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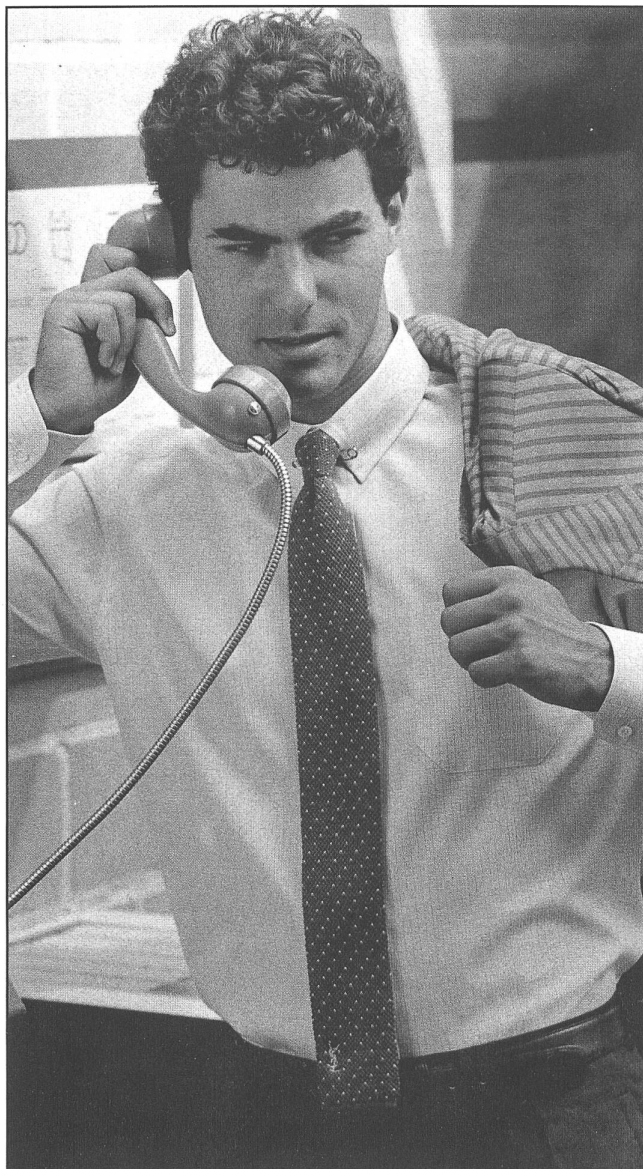
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SHIRT FASHIONS –

FASHIONABLE SHIRTS IN SWISS FABRICS

Recent developments in men's shirt styles are nothing short of amazing. Collars come in fancy permutations, cuffs sport a variety of high-fashion accents, and colours have recovered something of their long-lost gaiety and soft glow.

One thing hasn't changed, however. The good quality, practical, classic man's shirt, for both city and leisure wear, calls for high-class fabrics that are washfast, easy to care for and comfortable to wear. The trend to natural fibres shows no signs of waning, and cotton voiles are preferred to fine batistes for hot weather – particularly on overseas markets. Linen, poplin and single jersey are popular fa-



ALBRECHT + MORGEN AG, St. Gallen *Mod. Della Croce*
 «Superior», pure cotton full-twist poplin / Vollzwirn-Popeline
 aus reiner Baumwolle / Popeline pur coton retors.

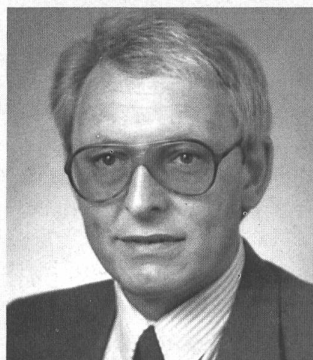
vourites for summer shirt fabrics. Target markets for pure silk shirts and high-fashion party shirts – some with fine embroidery trimmings – are an easy strike.

Swiss fine cotton wovens are renowned the world over. Sought after on the European market, Swiss fabrics are also used by overseas manufacturers for their top-quality shirts. And Swiss shirt manufacturers' unwavering preference for Swiss fine wovens vouches for their superiority, for their eminently fashionable treatment and unrivalled long-wear properties, qualities that shirt manufacturers insist on in their own products, too.

Text by Ruth Huessy
 Photographies by Christof Sonderegger, Rheineck
 Director of photography: Exportwerbung für Schweizer Textilien, St. Gallen
 Accessories by Löw, St. Gallen

A SPECIAL TOUCH TO THE NEW CLASSIC LOOK

Men's shirts have undergone a considerable transformation in recent years. Once a mere accessory eking out its humble existence under the jacket, the shirt has worked its way up to an astonishing independence. It still retains its functional importance, but as men are dressing more casually nowadays, the contemporary man's shirt is being worn in hot weather without a jacket, as an assertively fashionable item of clothing – and the word "fashionable" applies equally well to city and to leisure wear shirts. The average Swiss consumer buys 2.6 shirts a year; Germans head the European list with 5 shirts a year.



On the subject of men's shirts, Marco Tini, Manager of Diamant's Habilleme de Luxe S.A., in Balerna, says: "In a firm like ours that manufactures city and leisure wear shirts, as well as safari suits, pyjamas, dressing gowns and boxer shorts for the top end of the market, minute attention to detail is important. In this respect, styling matters just as much as the choice of material, the sit of the shirt, and the use of the right interlining and thread for the stitching. To cater

for the broad spectrum of demands, our shirts feature ten different types of collar, seven different types of cuff – contrary to predictions by outsiders, there has been no downturn in orders for double cuffs – and the buttons are real mother of pearl. In addition, every shirt sleeve is set in according to the rules of the tailor's art."

What's new in city shirts?

"If you take the neo-classic city shirt, the latest collars have slightly longer points and lie closer together, which provides a neater fit for the new shape in tie knots. Collar interlinings have a softer handle and offer increased comfort in wear; the shirt's straight cut also makes for greater ease. Fitted models are definitely out. Button-down collars reflect the American influence and are very popular with the younger generation. The neo-classic city shirt also owes much of its high-fashion look to the colours of the materials, which are somewhat stronger than before. Coloured stripes and fancy woven stripes in well-blended gradations have stolen some of the limelight from the ground white. Colour is trumps – but never garish and there are no harsh contrasts."

Leisure wear shirts – What are they like?

"There are fewer and fewer hard and fast boundaries between city and leisure wear shirts due to the growing trend to unconventional styles in men's clothing, which are being widely adopted by both successful managers and young executives. The key features of leisure wear shirts are their loose cuts and smart cuffs. Collars are super soft and can, of course, be worn open in all models. In addition to the 'Patio' line, in elegant sporty vein, we also make an even more up-market series, 'Grinta', with a very wide cut and a super soft Humphrey Bogart collar. This leisure wear shirt is 85 cm long at the back and 80 cm at the front to offer optimal comfort to the wearer; it is available in colours of understated, refreshing brilliance, in attractive combinations."

And our standards for materials?

"They are very high. Every fabric we use is checked for defects. We demand flawless production in our own goods, so only fabrics of impeccable quality are used for the making up. That's why we buy about 80% of our materials in Switzerland; the enormous range of fine cotton wovens is geared to fashion trends and the quality corresponds to our own standard. We often develop exclusive fabrics in collaboration with our suppliers. We really value this service provided by Swiss fabric manufacturers and show our appreciation by placing big orders with them. Our daily production figure is about a thousand shirts, of which 60% are for export. 99% of the fabrics are woven from natural fibres such as cotton, linen and pure silk. We use jersey for our plain-coloured polo neck shirts.

