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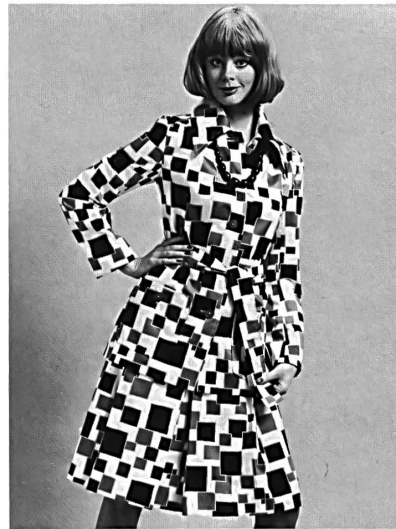
Home Dressmaking Boom in Britain

During the past years, the paper pattern companies never had it so good. More and more women have taken to making their own clothes and those for the family. As prices of all consumer goods are rising and purse strings are getting tighter, there is an indication that even more women will resort to home dressmaking. The choice in dress fabrics in the department stores and speciality shops is a very wide one indeed.

Women's magazines support the home dressmaking cause with pattern features, illustrating fashion garments made from paper patterns and supplying their readers with the necessary fabric, yardage, price and stockists details. It is not difficult to work out that for the price of one expensive ready-to-wear outfit, one can make two oneself from a comparable fabric. In Britain, there is always a great demand for good quality fashion fabrics from the Continent, particularly from France, Italy and Switzerland. No wonder therefore that store fabric buyers undertake regular twice annual trips to Switzerland to choose some of their customers' favourites from the Swiss manufacturers' collections. It is also hardly surprising to hear that paper pattern companies can report big increases in turnover as for instance Vogue pattern sales, which were up by 29 % and Butterick by 16 % during 1972.

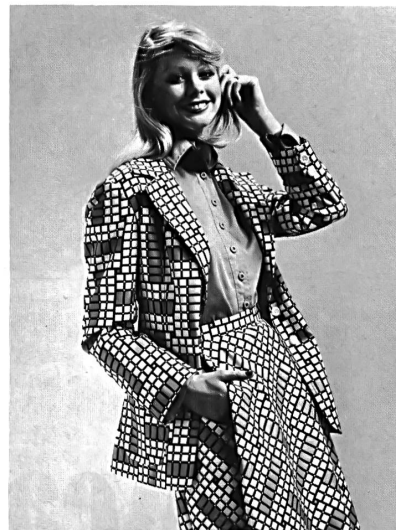
Each Spring, the "Publicity Centre for Swiss Textiles" in London helps the British stores to sell Swiss fabrics and embroideries by co-operating with the organisation of special Swiss fabric promotion weeks, linked with in store fashion parades and special window displays. During this Spring, Swiss handkerchief roses were distributed as an extra bonus to each customer who purchased a Swiss dress length, during the Swiss promotion weeks in a group of stores in London and in provincial towns. Some eye-catching styles were chosen from the newest Swiss fabric collections stocked in the stores and garments made from paper patterns were shown as suggestions for the home dressmakers. This has proved to be a good incentive, for although the average home dressmaker admires Swiss fabrics, she cannot always visualise a pattern made-up.

Greta Sitek



METTLER & CO. AG
ST. GALLEN

Pure cotton ensemble with geometric printed design.
Ensemble aus reiner Baumwolle mit geometrischem Druckdessin.
Ensemble en pur coton imprimé d'un dessin géométrique.



Two-piece outfit | Deux-pièces | Deux-pièces:

ABRAHAM AG, ZÜRICH
Shirt | Bluse | Blouse
CHRISTIAN FISCHBACHER CO., ST. GALLEN

Two-piece outfit in pure cotton with fresh geometric design, worn with a plain cotton voile blouse.

Deux-Pièces aus reiner Baumwolle mit frischem geometrischem Dessin, getragen zu Bluse aus uni-farbenem Baumwoll-Voile.

Deux-pièces en pur coton à frais dessin géométrique, porté avec une blouse en voile de coton uni.



HAUSAMMANN TEXTIL AG
WINTERTHUR

Dress in cotton jacquard floral print.

Kleid aus floral bedrucktem Baumwoll-Jacquard.

Robe en jacquard de coton à impression florale.