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left:
METTLER + CO. AG
ST. GALL
100 % cotton jersey
abstract print shirt from
the Jaeger collection
for autumn 1977.

right:
FILTEX AG, ST. GALL
100 % cotton voile small
floral printed shirt
from the Jaeger
collection for
autumn 1977.

TOP FASHIONS FROM LONDON IN TOP FABRICS FROM SWITZERLAND

Sketches: Colin Barnes

During the British Fashion Week, March 29th-April 3rd 1977, when designers and ready-to-wear manufacturers showed their autumn/winter 1977 collections in London, two quite distinct fashion looks emerged: clear-cut sporty, easy-to-wear elegance in tweedy English-styled clothes for day, and soft luxurious femininity with a lot of glitter for evening.

It is quality that counts with the top end of the trade buyers. With prices as high as they are and in fact going to be higher still next autumn, British customers feel that clothes will have to last longer and should therefore be well made and of good quality material. This is where Swiss fabrics come into their own on the British market, particularly for late day and evening wear, the area most sought after by foreign buyers. Here the price barriers fall, in fact "the higher the price, the better for some of my customers" was a comment from one of Britain's designers. Up to 3/4 of their collections are sold to world-wide export markets and this frequently also includes Switzerland. Swiss textiles are well represented in the London collections for autumn/winter 1977. In couturier Hardy Amies' ready-to-wear collection, simple cowl-neck woollen day dresses, softly gathered skirts to wear

with tweedy waistcoats and blazer jackets appear in beautiful warm, spicy shades of jersey by Gugelmann in a variety of interesting blends. Shirts are in printed silk by Gut or in silk crepon. A former Kingston student who had taken part in the St. Gall international young fashion designers competition several years ago, was discovered working with the design team who create the Hardy Amies ready-to-wear collection.

In her second season as one of 26 London designers showing jointly at the Inn on the Park Hotel, Cherry Frizzell used Hausamann's brushed cotton for dungarees and matching shirts, having been very successful with Swiss cheese cloth in her spring collection.

Pleats are important for autumn/winter 1977. Anna Beltrao achieved an interesting effect by pleating Abraham's silk georgette with gold lamé for skirt and loose bodice, and using the same material unpleated as underlay for the top, making it a very attractive cocktail dress. This talented designer from Brazil with a charming personality has also a great flair for sparkling colours and exciting novelty fabrics.

Hand-tucking epitomizes the elegant cocktail and evening dress collection by

HAUSAMANN
TEXTIL AG
WINTERTHUR
"Corona" brushed
cotton dungarees
with matching shirt.
Model by
Cherry Frizzell,
London.

WEISBROD-ZÜRRER
AG
HAUSEN a.A.
"Fiesta" polyester
taffeta combined with
colour-matched striped
"Shapphire" for midi
dress with velvet
bodice by Annie Gough
at Gemini, London.



Δ
METTLER + CO. AG
ST. GALL

Plain and printed
"Caprina" combined
for culottes and top.
Model by Marisa Martin,
London.



