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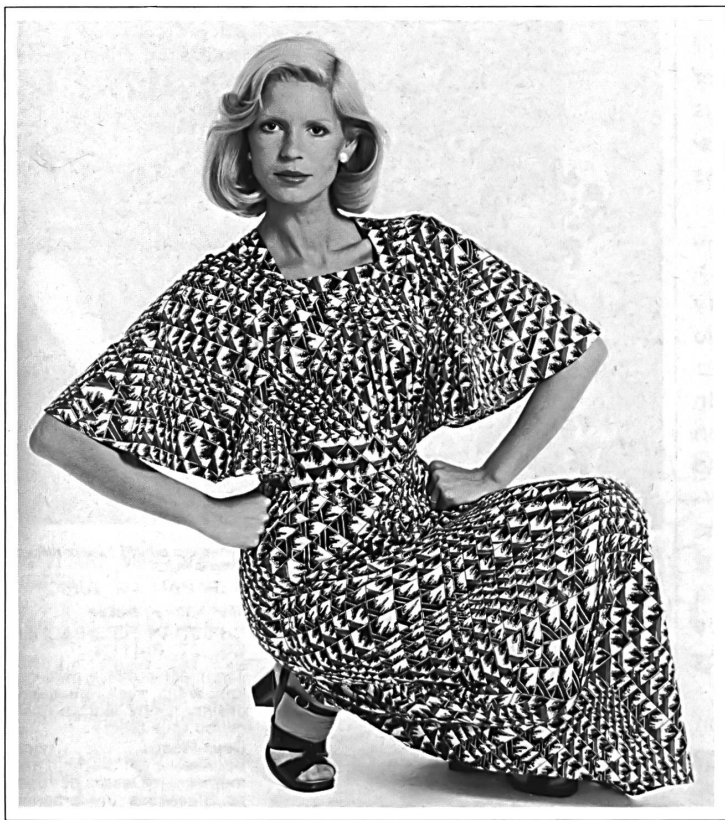
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A cross-section of styles
from the



British ready-to-wear collections for autumn/winter 1973-74



◀ BLEICHE AG, ZOFINGEN

Attractive separates: blouson, trousers and day dress, plain and with large checks in a mixed Trevira®/wool fabric.

Mode zum Kombinieren: Blouson, Hose und Tageskleid, uni und grosskariert aus einem Mischgewebe Trevira®/Wolle.

Pour le plaisir de combiner: blouson, pantalon et robe en uni et à grands carreaux, en tissu mélangé Trevira® et laine.

Model/Modell/Modèle: Anthony Charles at Koupy, London

◀◀ CHRISTIAN FISCHBACHER CO., ST. GALLEN

Long dress with butterfly sleeves in single cotton jersey print.

Langes Kleid mit Schmetterlingsärmeln aus Single-Baumwoll-Jersey bedruckt.

Robe longue à manches papillon en jersey de coton simple, imprimé.

Model/Modell/Modèle: Graham Price, London

Britain, by virtue of its being a price conscious market is by no means an easy one to which top quality fabrics can be sold. However, in spite of rising prices, there is and always will be a place in fashion for elegance and good taste, and this automatically creates a demand for good quality, colour and design in fabrics.

The trade looks to Switzerland for specialities which cannot be found elsewhere. Cotton jersey for instance is one of the much sought after qualities, but as yet not nearly used widely enough by the British makers up because of the production problems this fine knitted material presents and its high price. However, those firms who are using Swiss cotton jersey, are finding it very rewarding. A good example to mention is Graham Price, who specialises in cruise-wear. A large proportion of the all-year-round selling numbers are in Swiss printed cotton jersey and these range from bikinis with matching beach dresses to long and short shirtwaisters and long dresses with butterfly sleeves. All styles sell well to boutiques and to top stores in Britain and abroad. Mr. Graham Price explained that his company is the model house for the English Calico Group. Next year the firm of Graham Price will celebrate its centenary. What Mr. Price likes about the Swiss fabrics he buys is that the high quality standard is being consistently maintained by the (Swiss) manufacturers.



WEISBROD-ZÜRRER AG
HAUSEN a/ALBIS

Simple day dress with picot
trimming in plain-coloured
crêpe.

Schlichtes Tageskleid mit
Picot-Garnitur in unifarbe-
nem Crêpe.

Sobre robe garnie de picot,
en crêpe uni.

Model/Modell/Modèle: Louis
Féraud at Rembrandt, Lon-
don

H. GUT & CO. AG
ZÜRICH

Shirtwaist blouse dress in
wool check.

Hemdblusenkleid aus wolle-
nem Karogewebe.

Robe chemisier en lainage à
carreaux.