A propos of silk! It's being used for smart sports models and must be at least double and, ideally, quadruple. Colour-wovens lead the field, and it goes without saying that colour fastness and wash fastness at 30° C are a must. The target market for this luxury article is the younger generation who have plenty of money and are prepared to spend it on personal comfort. Our most popular hot-weather fabric is full voile in subdued and fancy colour-wovens. In the classic range, Diamant's voile shirt collection is the most extensive on sale in Switzerland. Another speciality is the smoking shirt, for which Swiss-manufactured pure cotton plissés are the ideal material.

Our company policy sets great store by training courses for sales personnel, which we hold regularly. After all, what use is the most beautiful men's shirt if ignorance is bliss on the sales front? So we make a special effort in this sector, because we have great faith in the future and can see a real opening for top-quality shirts on the world market."

FASHION-CONSCIOUS
AND UP-TO-THE-MINUTE SHIRTS



HAUSAMMANN + MOOS AG, Weisslingen *Mod. Diamant's*
Pure cotton colour-woven / Buntgewebe aus reiner Baumwolle / Pur
coton, tissé en couleurs.

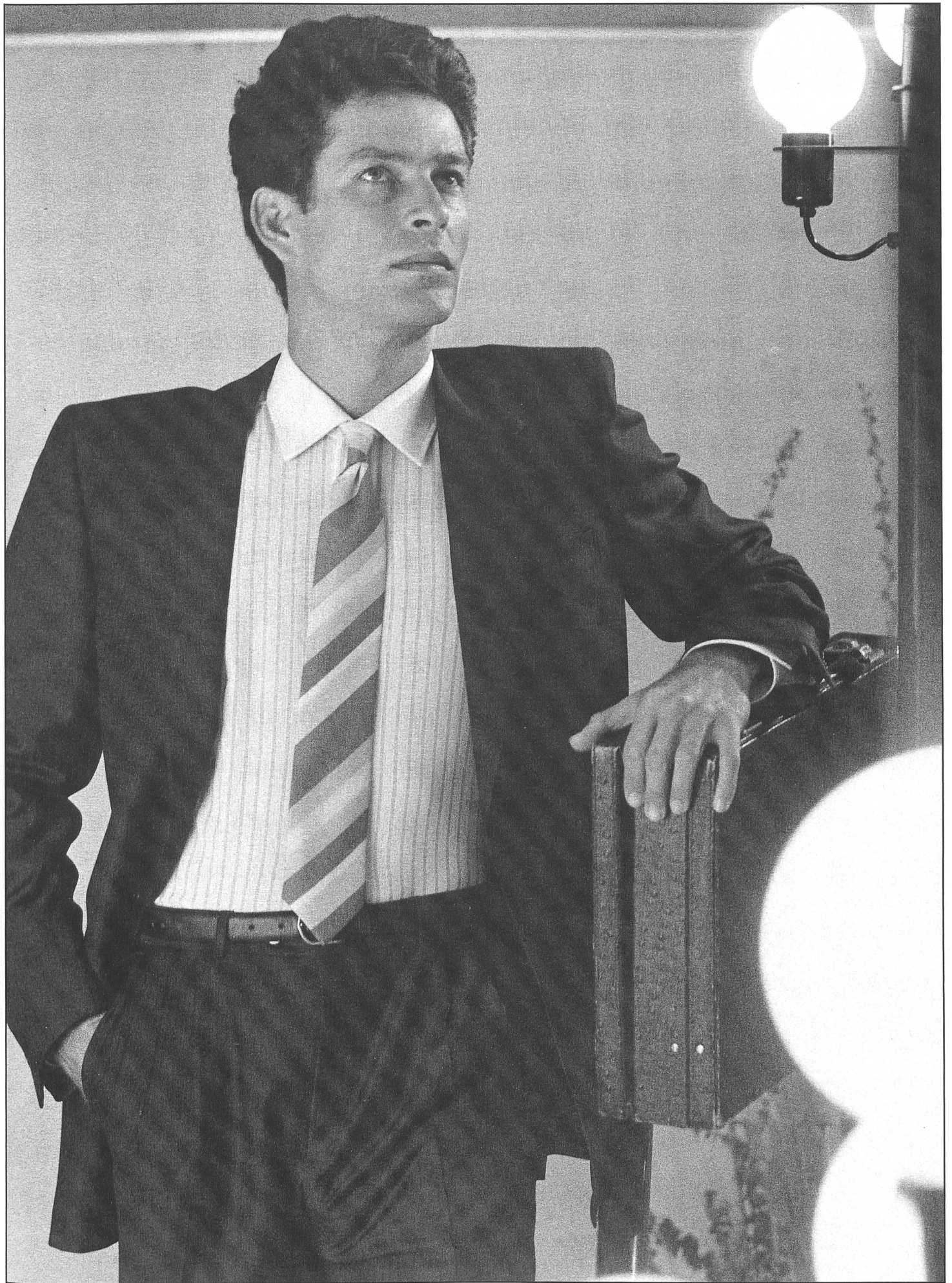
A SPECIAL TOUCH WITH NEO-CLASSIC



△
HAUSAMMANN + MOOS AG, Weisslingen *Mod. Diamant's*
Pure cotton colour-woven / Buntgewebe aus reiner Baumwolle / Pur
coton, tissé en couleurs.

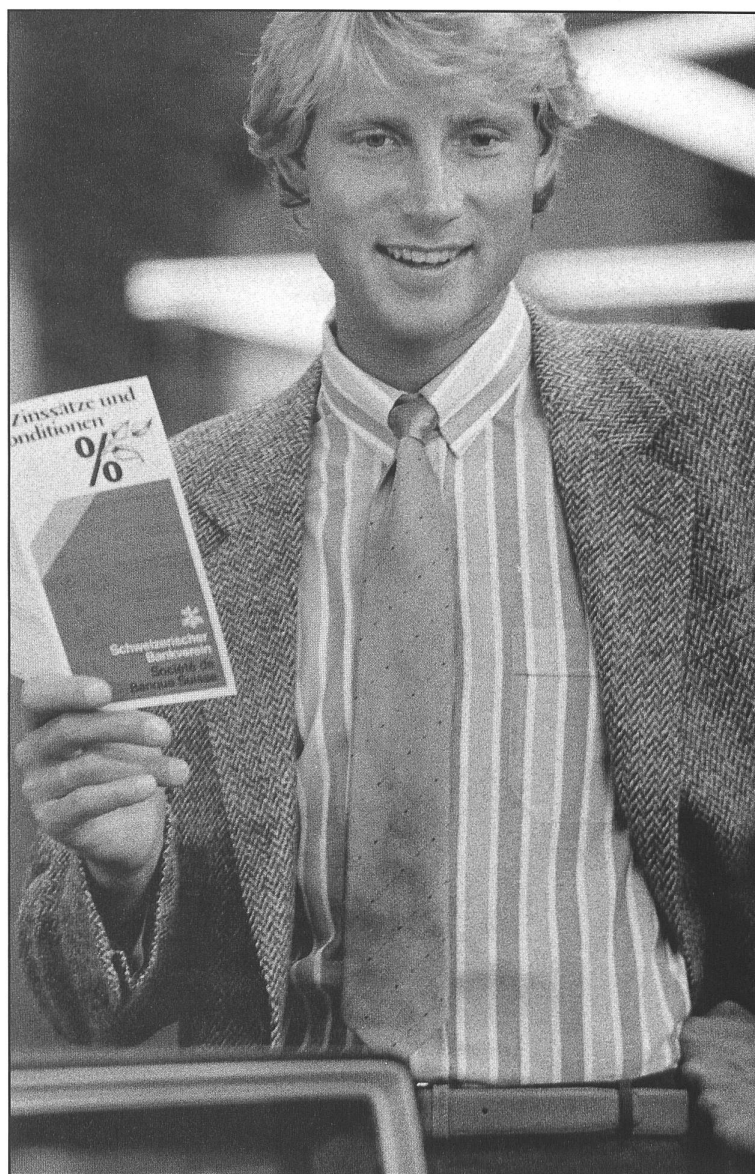
△▷
J.G. NEF-NELO AG, Herisau *Mod. Silvano Benetti*
(by Nettelstroth of Switzerland)
«Fabiano», fancy pure cotton voile / Fantasie-Voile aus reiner
Baumwolle / Voile fantaisie de pur coton.

