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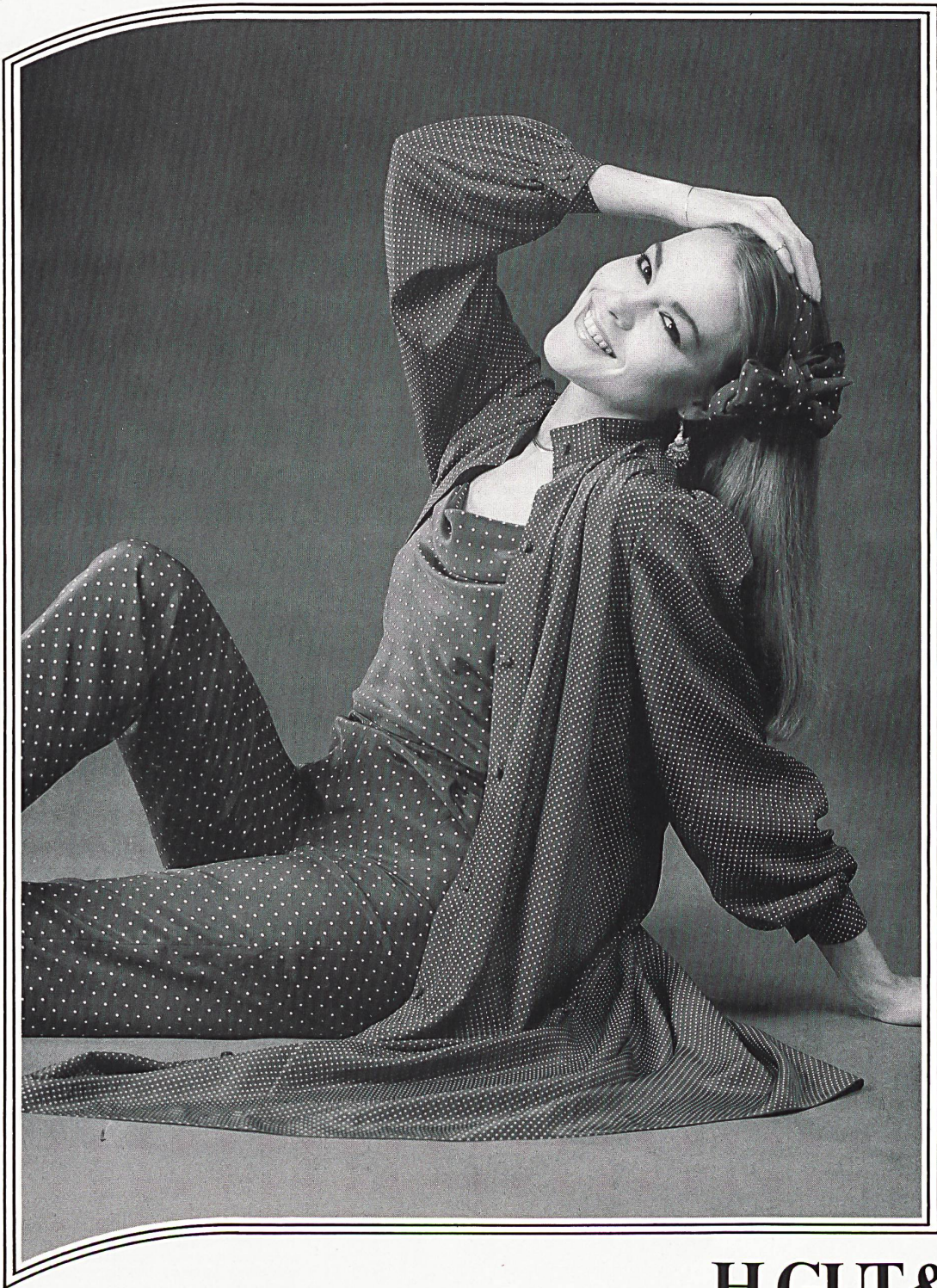
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# GUT Nouveautés für gute Mode



Crêpe de Chine pure soie imprimé.  
(Modèle: «Mariella», Munich)