Model/Modell/Modèle: Salva-
dor Ltd., London

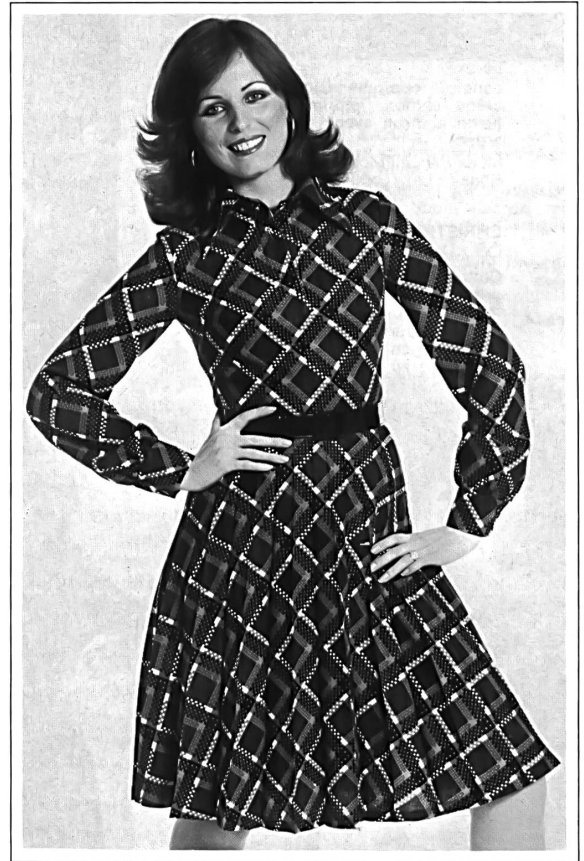
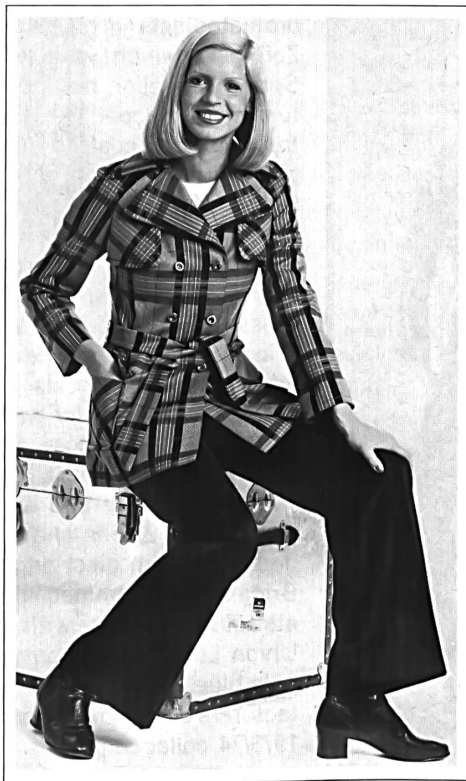
BLEICHE AG, ZOFINGEN

Sports jacket with matching
plain trousers in a mixed
Trevira®/wool fabric.

Sportliche Jacke mit assor-
tierter Uni-Hose in einem
Mischgewebe Trevira®/
Wolle.

Jaquette sport avec pantalon
uni assorti en tissu mélangé
Trevira®/et laine.

Model/Modell/Modèle:
Anthony Charles at Koupy,
London



H. GUT & CO. AG
ZÜRICH

Full length shirtwaist style dress in brightly coloured Lurex®-jersey print.
Lurex®-Jersey, mit leuchtenden Farben bedruckt, ist zu einem langen Kleid im Chemisierstil verarbeitet.
Longue robe chemisier en jersey de Lurex® imprimé en couleurs lumineuses.
Model/Modell/Modèle: Salvador Ltd., London



▶
METTLER & CO. AG
ST. GALLEN

Long shirtwaist dress in printed chiffon-crêpe in beige and brown with silver Lurex®.
Langes Chemisekleid aus bedrucktem Chiffon-Crêpe in Beige und Braun mit Silber-Lurex®.
Longue robe chemisier en crêpe chiffon, imprimé en beige et brun avec Lurex® argent.
Model/Modell/Modèle: Rogaire Ltd., London

▶
CHRISTIAN FISCHBACHER
CO., ST. GALLEN

Cotton jersey in an attractive printed design has been used for this long classical dress.
Baumwoll-Jersey in einem grosszügigen Druckdessin inspirierte zu diesem klassischen langen Kleid.
C'est un jersey de coton à grande impression qui a inspiré cette robe longue classique.
Model/Modell/Modèle: Graham Price, London