▷
ALBRECHT + MORGEN AG, St. Gallen *Mod. Diamant's*
«Cordino Exklusiv», pure cotton colour-woven voile / Voile aus reiner
Baumwolle, buntgewebt / Voile de pur coton, tissé en couleurs.





BUTTON DOWN...



△
HAUSAMMANN + MOOS AG, Weisslingen *Mod. Diamant's*

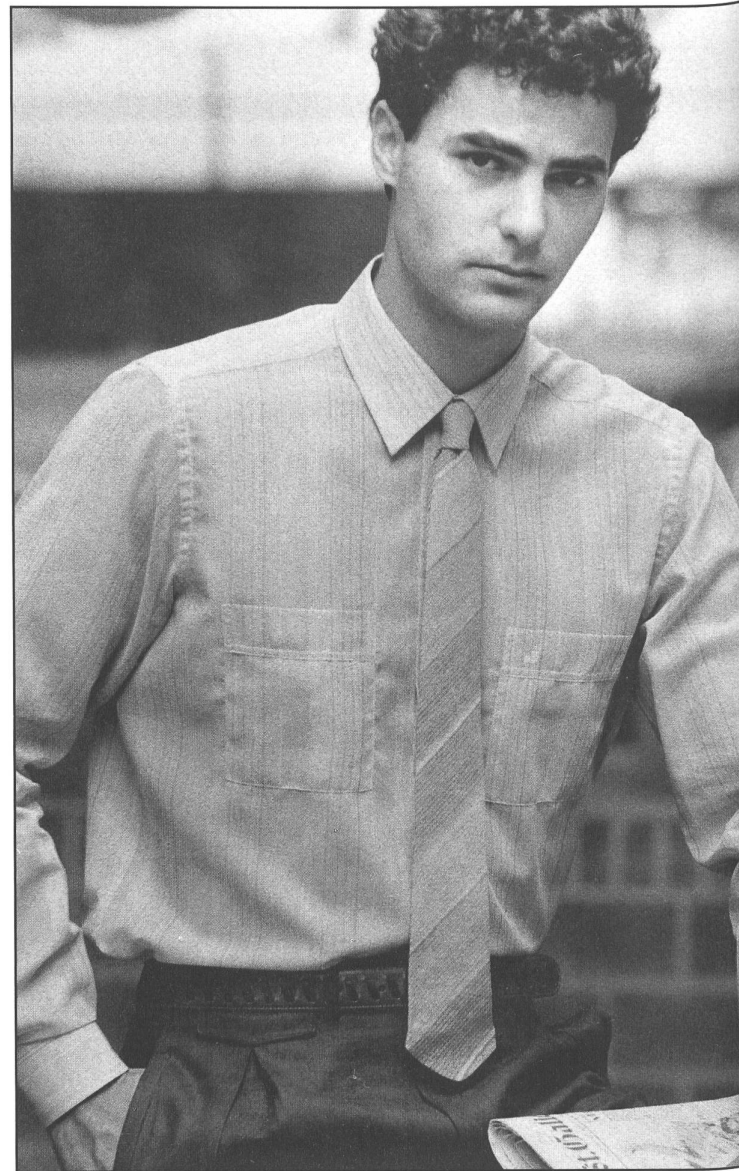
Pure cotton colour-woven / Buntgewebe aus reiner Baumwolle /
Tissage multicolore en pur coton.

△>
REICHENBACH + CO. AG, St. Gallen *Mod. Linea HB*

Pure cotton colour-woven / Buntgewebe aus reiner Baumwolle /
Tissage multicolore en pur coton.

<
J.G. NEF-NELO AG, Herisau *Mod. Silvano Benetti*
(by Nettelstroth of Switzerland)

«Costa», pure cotton colour-woven / Baumwoll-Voile aus reiner
Baumwolle / Voile de coton pur.



△
FILTEX AG, St. Gallen

Mod. Diamant's

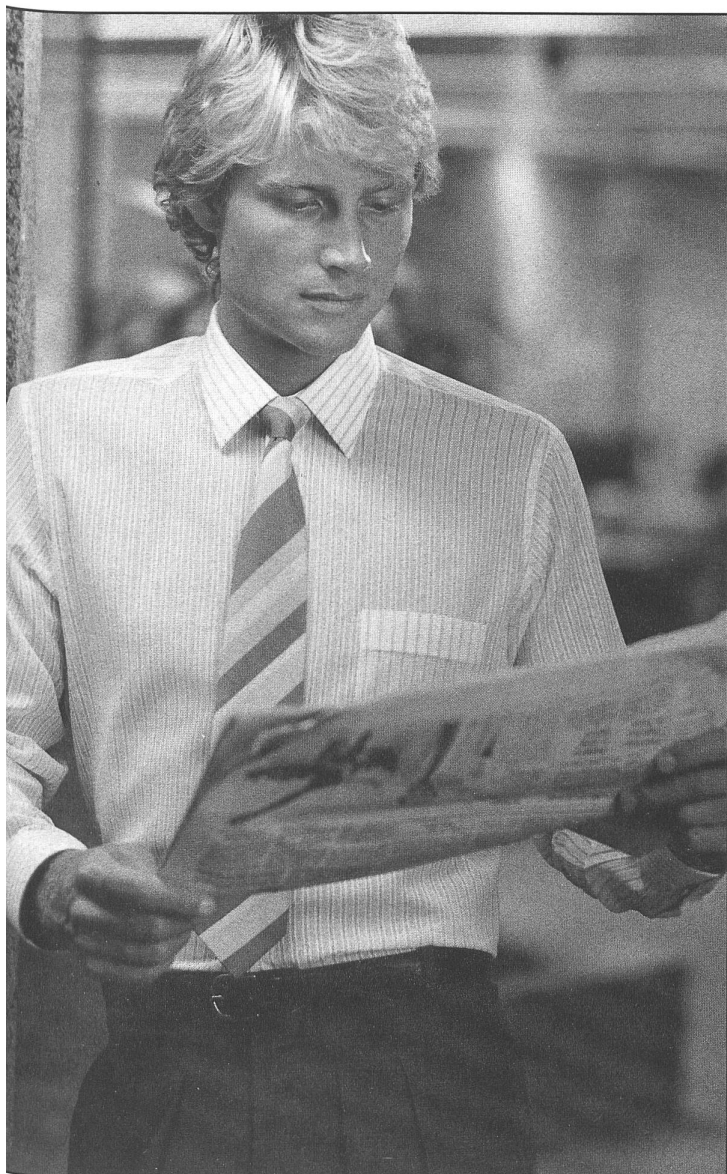
«Rotonga», pure cotton colour-woven fancy voile / Fantasie-Voile aus reiner Baumwolle, buntgewebt / Voile fantaisie couleurs en pur coton.