## H.GUT & CO. AG

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#### **Restructurization of the group as a whole**

That the firm's three subsidiaries, Hans Fierz, Fine Weaving Mills Co. Ltd., the Winterthur Silk Mills Ltd. and Rayonseta Ltd., were included in the farsighted reorganization was only to be expected. Hans Fierz produces the colourful African headscarves that are one of the firm's main specialities, as well as lovely pure silk materials for folklore costumes, together with the fine jacquard fabrics designed specially for the present collection. The Winterthur Silk Mills specialize in the production of technical fabrics and fabrics to order, while Rayonseta Ltd., a purely commercial firm, has widened its selection of cotton and woollen fabrics.

Each of these subsidiaries has its own clearly defined sectors, but benefits at the same time from the infrastructure of the parent firm, E. Schubiger + Co. Ltd. Each member of the group is endeavouring to build up an efficient sales service in order to win over with its new collections specific target groups such as the ready-to-wear industry, wholesalers and mail order houses. The Winterthur Silk Mills cater with a special collection to converters.

First among the firm's export markets comes West Germany followed by France—mainly Paris—then Austria and Italy in that order. For the future, the firm is planning the systematic building up of a network of agencies throughout Asia and the USA. It also attaches great importance to its active participation in international fabric fairs like "Interstoff" in Frankfurt and "Première Vision" in Paris. It hopes to be able to step up its exports to about 60% of its total output.

#### **Rationalization through concentration**

The rationalization plans for the immediate future allow for the concentration of all departments in the premises at Kaltbrunn, the main production works of E. Schubiger + Co. Ltd. The whole production process is concentrated here on one floor, where the team of designers led by Hans Brodbeck is already installed. By the end of 1981, the firm's administrative offices and management, which are still located at Uznach, should also have been moved to Kaltbrunn. In a final stage, the warehouses and delivery department will be moved in their turn to Kaltbrunn, as soon as the building adjoining the existing mills is completed.

The whole of this reorganization is marked by the management's wish to produce a high quality, highly fashionable collection with the emphasis on novelty and creativity, as well as to offer extensive services to a highly discriminating international clientele and ensure its presence on all markets. With these clearly defined aims, Hans S. Bischof and his loyal team of assistants hope to keep these long-established silk mills youthful and successful.

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#### **Fresh, colourful fashions for the summer 1982**

Although not quite as bright as in the outstanding collections of novelties, the fashionable colours for the 1982 summer season are nevertheless light and attractive. White is still a firm favourite, whether as a ground for prints or for plain fabrics to go with today's highly fashionable coordinates. Bright and luminous exotic colours are reserved for the most fashionable fabrics. Yellow, ochre, burnt orange and dark red give a warm southern look, while diluted tones and warm earth colours complete the range. Somewhat deeper pastel shades and classical greys, blacks and navy blues—either together or combined with white—enjoy great popularity in many collections.

Natural fibres are frequently used for fabrics. Cool summer linen—also mixed with silk—piqués, satins, shantung, gabardines and poplines—with a hint of a silicone finish—represent the bulk of the firm's staple cotton fabrics. Transparency and soft flowing lines are given by fine voiles, batistes and jerseys. Pure silk crêpe de Chine with exclusive prints and easily combined designs introduces a very elegant note into the collections. Light filmy mousselines and voiles, classical colour-wovens, superfine gabardines and attractively structured crêpes in pure new wool (Woolmark quality) bear witness not only to the high standard of workmanship of Swiss woollen weavers but also to their keen fashion sense.

The prints range all the way from dainty micro-dots to wide landscapes and floral prints. Clipcords of all kinds are to be found in all the collections, either as motifs in their own right or overprinted. Natural themes and exotic motifs alternate with graphic forms and cool abstract designs. Stripes and matching checks are very popular too. These are accompanied by romantic floral motifs, figurative designs and tiny sports motifs.

Embroideries once again add a very luxurious look. The summer season 1982 goes in heavily for applications and no bounds are set to the materials used for these. Lavish use is made of Lurex®, especially in the collections for women's day wear, and everywhere one is struck by the combination of the most varied techniques, demonstrating a truly unlimited play of creative fantasy and unstinting labour.

