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For quality and elegance Britain's designers turn to Switzerland



One often wonders why so few fashion houses choose to make clothes for the elegant woman nowadays. There is no doubt that a demand for well-made quality clothes still exists and that enough women in this country can still afford to pay a good price for them. Furthermore, there are plenty of occasions in England where elegance of dress is demanded: Ascot, society weedings, dinner parties, ladies luncheon clubs are only a few examples. "Dressing up" is still not a thing of the past, despite various statement to the contrary in the British press.

According to designer Ronald Klein, Managing director of Marcel Fenez Ltd., 23 Maddox Road, London W. 1, "there are simply not enough people in England who know how to make elegant fashions and then there is the question of finding the right help. We train our staff ourselves in order to achieve the required standard for the type of fashion garment we produce".

Mr. Larry Ross, director of
Larry Ross & Enrichetta, Wholesale
Couture, 51 Mortimer Street,
London W. 1, had this to say on the
subject: "We import our workers
from abroad so as to be able to give
the continental touches to our
clothes. It is no good buying beautiful
fabrics from Switzerland if they
cannot be married with top-quality
workmanship of the standard they

demand".

Marcel Fenez, who specialise in
"dressy", fashionable clothes —
including party dresses, pant suits
and ensembles for the elegant
woman — use Swiss fabrics and
embroidery in all their collections
because Mr. Klein appreciates their
quality.

From his 1971 Fall/Winter collection, we have selected two models. Both are long evening dresses, on in "Romaine Moderne" double crêpe by Stehli Silks Ltd., Obfelden, the

other in allover sequin-embroidered silk chiffon from Jakob Schlaepfer & Co. Ltd., St-Gall. Larry Ross & Enrichetta contribute an elegant two-piece afternoon and evening dress and jacket. The top part of the dress includes allover embroidery on silk organza by A. Naef & Co. Ltd., Flavil.

Their full-length evening dress has gold lamé jersey with gold allover embroidery and border, also from *A. Naef & Co. Ltd.*

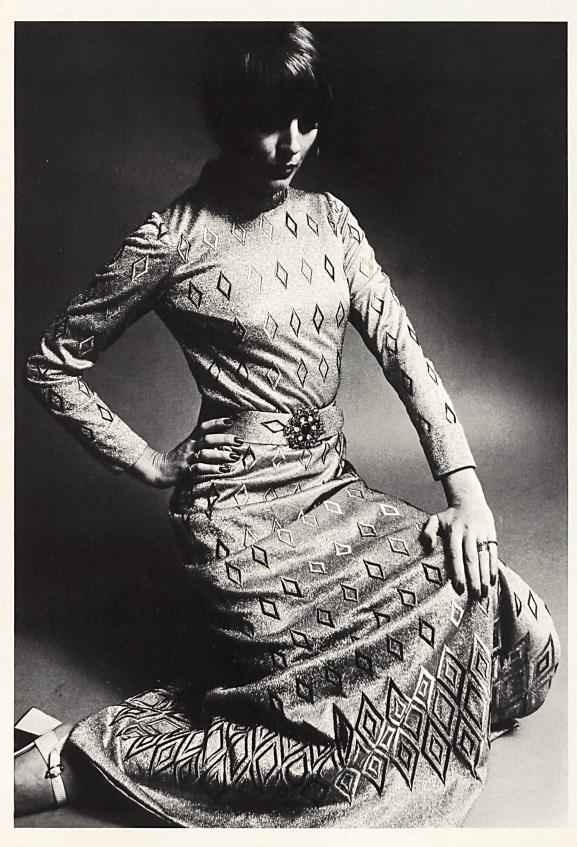
Both these houses are representatives of the few British firms left that continue to make high-class ready-towear fashion. They have no complaints about business either on the home or the export markets. Recent price increases don't deter buyers of top fashion clothes. Less expensive lines, however, are more seriously affected. After the confusion wrought during recent seasons by the far too rapid changes in fashion, the indications that a more settled period is with us were needed; one can now look to the future with greater confidence. As Ronald Klein put it, "fashion is fashion again and clothes are more beautiful, more elegant and romantic".

GRETA SITEK

STEHLI SILKS LTD., OBFELDEN Evening dress with bell-shaped sleeves in «Romaine Moderne» double crêpe. Design by Marcel Fenez Ltd., London

JAKOB SCHLAEPFER & CO. LTD. ST-GALL Evening dress in bitter chocolate allover sequin embroidery on pure silk chiffon. Design by Marcel Fenez Ltd., London







A. NAEF & CO. LTD., FLAWIL Elegant dress and jacket ensemble with allover embroidered top on pure silk organza. Design by Larry Ross & Enrichetta, London