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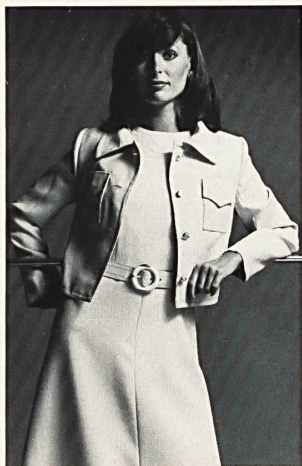
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British
ready-to-wear
manufacturers
chose
Swiss textiles
for their

Spring Summer 1973 collections



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Looking through the British ready-to-wear collections for spring 1973, I am pleased to report that British manufacturers have again used many Swiss fabrics and embroideries despite higher prices and increased competition in this country from the home and Far Eastern markets. The current fashion trend helps, for elegance in fashion calls for simple styling in handsome, good quality fabrics while feminine styles call for pretty embroideries. For day wear, the coordinated mix-and-match theme is important. Koupy have used it with a clever collection of co-ordinated skirts, trousers, blazer jackets, dresses and coats, in plain and checked 60 % Trevira® and 40 % worsted fabrics from Bleiche AG, Zofingen. In beige/brown and many other colour combinations, including the "safe" red/white/navy classic, these styles definitely promise to be best-sellers. "You won't believe me, but my first order for these garments came from Switzerland", Anthony Charles told me. He is the designer and son of the late owner of Koupy Modes. Roland Klein at Marcel Fenez was most enthusiastic about his new Swiss styles when he gave me a sneak preview. Holding up several rolls of Swiss embroidered fabrics, he exclaimed "I'm going to make all these up, but if you must see what I have now, I can only show you the first few models". These were long, off-the-shoulder dresses with embroidered frills either by Union or Forster Willi, St. Gall, usually partnered by other long or short versions in the same material. A beautiful multicoloured print on silk organza by Abraham is included in the Marcel Fenez collection as is a charming navy voile number with pleated skirt, trimmed with red and white jacquard woven daisy-motif fabric in matching colour from Mettler & Co. Ltd., St. Gall.

Designer Gina Fratini used a small floral printed cotton by Abraham for a long dress with huge batwing sleeves over a white long-sleeved blouse, a style which is typical of her distinctive approach. Dramatic Fischbacher prints are very popular with British designers and so are striking Taco printed cottons, one particularly good example being used by Nettie Vogue, another by Roter Models for a floating kimono dress. Among the many shirtwaisters in the spring 1973 collections is one by Elka Couture in a very attractive printed cotton jersey by Fischbacher of St. Gall. This fabric is not only extremely comfortable to wear, but it does not crease and is light and ideal for travel as well.

Other manufacturers, including Peter Collins, Frank Usher and Susan Small, also have Swiss fabric shirtwaister styles in their new collection, with either short or long sleeves, and in short or full length and with pleated skirts. For the linen look, another spring 1973 fashion trend, Rembrandt have chosen a 100 % spun rayon from Mettler for a dress and jacket and a series of other models. Two-piece ensembles are prominent in the first collection by Ann Michael. For the elegant and "ageless" trend in current fashion, Swiss embroideries lend themselves admirably, and British firms have made ample use of embroidered frills, all-overs and trimmings to outline hems, emphasize sleeves (as in the collections by Emenson, with Union, St. Gall, embroideries, Marcel Fenez, with Union and Forster Willi frills, or Annette Harvey with A. Næf daisies on gingham). Superimposed floral motif embroidery on silk organza by A. Næf Ltd., Flawil, was used for the skirt of an elegant evening dress by Ross-Bergo, with the top, frilled neckline and sleeves in matching organza. Large shirt collars, cross-over styled dresses and blouses — Swiss fabrics and embroideries represent every fashion trend for spring 1973 in Britain's ready-to-wear collections.