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#### **H. Gut + Co. AG, Zürich**

Fresh, dainty and beautifully colourful are the words that spring to mind when describing this collection presented by H. Gut + Co. Ltd., Zürich, for the summer 1982. Beautifully made pure silk crêpe de Chine features discharge printed small designs, figurative designs, attractive coordinates, fine knitted patterns, floral motifs and striking shaded fancy designs as well as classical silk designs in somewhat stronger colours. The new cotton fabrics feature either well-established basic qualities like voile, batiste and jacquard piqué—often enhanced with small and medium-size clipcord motifs—or jerseys. Variety is given by bark crêpes, shaded voiles, "côtes de cheval" and dainty broderie anglaise. New developments in keeping with the fashion for coordinates are the chintzy jacquard piqués for summery suits and trouser outfits.

The collection also includes a fine structured cotton/linen toile, a cotton shantung as well as a linen fabric with a touch of spun rayon specially designed for edgings. With regard to both colour and patterns, H. Gut + Co. Ltd. makes a point of producing a programme that is as wide and varied as possible, as well as in keeping with the latest fashion trends.

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#### **Riba Seiden AG, Zürich**

Large open grounds with fresh coloured printed designs in medium to small repeats are an important feature of the beautifully made cotton fabrics presented by Riba Silks Ltd., Zürich. A great deal of voile and satin with lavish clipcord motifs, batiste for coordinates, and piqué with Lurex®, plain, printed or with clipcords, are the main qualities. Fancy patterns with small motifs, stylized flowers, small figurative designs and stripes of every kind set the tone. The colours are fresh, summery and colourful, a lot of yellow, red, royal blue, green, glacier and kirsch completed by soft brown tones. White is of course also represented.

In the silks, the emphasis is laid on the combination of designs and colours. Stripes with matching checks, thick stripes, herringbones, pinstripes, naturalist and floral motifs abound in very elegant interpretations. The collection naturally also includes the whole range of Riba silk specialities available in the most varied colours, while the collection of fashionable prints for the summer 1982 has been designed in somewhat quieter, darker colours.

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#### **Schild AG, Tuch- und Deckenfabriken, Liestal**

For the spring/summer season, Schild Ltd., Cloth and Blanket Manufacturers, Liestal, presents a women's wear collection with the main emphasis on unlimited possibilities for combining colours. All the piece-dyed articles are made to match the colours of the colour-wovens and, in addition, it is perfectly possible to combine the colour-wovens with each other, i.e. stripes with checks, large checks with small checks, pinstripes with clusters of stripes or thick stripes, just as the ready-to-wear manufacturer's fancy takes him, with the added possibility of making coordinates by combining different matchable qualities, because all yarns—both pure new wool and mixed fibres alike (wool/polyester)—have exactly the same colours as the piece-dyed articles.

In this way, colours match all the way from light blouse fabrics—whether plain or patterned—through skirt and dress qualities to the heavier suit, jacket and coat fabrics.

In the plain sector, the carefully created collection features fine structures and decorative effects. The novelties include a superfine gabardine, attractive piqués as well as cloqués mixed with cotton and 1% Lycra®. Most qualities are made of pure wool, Woolmark quality. Silk, cotton, linen or polyester are mixed in with the wool to add new properties, to give a new look or create a cool, summery crispness.

In the colour-wovens, the trend is mainly classical, with stripes and checks, glen-checks, herringbone patterns and twills being given a new look through the colours chosen. The beautifully composed collection offers a wealth of opportunities to ready-to-wear manufacturers who lay the emphasis on quality.

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#### **Schoeller-Textil AG, Derendingen**

The novelties in the women's wear collection by Schoeller Textile Ltd., Derendingen, include striking coordinates in the form of checks, stripes or plain versions, in wool, mohair and Trevira®, as well as gossamer light "Merino extrafine" qualities, fine woollen fabrics with glacé yarn mixtures, Merino "Supergabardine" and sheer woollen fabrics with Lurex® stripes for exclusive afternoon and evening outfits as well as buried shantungs in wool and silk. In the special men's wear collection too, for the Middle and Far East, it is mainly high quality light fabrics in wool, mohair and silk—in some cases mixed with Trevira®—that set the tone.