◁
FILTEX AG, St. Gallen

Mod. Pierre Cardin

«Rotonga», pure cotton colour-woven fancy voile / Fantasie-Voile aus reiner Baumwolle, buntgewebt / Voile fantaisie couleurs en pur coton.

YOUNG EXECUTIVES



△

ALBRECHT + MORGEN AG, St. Gallen

Mod. Resisto

«Cordino», pure cotton colour-woven voile / Voile aus reiner Baumwolle, buntgewebt / Voile de coton pur, tissé multicolore.

△▷

FILTEX AG, St. Gallen

Mod. John Langford

«Silandra», cotton/silk colour-woven fancy voile / Fantasie-Voile aus Baumwolle/Seide, buntgewebt / Voile fantaisie tissé en couleurs, coton et soie.

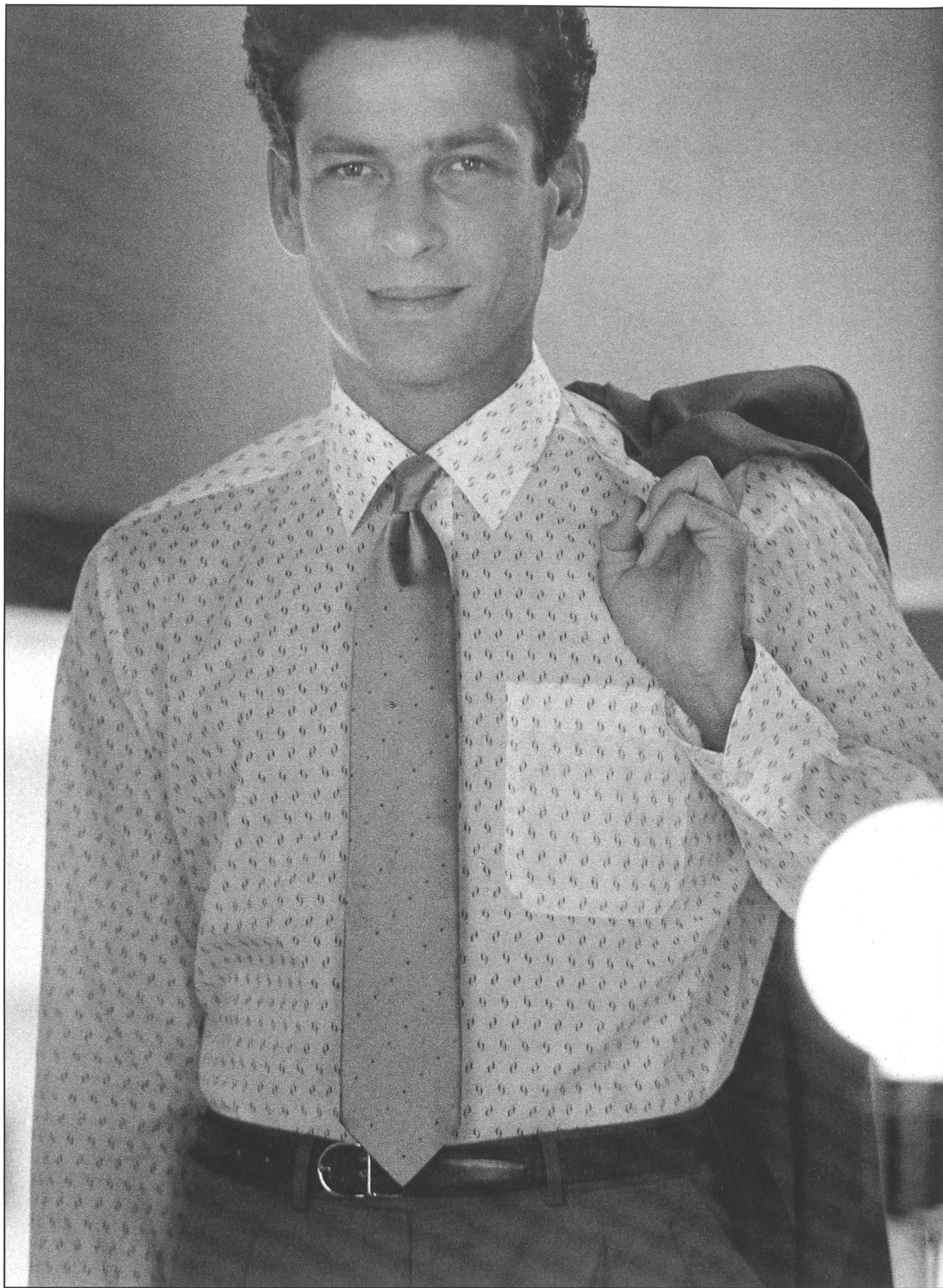
COLOUR WOVEN VOILES



△ ALBRECHT + MORGEN AG, St. Gallen *Mod. Diamant's*
 «Serena», pure cotton colour-woven voile, three-tone collar / Voile aus
 reiner Baumwolle, buntgewebt, Kragen dreifarbig / Voile de pur coton,
 multicolore, col tricolore.

▷ ALBRECHT + MORGEN AG, St. Gallen *Mod. Burini*
 «Cordino», three-tone pure cotton-voile / Voile aus reiner Baumwolle,
 dreifarbig / Voile de coton pur, tricolore.





