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LET'S PLAY WITH EMBROIDERY!



Embroideries for ladies outer wear are obviously not just a matter of routine for Bischoff Textil AG of St. Gall, who produce a constant stream of innovations, both creative and technical, that provide ready-to-wear manufacturers and the more exclusive prêt-à-porter stylists with the materials and inspirational stimulus they need to make up really charming models.

Geared principally to the middle and top end of the market, the embroidery collection was recently given a radical facelift and thoroughly updated. The enormous efforts lavished on the development of exclusive designs, particularly for the grounds, have culminated in the materials with fine textures and subtle woven designs that form the bulk of the new Autumn/Winter collection. Even materials featuring fine clipcords are included, as well as lots of satin, organza, crêpe de Chine in either pure silk or fibre blends.

Although embroidered edgings of every conceivable width are the mainstay, where designing is concerned the allover are by no means eclipsed. Often the colours of the edgings shade off imperceptibly into those of the allover. Softly interpreted geometrics and stylized florals may form sharp contrasts or skilful intermixtures. Embroideries combined with burnt-out edgings, multicoloured cut-out laces, and applications of fringes, bows and tasteful touches of rhinestones, strike an elegant chord. The large in-house designer team has its antenna perpetually tuned to the latest developments in international fashion centres and its flexibility enables it to execute the most intricate orders right on schedule and to react swiftly to emerging trends.

Ruth Huessy





△ Rayon-embroidered allover design on silk organza with lurex-jersey applications / Kunst-seidenstickerei Allover auf Seiden-Organza mit Lurex-Jersey-Applikationen / Broderie rayonne allover sur organza de soie avec applications en jersey-Lurex.

◁ Allover cut-out design in multicoloured rayon embroidery with application on silk organza / Mehrfarbiger, kunstseidenbestickter Spachtel-Allover mit Applikationen auf Seiden-Organza / Allover découpé brodé de rayonne, multicolore, applications sur de l'organza de soie.