The firm's main speciality, that is to say its versatile, perfectly functional sports fabrics, has been further developed for the 1982 season and enriched with a number of novelties. To the well-established two-way Stretch qualities in classical colours for matching fabrics elasticized in the welt for riding jackets. The fully elasticized range for climbing outfits is still going strong. Fine stretch cords riding breeches have been added (50 ribs) with dainty herringbone designs are favourites for comfortable and elegant leisure trousers. Special mention should be made however of the new elasticized leisurewear fabric in 96% cotton and 4% Lycra®, which is ideally suited for trouser suits, safari dresses and sports jackets alike and comes in various fashionable colours.

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**Mettler + Co AG, St. Gallen**

A striking variety of modern designs, a rich fashionable palette of colours and typical Swiss fabric specialities are the outstanding features in the 1982 summer collection of Mettler & Co. Ltd., St. Gall. A newcomer to the collection is a light, very beautifully made silk linen fabric, which is also available in a very wide range of patterns. The materials are mainly soft and flowing, even for sportswear, and there is a strong trend towards discreet transparency. The natural fibre look plays an important role and Luxex® is also widely used, even for the day. There is a great deal of linen, voile and batiste, satin and fine piqué in pure cotton, together with seersuckers, different kinds of crêpe, and pure silk crêpe de Chine. Fine mat and shiny effects are given by viscose clipcords on cotton voile. The designs are strongly influenced by the fashion for coordinates although they are not coordinates in the usual sense of the word, but, rather, closely related designs in complementary colours among which the changes can be rung. Stripes play a prominent role in the 1982 summer fashions, also in the multicoloured look, while floral patterns are important too, with plain watercolour effects, natural structured designs and graphic forms completing the range.

The range of colours starts with classical black/white, grey/white and navy blue. White is also very popular for coordinates. The brighter tones feature much yellow, orange and diluted turquoise, while khaki, gabardine-beige and camel represent the earth colours.

**R. Müller + Cie AG, Seon**

Once again, R. Müller & Co. Ltd. Cloth Mills, Seon, has laid the emphasis in its spring/summer collection on women's ready-to-wear specialities—from the finest blouse fabrics and elegant sporty dress qualities to smart denims with a velvety surface, gabardines, full twist poplins, twills and piqués—all in pure natural fibres, with cotton, often mixed with linen, being the most popular. The palette of colours, fresh, sometimes bright and strong, sometimes classical or in natural tones, cleverly blurs the dividing line between men's and women's articles and offers ready-to-wear manufacturers great scope for personal choice.

With regard to colours, the collection is based on three main groups: "Earth" (with the neutral base colours—white, silver grey, string and camel), "Water" (with bluish or greenish turquoise, brilliant Caribbean blue and emerald green) and "Fire" (with flame red, pink shades from shocking pink to azalea, sulphur yellow to sun yellow and orange). These colours are handled and coordinated in a very original way in the Müller collection so that the combining of colour-wovens with plain fabrics and colour-wovens with colour-wovens becomes an amusing, refreshing game when putting together city styles as well as leisure outfits or sports- and rain-wear.

In the colour-wovens, horizontal and vertical stripes are as popular as the series of checks, from the small gingham to the handkerchief checks, often set off with touches of gold Luxex®. Voile and batiste benefit from the new emphasis on colour and the shirt and blouse articles can be combined in a multitude of ways with the plain fabrics. Lawn is given a silicone finish for leisurewear fashions. In the shirt sector, Oxfords are once again very fashionable. On the whole, the designs are mainly quiet and simple but thanks to the fashionable combinations of colours capable even so of satisfying the most exacting demands.