THE PRINTS

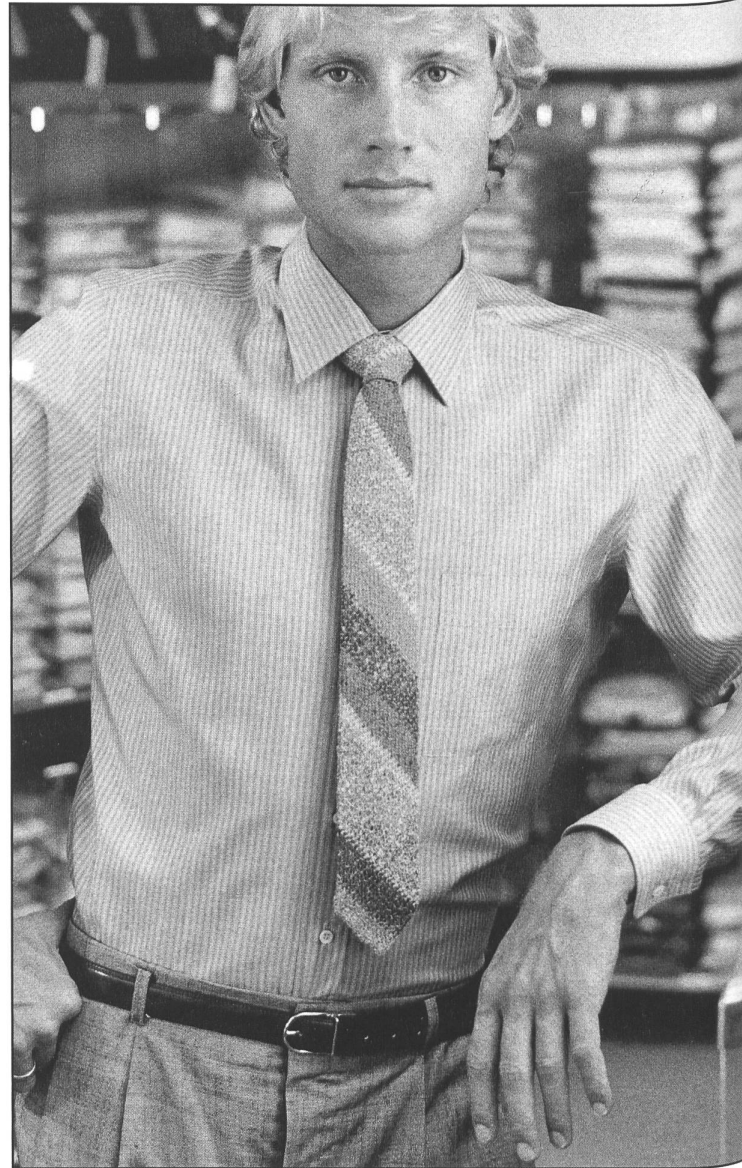


△
EUGSTER + HUBER TEXTIL AG, St. Gallen *Mod. Nettelstroth*
«Apollo», pure cotton double twist printed voile / Voile double retors
impr. aus reiner Baumwolle / Voile double retors imprimé en coton pur.

△▷
EUGSTER + HUBER TEXTIL AG, St. Gallen *Mod. Présidence*
«Apollo», pure cotton double twist printed voile / Voile double retors
impr. aus reiner Baumwolle / Voile double retors imprimé en coton pur.

◁
J.G. NEF-NELO AG, Herisau *Mod. Metzger*
«Arlette» printed pattern in pure cotton / Druckdessin aus reiner
Baumwolle / Dessin imprimé en pur coton.

MAN IN SILK



△
E. SCHUBIGER + CIE AG, Uznach

Mod. Giorgio Panigo
(by Nettelstroth of Switzerland)

«Aruba», elegant pin stripes on washable pure silk / Modischer Nadelstreifen aus waschbarem Reinseiden-Toile / Fine rayure mode en toile de pure soie lavable.

△▷
E. SCHUBIGER + CIE AG, Uznach

Mod. Diamant's

«Tobago», smart multicoloured shadow stripes on washable pure silk / Schicker Multicolor-Schatten-Streifen aus waschbarem Reinseiden-Toile / Élégante rayure multicolore ombrée en toile de pure soie lavable.

Pure silk shirts are not cheap. Not only must the fabrics used be of excellent quality, they must also be wash fast (30° C), colour fast and relatively hardwearing. This accounts for the initial choice of high-grade yarns – vividly coloured for the currently popular colour wovens (mainly striped) – and for the painstaking care lavished on the weaving and finishing stages. Manufacturers show the same overriding concern for quality when making up silk shirts; seams, interlinings, buttonholes and buttons must all be of a high standard in keeping with the price. The main target groups consist of dynamic, successful men who have an eye for fashionable details and who know the true value of the silk shirt's hallmarks – delicious feel and comfort in wear.



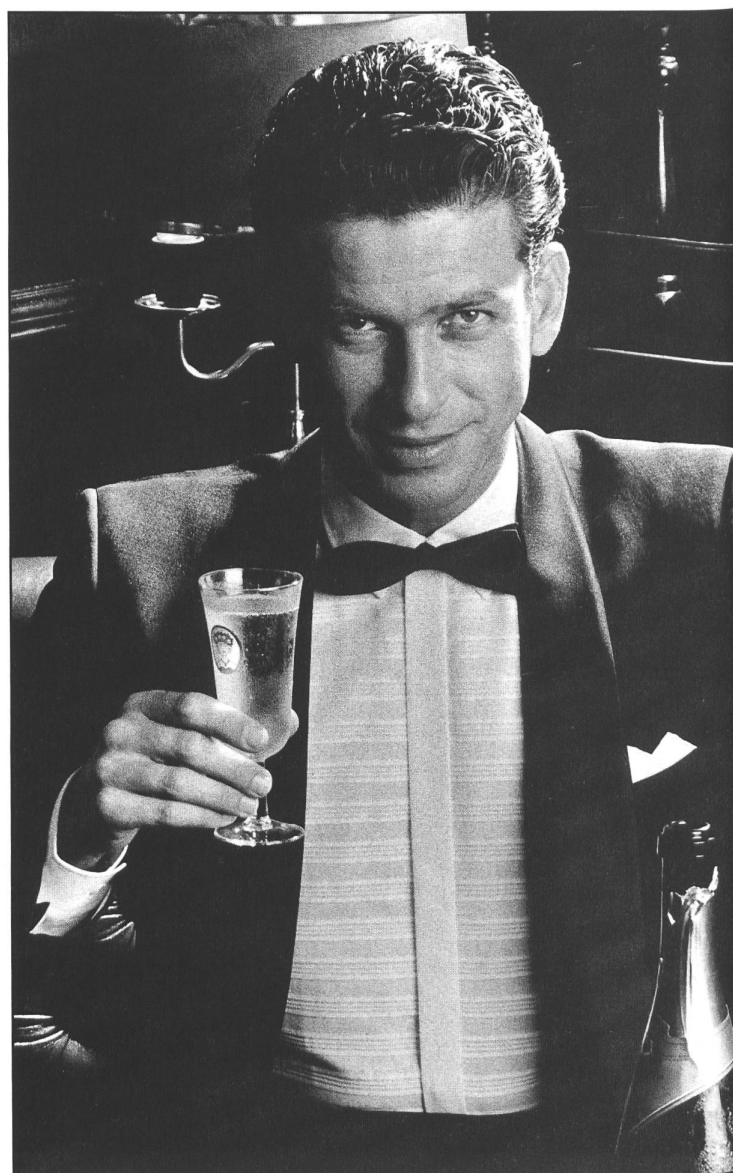
E. SCHUBIGER + CIE AG,
Uznach

*Mod. Création Otto Hoffmann
Top Couture*

«Aruba», shirt in washable pin-striped pure silk / Waschbares
Reinseidenhemd aus Milrayé-Toile / Chemise en pure soie lavable, toile
mille-raies.



BLACK TIE



△
EUGSTER + HUBER TEXTIL AG, St. Gallen *Mod. Diamant's*
«Iris», pure cotton plissé / Plissé aus reiner Baumwolle / Plissé en pur
coton.

◁
EUGSTER + HUBER TEXTIL AG, St. Gallen *Mod. Akco*
Fine embroidery in pure cotton / Feine Stickerei aus reiner Baum-
wolle / Fine broderie en pur coton.