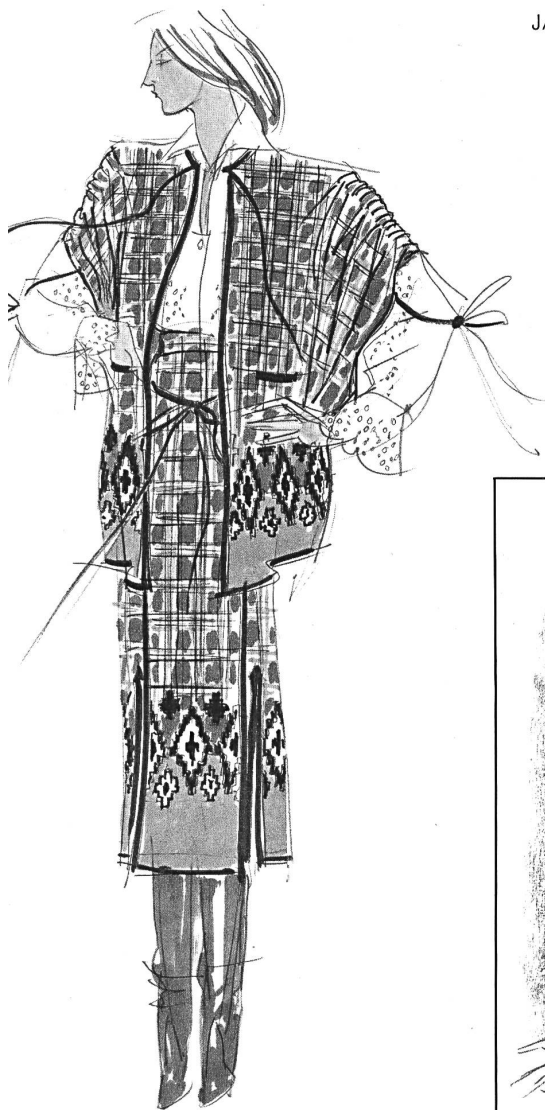
◁
ABRAHAM AG
ZURICH

Blue viscose jersey
combined with gold
lamé silk georgette
evening dress by
Anna Beltrao, London.

JAKOB SCHLAEPFER + CO. AG, ST. GALL
 Multicoloured embroidery on wool tartan
 combined with matching plain cloth.
 Model by Bill Gibb, London.

ABRAHAM AG, ZURICH
 Black silk georgette with gold lamé coin
 dots.
 Pleated cocktail dress by Anna Beltrao,
 London.

METTLER + CO. AG, ST. GALL
 Pink Lurex® jersey pleated midi skirt with
 matching bedjacket style top.
 Model by Juliet Dunn, London.



Murray Arbeid who used silk crepon by Abraham for short and long dresses and designed several styles in an exquisite shadow-striped mousseline de soie, adorned with delicate crystals on black or dove-grey ground from Schlaepfer. News at Belleville Sassoon who used Schwarzenbach and Stünzi fabrics in their autumn/winter 1977 collection was that this 18 years-old couture house whose royal customers include Princess Alexandra, the Duchess of Kent and the Duchess of Gloucester, have for the first season started to sell outside their salon. This has been an instant success. This house is also famous for their wedding dresses for which they have used many a Swiss embroidery during the past years. Some of Britain's young up-and-coming designers, as for instance Julia Fortescue at collection "O" are finding the paper work involved with importing fabrics from Europe too much added worry and are therefore reluctantly turning to buying British. One young designer, however, who seems to be coping well with this problem is Juliet Dunn. She used a pretty pink Lurex® jersey from Mettler and pleated it for skirt and bedjacket-style top ensembles.