**Swiss colour-wovens—new restraint**

"New restraint" are the words that spring to mind when trying to sum up the main features of the new spring/summer 1982 fabric collections. This "new restraint" seems particularly striking in the field of colour-wovens—for the designs have been kept deliberately simple or at least they seem that way until one examines them more closely and suddenly sees the many details that have gone into creating the overall effect and notices with astonishment the careful choice and combination of coloured yarns, the subtle weave effects and clever finishes of these fabrics, which are capable of satisfying the most exacting demands of even the most discriminating ready-to-wear manufacturers.

**Natural fibres—an absolute must for summer wardrobes**

The trend for natural fibres goes from strength to strength. Cotton, with its many outstanding properties, is the most popular for summery shirts, blouses and leisurewear, sometimes alone, sometimes cleverly combined with linen and silk, but also mixed with synthetics for the sake of easy care. But there is cotton and cotton, and here we are talking about the finer qualities produced by the Swiss colour-woven fabric manufacturers. Mercerization gives fabrics a soft sheen resistant to both light and washing. Wash-and-wear finishes are as popular for summer as Sanfor® finishes, which reduce shrinking to an absolute minimum. The first requirement for sportswear and rainwear fabrics is a water-repellent surface; this does not in any way affect their beauty, for they are all very fashionable and attractive with glacé finishes and iridescent mother of pearl effects, very becoming in fact but at the same time eminently functional. There are also permanently waterproofed fabrics like poplin, gabardine and toile, which are particularly popular for parkas, wind-cheaters, all-weather anoraks and rain-wear.

**A wealth of colours and designs for combinations**

In all the collections of colour-wovens for 1982 there is a marked tendency to favour combinations. Colour-wovens can be combined with each other but also with matching plain fabrics. Stripes and checks of every kind, from the finest to the heaviest, show how strictly classical designs can be given a completely new look when the designer's originality and imagination are given free rein. The dividing line between shirt and blouse fabrics is becoming less and less marked especially in the leisurewear sector, and the stronger shades and more marked designs are suitable for both. Owing to their summery character, Oxfords occupy a prominent position. Seersuckers with fine stripes are in great demand for blousons; pick and pick—even in voile—and checks, from gingham up to the largest tea-cloth versions, with madras a particular favourite. Pepita and Prince of Wales checks too, are all equally suitable for both men's and women's wear fabrics. While the typical Swiss fine cotton fabrics like full voile, batiste and crêpe georgette have the greatest chance of success for the more luxurious fashions, bark crêpes, the new structured cheesecloths and soft twills, linen-look twills and smooth summer tweeds are also in great demand.

In the increasingly popular leisurewear fashions for the most varied activities, gay summer colours take pride of place. Corn, string, flint, seaweed and white represent the natural colours, while coral, brass, Caribbean and Palma count among the strong sporty tones and, last but not least, the classical shades include gold, garnet, navy blue and emerald green. Once again white is combined with everything.

The trend towards simpler cuts, the greater emphasis on trousers, the deliberately casual look, especially in the field of leisure fashions, all make it vital for the right materials to be readily available to the ready-to-wear manufacturers. And here, Swiss cotton and colour-woven fabric manufacturers offer a choice that contains everything an international buyer could desire in order to create an attractive, functional and fashionable range of clothes.

**Filtex AG, St. Gallen**

High quality plain fabrics satisfying the most exacting demands, mainly in pure cotton, are the mainstay of the summer collection produced by Filtex Ltd., St. Gall, together with a wide choice of fancy fabrics and colour-wovens. Crêpe georgettes, light woven crêpes, fine full poplins, satin, piqué and full voile are found side by side with fancy voiles with satin stripes, openwork and gauze effects. Jacquard clipcords, broderie anglaise and slub yarn stripes are also popular. The dividing line between shirt and blouse fabrics is hazy, so that today for example colour-woven voile in suitable colours can be used equally well for blouses. Cheesecloth for leisurewear as well as water-repellent chintz with a paper finish for sportswear complete the range of plain fabrics. The somewhat smaller collection of prints is rather more classical and features mainly small repeats.