△
FORSTER WILLI + CO. AG, St. Gallen *Mod. Linea HB*

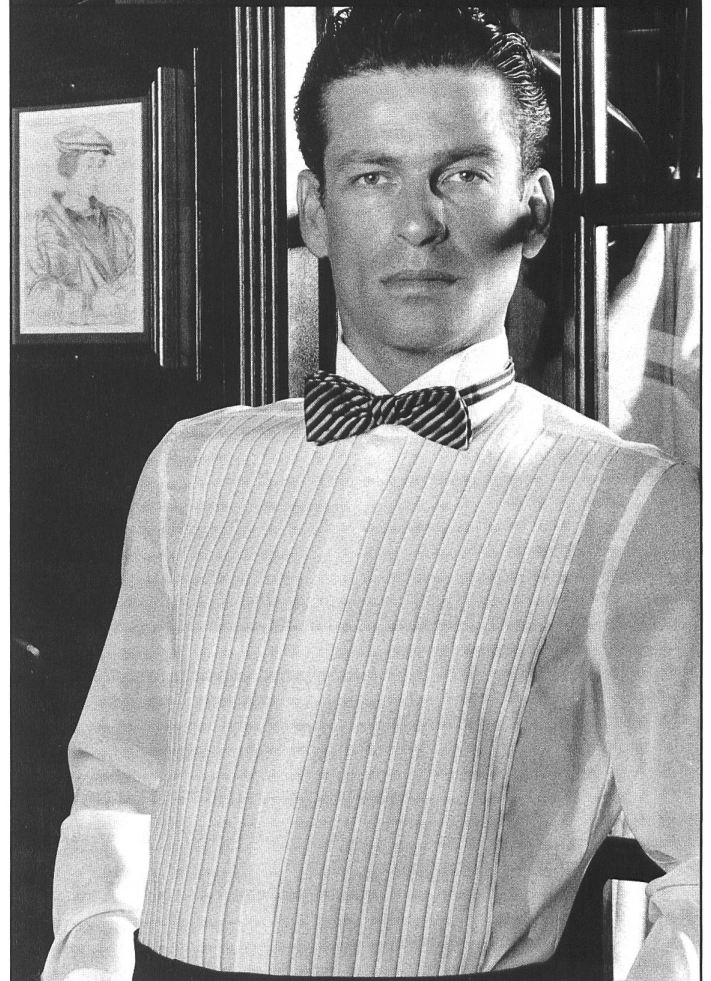
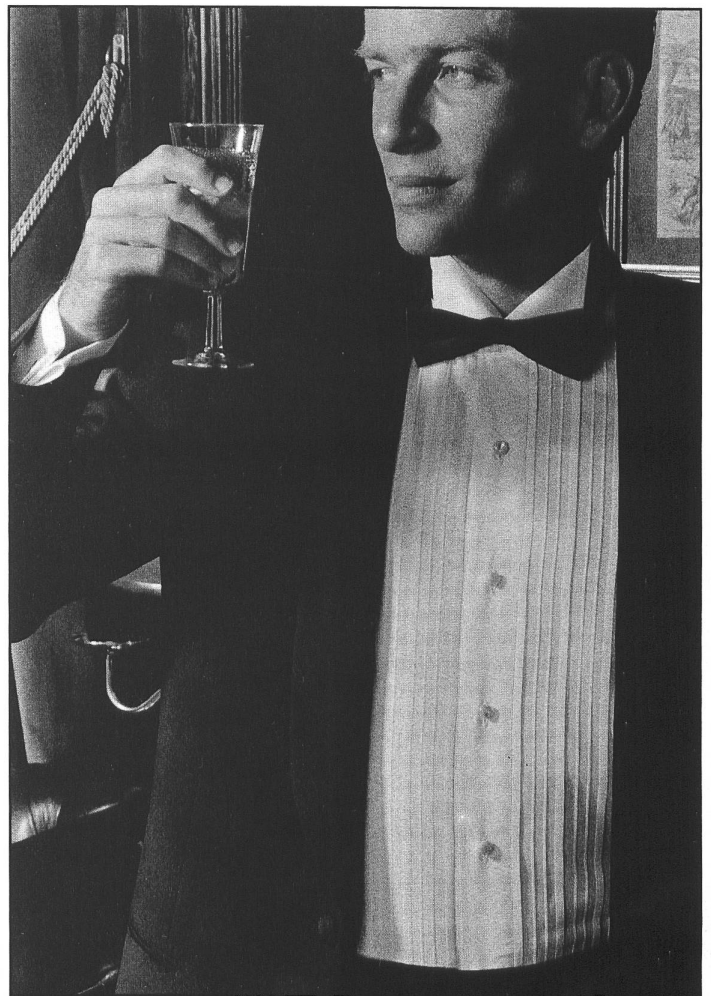
Pure cotton party shirt with fine embroidery / Party-Hemd mit feiner Stickerei aus reiner Baumwolle / Chemise party en pur coton à fines broderies.

△▷
ALBRECHT + MORGEN AG, St. Gallen *Mod. Burini*

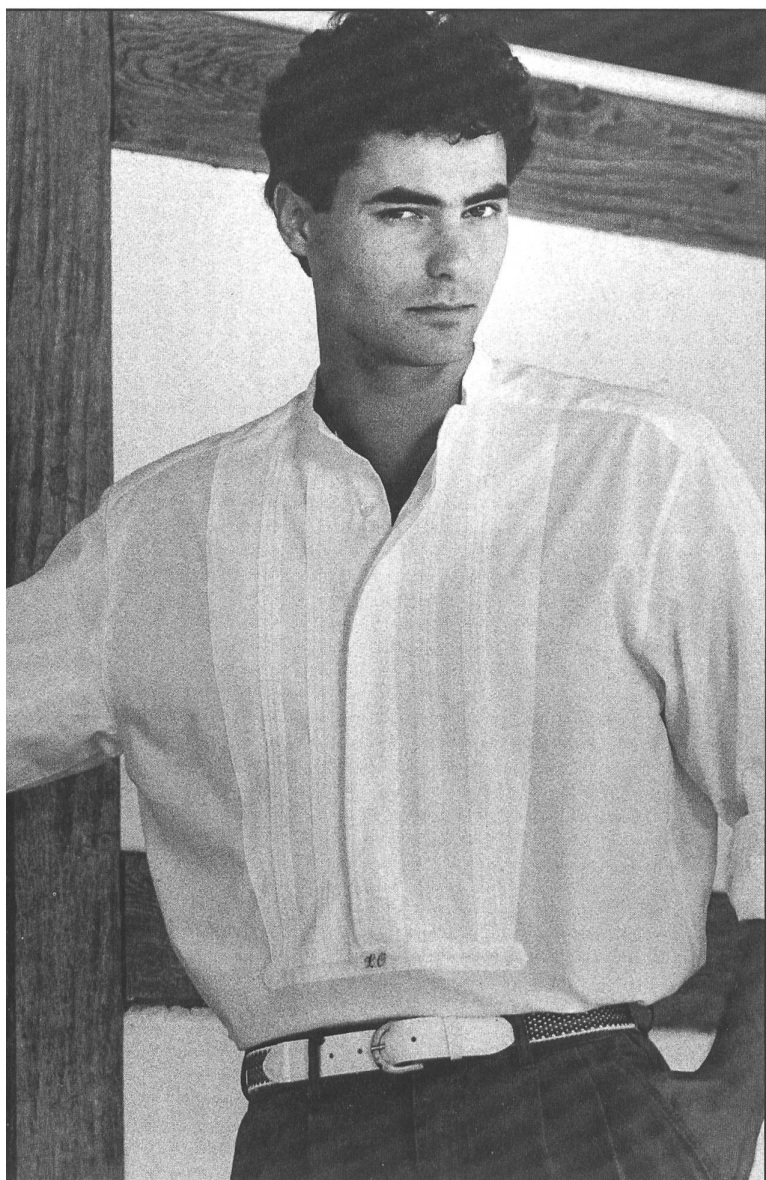
Full twist, pure cotton plissé voile / Voile Plissé aus reiner Baumwolle, Vollzwirn / Voile plissé en pur coton retors.

