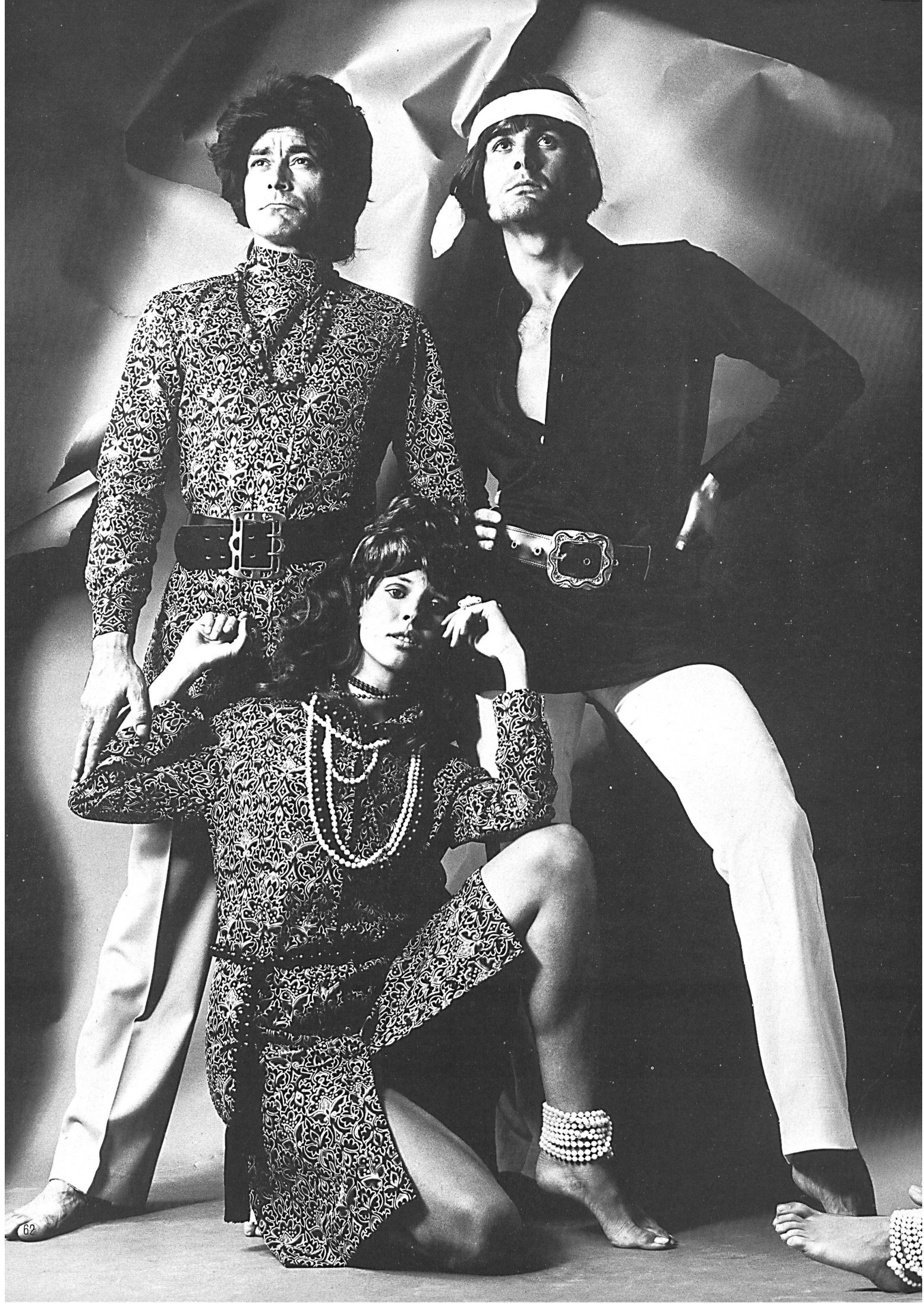
The models shown on the following pages are a case in point:

exclusively using fabrics from J. G. Nef & Co. Ltd., in Herisau.

Dieter Koehler has crafted striking partner look outfits pulsating with bright, vibrant patterns.

His sense of style is synonymous with audacity, excitement and lavishness.

J. G. NEF & CO. LTD., HERISAU
Cocktail dress in *Festivos* cotton voile print
Model: Dieter Koehler, St-Gall



J. G. NEF & CO. LTD.
HERISAU

Page 62:

At left: "Partner-look"
gown and cossack shirt,
in *Arlette*, a printed
cotton batiste.

At right: Man's shirt
in *Vacance* polyester
jersey.