The embroidery range once again includes the loveliest cut-out work, in the form of edgings and allovers with applications of jewels. To these must be added guipures, some of them multicoloured, as well as gossamer light embroideries on tulle and crêpe de Chine. The romantic embroidered garlands in summery colours are youthful and fresh. The main trend in designs is once again towards the floral.

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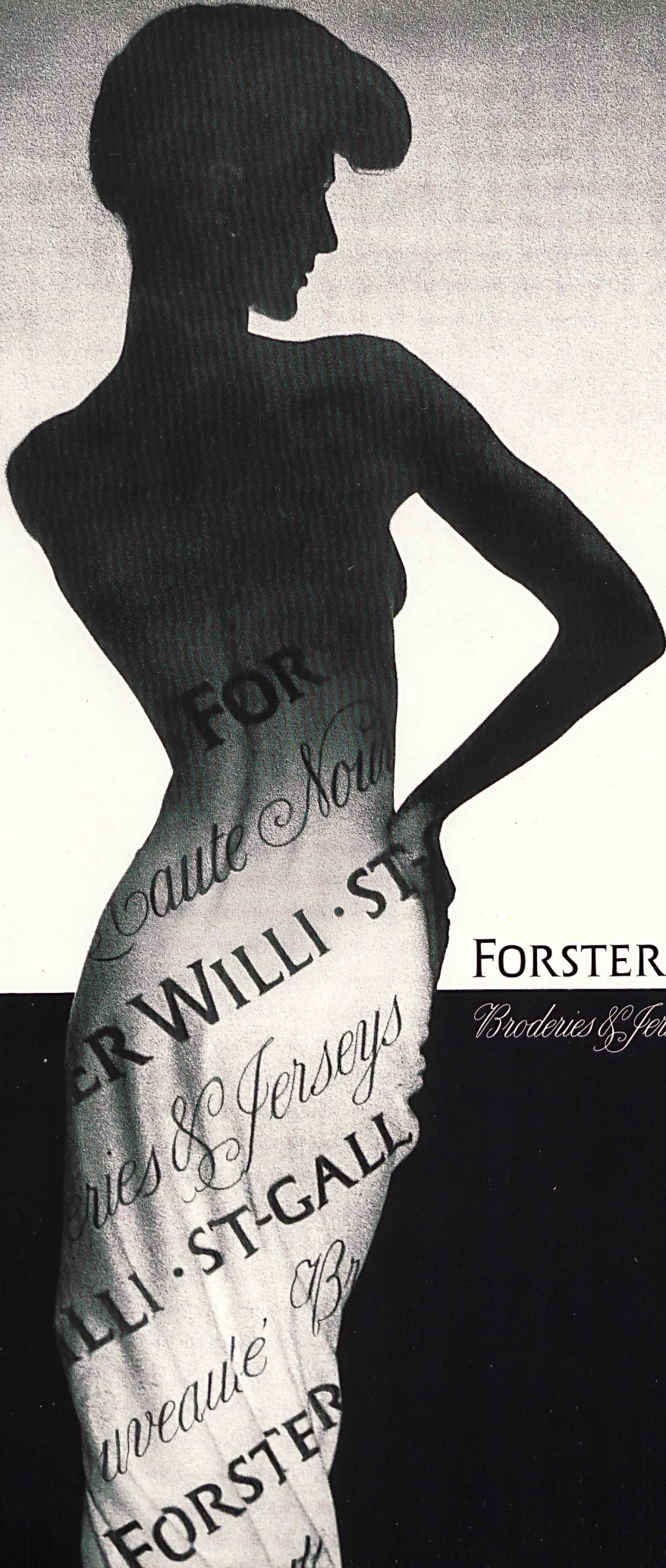


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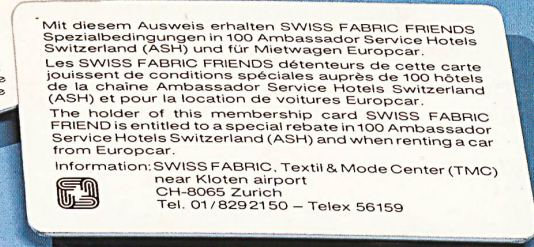


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