▷
ALBRECHT + MORGEN AG, St. Gallen *Mod. Diamant's*

Pure cotton colour-woven plissé voile / Voile Plissé aus reiner Baumwolle, buntgewebt / Voile plissé en pur coton tissé multicolore.



PLISSÉS



△
EUGSTER + HUBER TEXTIL AG,
St. Gallen

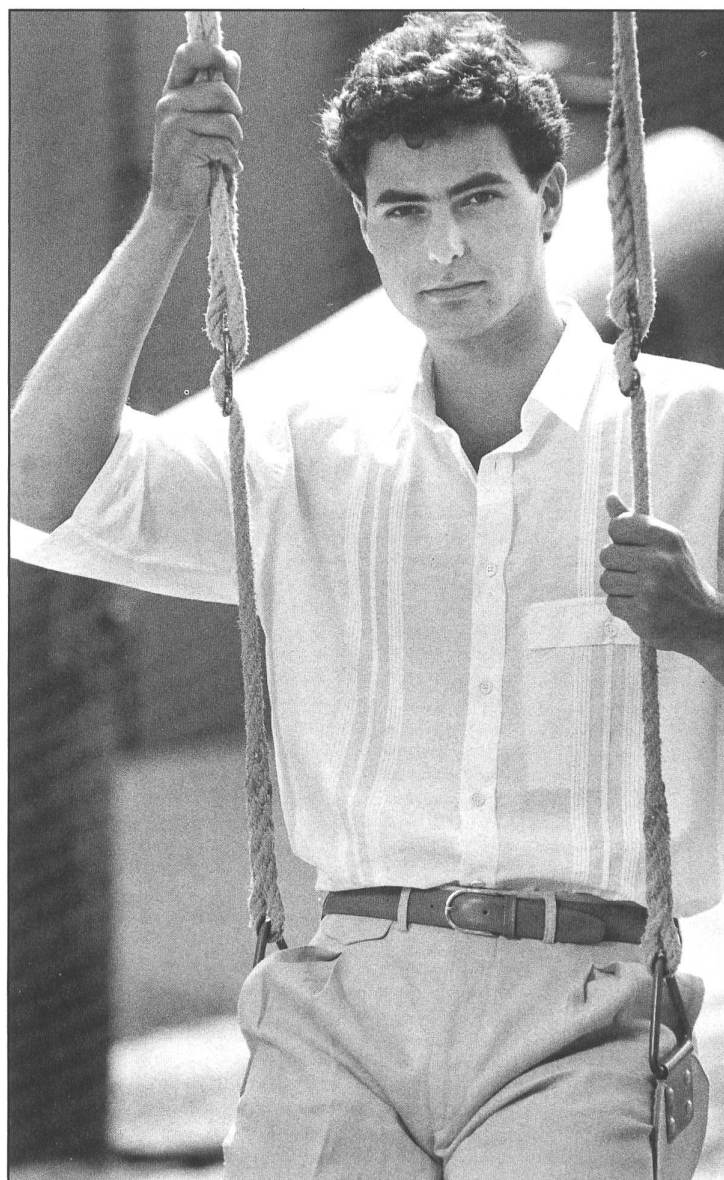
«Derby», pure cotton plissé / Plissé aus reiner Baumwolle / Plissé en pur coton.

△▷
EUGSTER + HUBER TEXTIL AG, St. Gallen

«Flavia», pure cotton plissé / Plissé aus reiner Baumwolle / Plissé en pur coton.

▷
CHR. FISCHBACHER CO. AG, St. Gallen

«Metropol», cotton poplin and «Lido» pure cotton mesh / «Metropol», Baumwoll-Popeline und Netz «Lido» aus reiner Baumwolle / «Metropol», popeline de coton et résille «Lido» en pur coton.