Lurex® jersey in large designs appears in several autumn/winter collections and so does fine wool crepe. Noteworthy are the Anthony Charles of Koupy co-ordinated sets in plains and checks from Bleiche, Ltd., Zofingen, which were carried so successfully in the Spring collection by this firm, that the theme has been further developed for winter with dresses, jackets, trousers and coats again in co-ordinating plain and checked fabrics from the same Swiss manufacturer. Roland Klein of Marcel Fenez, a faithful user of Swiss embroideries for his feminine after-dark dresses which bear his distinctive handwriting, used for one of his charming styles embroidered organza for the top of a dress and pleated and frilled black chiffon for the skirt. Eric Hall, founder of the house of Salvador, used some attractive Swiss wools and Lurex® jersey from Gut & Co. Ltd., Zurich, for winter 1973/74, whilst Mr. Rogers of Rogaire Ltd., chose a fine floral printed wool from Mettler & Co. Ltd., St. Gall, for an elegant long shirt-waister. Louis Feraud at Rembrandt dresses are in a crepe from Zurrer and are simply styled and prettily decorated with picot edging. For the winter bride, Ellis Bridals have trimmed abundantly some of their most attractive models with white guipure motifs from Union Ltd., St. Gall, on white nylon chiffon with either pale blue, pink or yellow underlay. British blouse manufacturers also show Swiss fabrics in their autumn/winter 1973/74 collections.

Greta Sitek

British Fashion

Designer

JEAN ALLEN

is internationally acclaimed for her elegantly styled formal and informal dresses. "I live in easy-care shirt-waisters because I have to travel so much and they are so suitable for this sort of life" she explains. Accordingly, Jean Allen produces the look she herself likes and knows that many women want to wear. Short and long shirtwaisters in printed woven and knitted fabrics, including wool and Acryl jersey, are prominently represented in her Autumn 1973 collection. Pretty and feminine evening dresses in chiffon and floral printed nylon are also included. Typical of Jean Allen's elegant simplicity which is her signature, is the long white evening dress featured on this page. It is in white "Lascara" by Weisbrod-Zürcher Ltd., Hausen a. A., offset by a navy chiffon scarf and a bunch of artificial flowers. Miss Jean wishes that she could buy more fabrics from Switzerland, but feels that at the present time, they are just a bit too expensive for her. However, she hopes to go back to Switzerland again because she loves Swiss colours and prints. 27 years ago, Jean's cousin, Peggy Allen started the business in the beautiful "Adam" house at 14 Cavendish Place in the West End of London, where it still is. After completing her commercial training, Jean joined her cousin 17 years ago and at first worked on the administrative side, subsequently graduating to production and later to designing, so that she acquired a good allround experience in every aspect of the business which many designers are lacking. Nowadays, Jean Allen employs 100 people in the town house and London factory and in addition, many outworkers. Factories in Leicester and in Scotland knit for the "Miss Casual at Jean Allen" collections. One third of the turnover is derived from export to the USA, Germany, Belgium, France and Italy (not yet to Switzerland). Her clothes are well finished and well made and this is yet another asset of her business. Wholesale prices range from £5-£50.

Jean Allen accepted the invitation of the Publicity Centre for Swiss Textiles to judge the first ever fashion design competition held at the fashion school of Brighton Polytechnic in February 1973 (see report in this issue). As a result of her visit, she was asked to sit on the advisory Committee of this college, which she accepted. Jean Allen already performs these duties for the Leicester Polytechnic as she is very interested in the education of future designers.

Greta Sitek



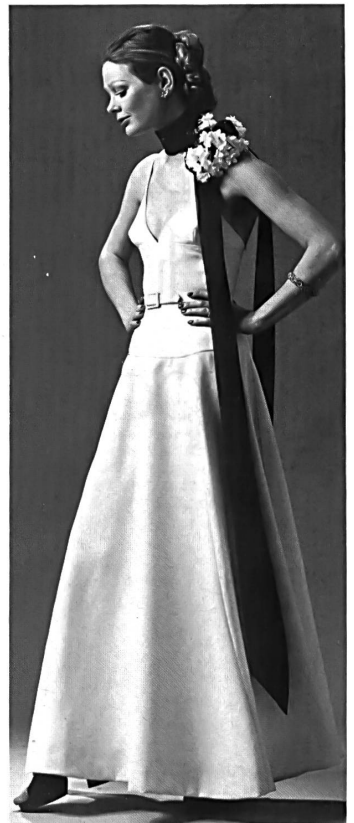
WEISBROD-ZÜRCHER AG
HAUSEN a.A.

Full length evening gown in white "Lascara" pure spun viscose, with navy blue shawl and white flowers.

Langes Abendkleid aus weissem «Lascara» 100% Spun Viscose, mit marineblauem Schal und weissen Blumen.

Robe du soir longue en pure rayonne de viscose «Lascara», blanche, avec châle marine et fleurs blanches.

Model/Modell/Modèle: Jean Allen, London



A. NAEF AG, FLAWIL

Embroidered organza top combined with a long pleated chiffon skirt.

Dieses bestickte Organza-Oberteil ist zu einem plissierten langen Chiffonrock kombiniert.

Haut plissé en organza avec longue jupe de chiffon plissé.

Model/Modell/Modèle:
Roland Klein at Marcel Fenez Ltd., London