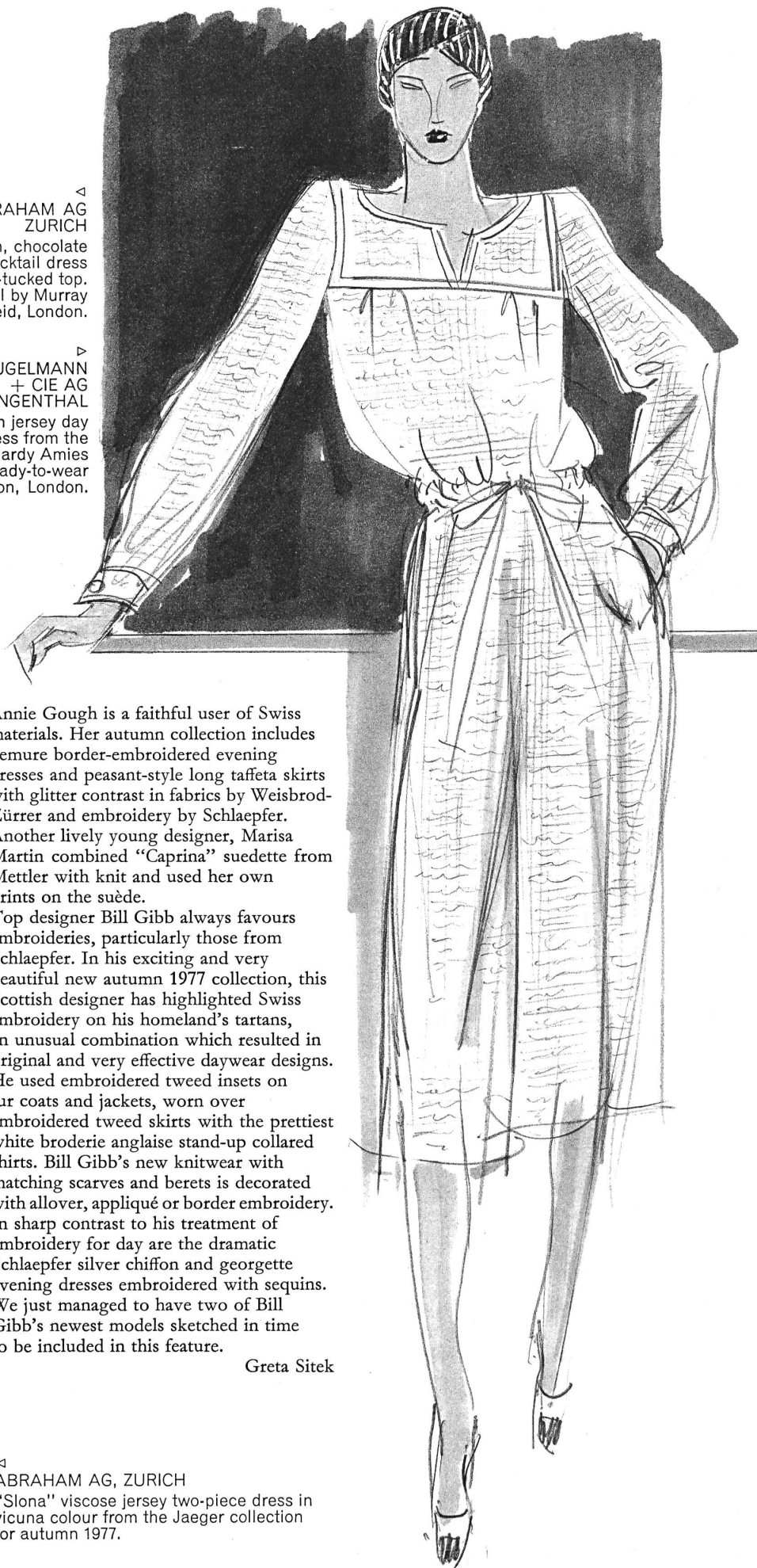


◀
ABRAHAM AG
ZURICH

Silk crepon, chocolate
brown cocktail dress
with hand-tucked top.
Model by Murray
Arbeid, London.

▷
GUGELMANN
+ CIE AG
LANGENTHAL

Cream jersey day
dress from the
Hardy Amies
ready-to-wear
collection, London.



Annie Gough is a faithful user of Swiss materials. Her autumn collection includes demure border-embroidered evening dresses and peasant-style long taffeta skirts with glitter contrast in fabrics by Weisbrod-Zürcher and embroidery by Schlaepfer. Another lively young designer, Marisa Martin combined "Caprina" suedette from Mettler with knit and used her own prints on the suède.

Top designer Bill Gibb always favours embroideries, particularly those from Schlaepfer. In his exciting and very beautiful new autumn 1977 collection, this Scottish designer has highlighted Swiss embroidery on his homeland's tartans, an unusual combination which resulted in original and very effective daywear designs. He used embroidered tweed insets on fur coats and jackets, worn over embroidered tweed skirts with the prettiest white broderie anglaise stand-up collared shirts. Bill Gibb's new knitwear with matching scarves and berets is decorated with allover, appliqué or border embroidery. In sharp contrast to his treatment of embroidery for day are the dramatic Schlaepfer silver chiffon and georgette evening dresses embroidered with sequins. We just managed to have two of Bill Gibb's newest models sketched in time to be included in this feature.