Greta Sitek

Shoes by Bally London
Photos by Myrtle Healey, London

1. **METTLER & CO. LTD., ST. GALL** • An elegant belted dress and matching short jacket in linen look spun fabric. (Model: Veronica at Rembrandt).

2. **CHRISTIAN FISCHBACHER CO., ST. GALL** • Knee-length shirtwaist dress in single cotton jersey with a geometric design. (Model: Elka Couture).



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1. TACO LTD., GLATTBRUGG • Two dresses in pure cotton voile with a check design. (Models: Peter Collins at Selection).

2. METTLER & CO. LTD., ST. GALL • Knee-length dress in cotton voile. The bodice, hem and cuffs feature a flower and spot jacquard design. (Model: Marcel Fenez).

3. UNION LTD., ST. GALL • Two dresses in chiffon with organza embroidery. (Models: Marcel Fenez).

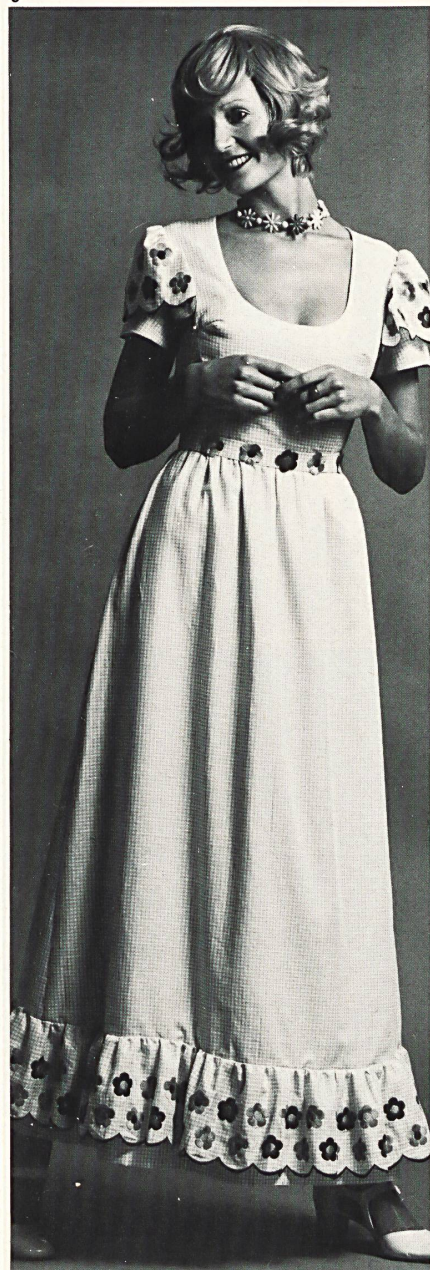


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4. FORSTER WILLI & CO. LTD., ST. GALL • Georgette with spotted organza embroidery is the fabric used for these two frilled dresses. (Models: Marcel Fenez).

5. A. NAEF LTD., FLAWIL • Embroidered cotton gingham is the fabric used for this style. (Model: Annette Harvey Ltd.).

1. A. NAEF AG, ST. GALL • Off-the-shoulder dress with tiered sleeves in embroidered and appliquéd brown silk organza. (Model: Ross-Bergo Ltd.).

2. TACO LTD., ST. GALL • A floating full length dress in abstract printed voile. (Model: Roter Models).

3. CHRISTIAN FISCHBACHER CO., ST. GALL • A kimono style long dress in pure cotton printed with a striking abstract design in red and navy. (Model: Gina Fratini).

4. UNION LTD., ST. GALL • Long dresses in navy silk organza with white embroidery. (Models: Emenson).

5. ABRAHAM LTD., ZURICH • Floral printed cotton is used for this floating long dress with hem ruffle and circular elbow-length sleeves. (Model: Gina Fratini).

6. TACO LTD., GLATTBRUGG • Romantic model in cotton satin with a stripe, check and circle print. (Model: Nettie Vogues).



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