Page 63:

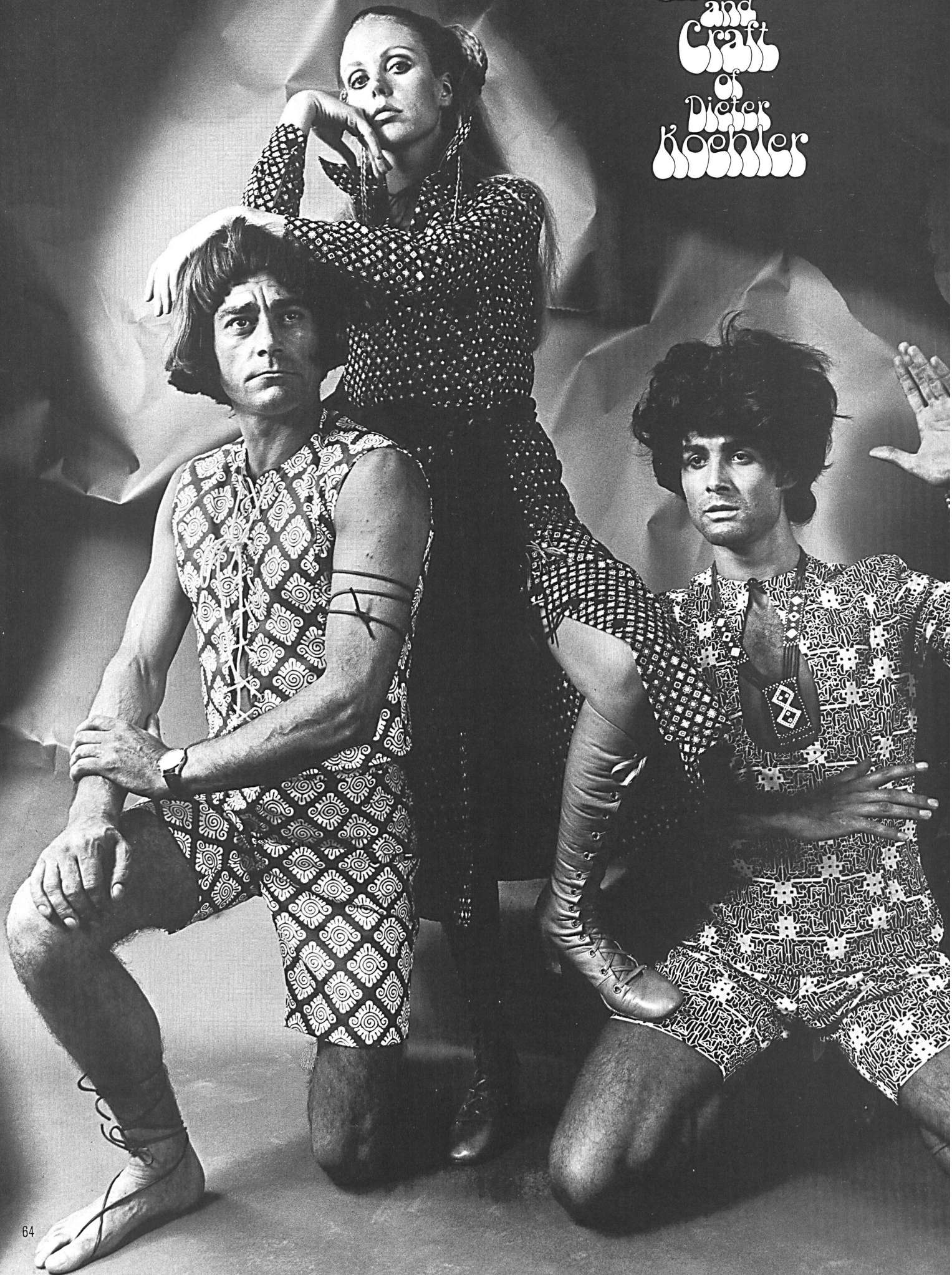
The "partner-look":
Blouse with midi skirt
and safari jacket with
bermudas, in
Coronado cotton poplin.

Models: Dieter Koehler
St-Gall

the Art
and
Craft
of
Dieter
Koehler



the Art
and
Craft
of
Dieter
Kochler



J. G. NEF & CO. LTD.
HERISAU

From left to right:
Sleeveless tunic with
laced front and
bermudas, in *Arlette*
cotton batiste; blouse
with full-buttoned midi
skirt, in *Coronado*
cotton poplin; shirt and
bermudas, in *Arlette*
cotton batiste;
beach outfit made up of
maxi shirt and bermu-
das in *Festivosa*
cotton voile; midi skirt
with small blouse in
Festivosa cotton voile.

Models: Dieter Koehler
St-Gall

