

Zeitschrift: Textiles suisses [Édition multilingue]
Herausgeber: Textilverband Schweiz
Band: - (1972)
Heft: 10

Artikel: Textiles Suisses at the swiss centre in London
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DOI: <https://doi.org/10.5169/seals-795913>

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Marcel Fenez • Pretty dress for summer evenings with broderie anglaise trimming—also used for the underskirt—by Union Ltd., St. Gall

Once again, as every spring, the London Publicity Centre for Swiss Textiles organized a show-case display entitled "Textiles Suisses" in all the Swiss Centre Restaurants in Leicester Square in the West End of London. This exhibition served above all to help make the public aware of the Swiss fabrics and embroideries available at this season in stores and shops throughout the country, and at the

Textiles Suisses at the **Swiss Centre**



in London



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1. Frank Usher • Left: Floral printed dress in cotton crêpe by Hausamann Textiles Ltd., Winterthur. Right: Shirtwaister in cotton seersucker by Mettler & Co. Ltd., St. Gall

2. Peter Collins • Lightweight trouser suit in rayon "Lascara" by Weisbrod-Zurrer Ltd., Hausen/Albis

3. Annacat • "Queenbee" style designed by Janet Lyle: Fresh and feminine ankle-length dress in gingham organza, prettily embroidered with a cross-stitch motif by Jakob Schläpfer & Co. Ltd., St. Gall

same time publicized the work of this organization.

Thousands of people, including many from abroad, visited the restaurants daily and showed considerable interest in the materials and fashion articles displayed there with details of their origin. In the main entrance to the restaurants were four very attractive montages of materials on four panels in toning colours featuring samples of fabrics from four leading London stores: Army and Navy Stores of Westminster, Dickins & Jones, Regent Street; Harrods,



The striking display in the main show-case featuring fine Swiss fabrics from four well-known stores in London

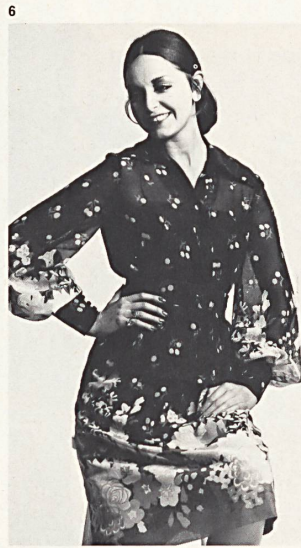


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Knightsbridge and Liberty, Regent Street, London, W.1. The London designers and ready-to-wear manufacturers who took part in this 10-week display with their latest models were: Annacat, Frank Usher, Gina Fratini, Marcel Fenez, Nettie Vogues and Peter Collins. The leading men's shirt manufacturers who contributed their most fashionable creations were: Alan Paine, Carston, Le Roi, Mr. Harry, Pancald "B", Rocola and Mr. Fish.

Greta Sitek



4. Frank Usher • Feminine long dress in border printed cotton voile by Taco Ltd., Glattbrugg

5. Roland Klein at Marcel Fenez • Frilled eyelet embroidery in cotton by Union Ltd., St. Gall

6. Frank Usher • Shirtwaister style knee-length dress with two-piece effect in border printed voile by Christian Fischbacher Co., St. Gall

7. Gina Fratini • This charming long dress has a cotton voile skirt prettily embroidered with small all-over floral motif, full sleeves and frilled front panel in plain voile with contrasting bodice, by Jakob Schläpfer & Co. Ltd., St. Gall

8. Nettie Vogues • Long romantic dress in a heavy seersucker fabric by Stoffel Ltd., St. Gall

9. Frank Usher • Elegant knee-length dress in black cotton crêpe with pink and brown floral print by Hausammann Textiles Ltd., Winterthur