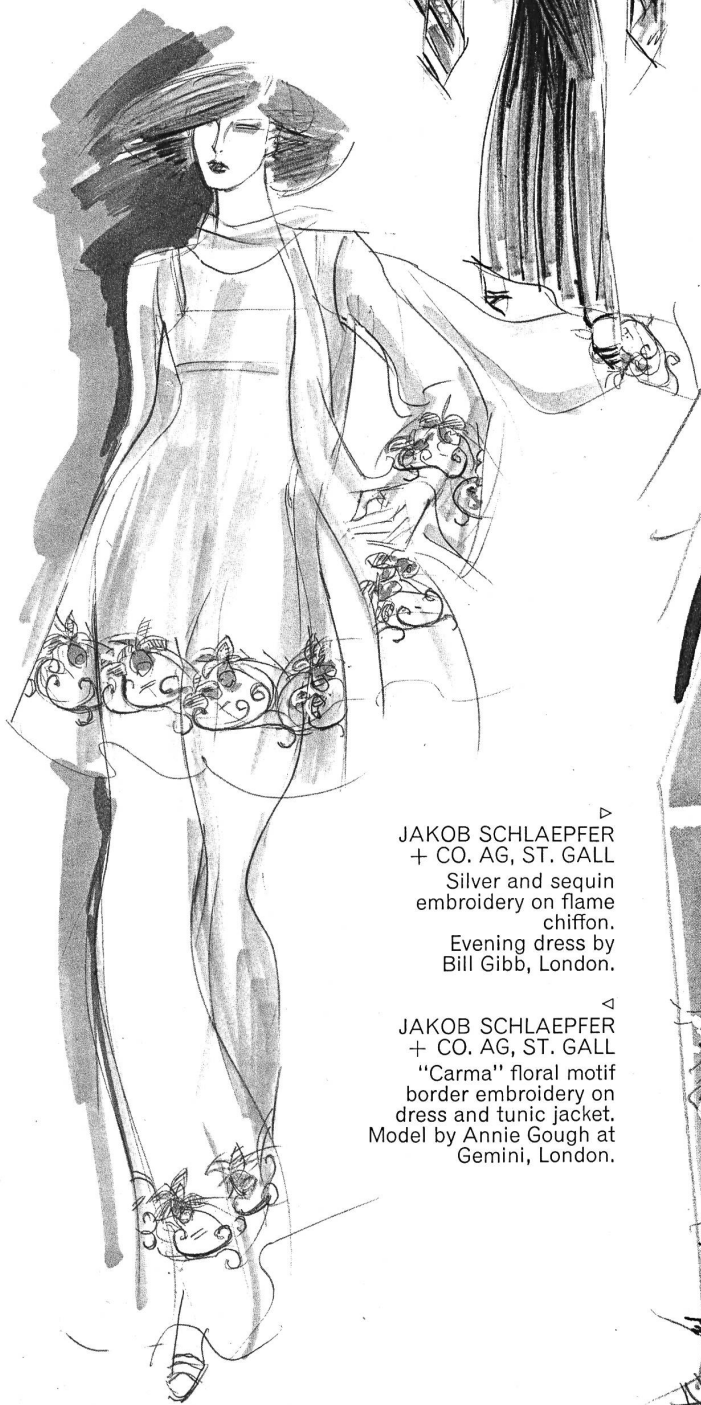
Greta Sitek

◀
ABRAHAM AG, ZURICH

"Slona" viscose jersey two-piece dress in vicuna colour from the Jaeger collection for autumn 1977.



▷
JAKOB SCHLAEPFER
+ CO. AG, ST. GALL
Delicate crystal motifs
on black shadow-striped
mousseline de soie cape.
Long evening dress
model by Murray Arbeid,
London.



▷
JAKOB SCHLAEPFER
+ CO. AG, ST. GALL
Silver and sequin
embroidery on flame
chiffon.
Evening dress by
Bill Gibb, London.

◁
JAKOB SCHLAEPFER
+ CO. AG, ST. GALL
"Carma" floral motif
border embroidery on
dress and tunic jacket.
Model by Annie Gough at
Gemini, London.



ROBT. SCHWARZENBACH
+ CO. AG, THALWIL
Black taffeta evening coat and
dress.
Model by Belleville Sassoon,
London.