Mod. A.A.Cacciavillani

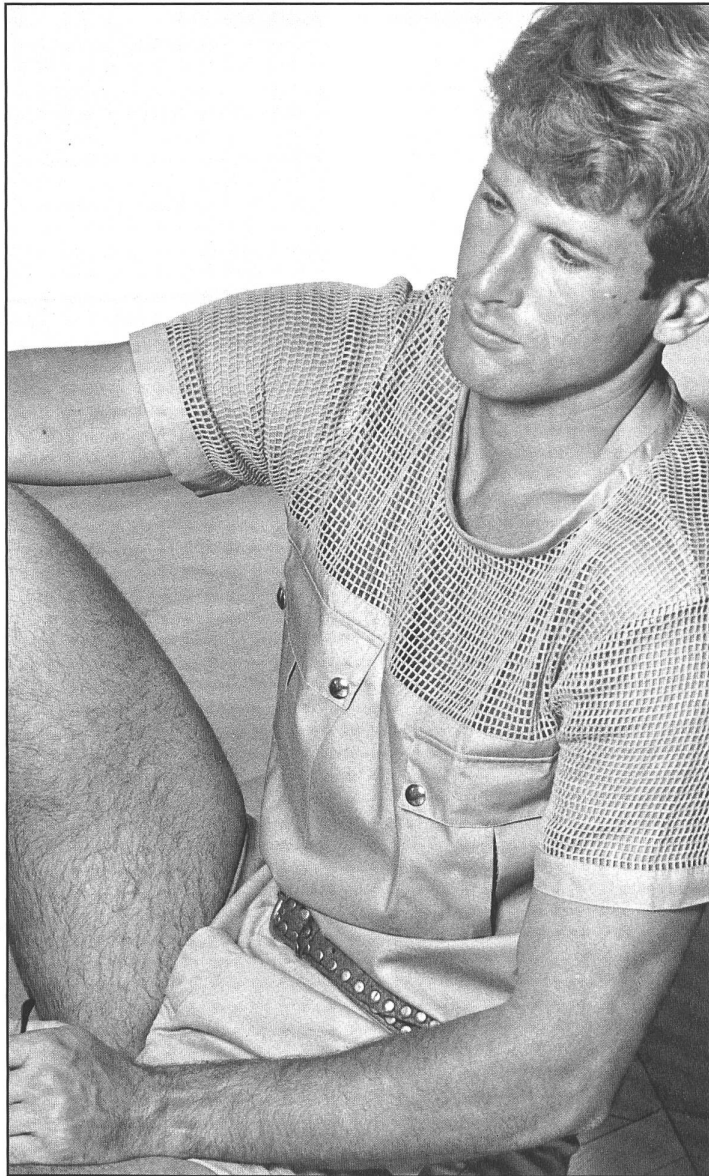
Mod. Alex

Hausmodell

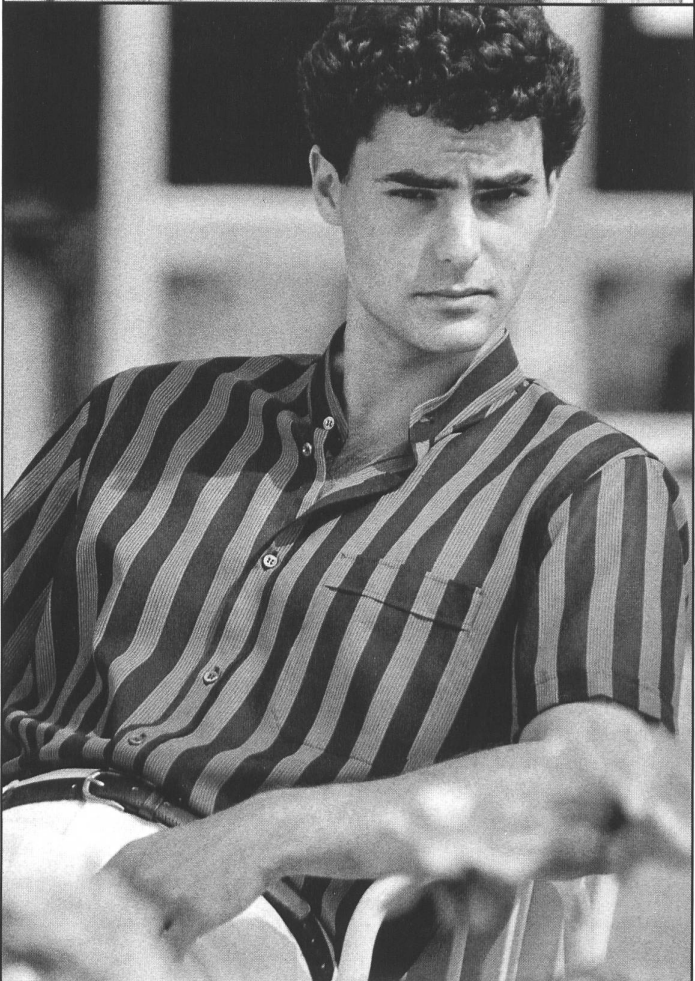
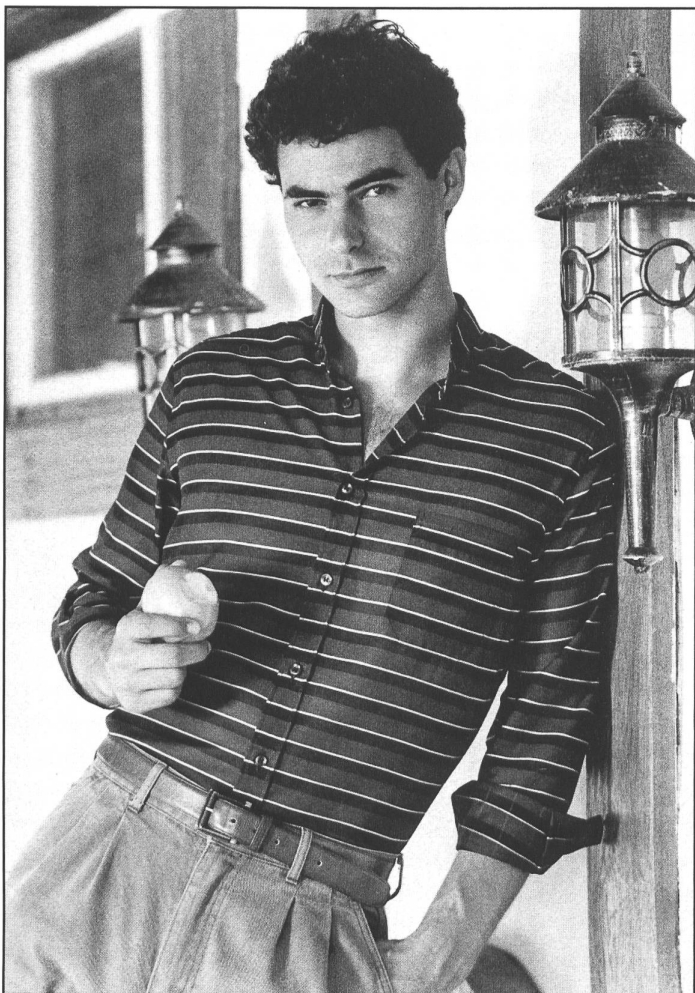
LEISURE WEAR IN COTTON,

LINEN AND JERSEY

Greater comfort is expected of leisure wear shirts than of city shirts. This is provided by the loose cuts and actively breathing, highly absorbent fine wovens such as cotton, linen and cotton/linen blends.



Here, too, stripes predominate, but checks are gaining ground, unobtrusive but imaginatively handled in somewhat brighter tones. Jersey, with knitted stripes, piqué patterns or prints, is being used more frequently for sports shirts, especially for the ever-popular polo styles.



STRIPES

SET THE FASHION



△

METTLER + CO. AG, St. Gallen

Mod. Jacques Britt

«Aurelina», pure cotton-linen / Reine Baumwoll-Leinen / Toile de coton pur.

<△

METTLER + CO. AG, St. Gallen

Mod. Pancaldi & B.

«Sarazena», printed pure cotton voile / Baumwoll-Voile aus reiner Baumwolle, bedruckt / Voile de coton pur, imprimé.

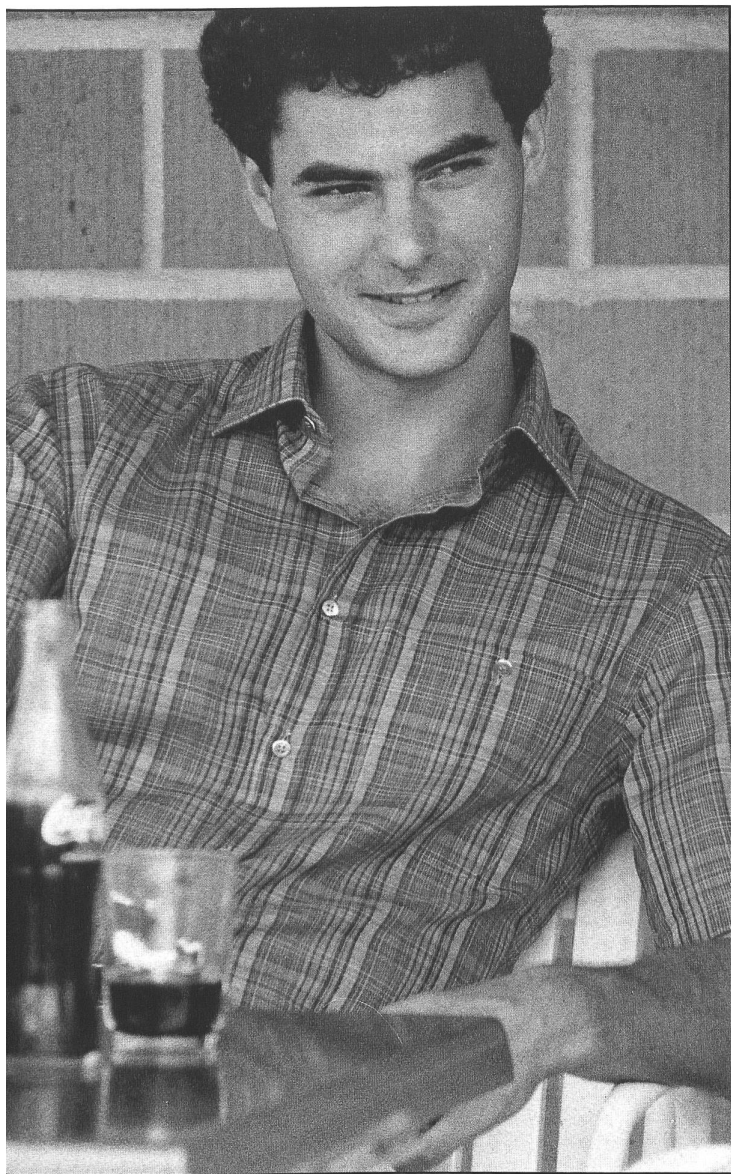
<△

REICHENBACH + CO. AG, St. Gallen

Mod. Linea HB

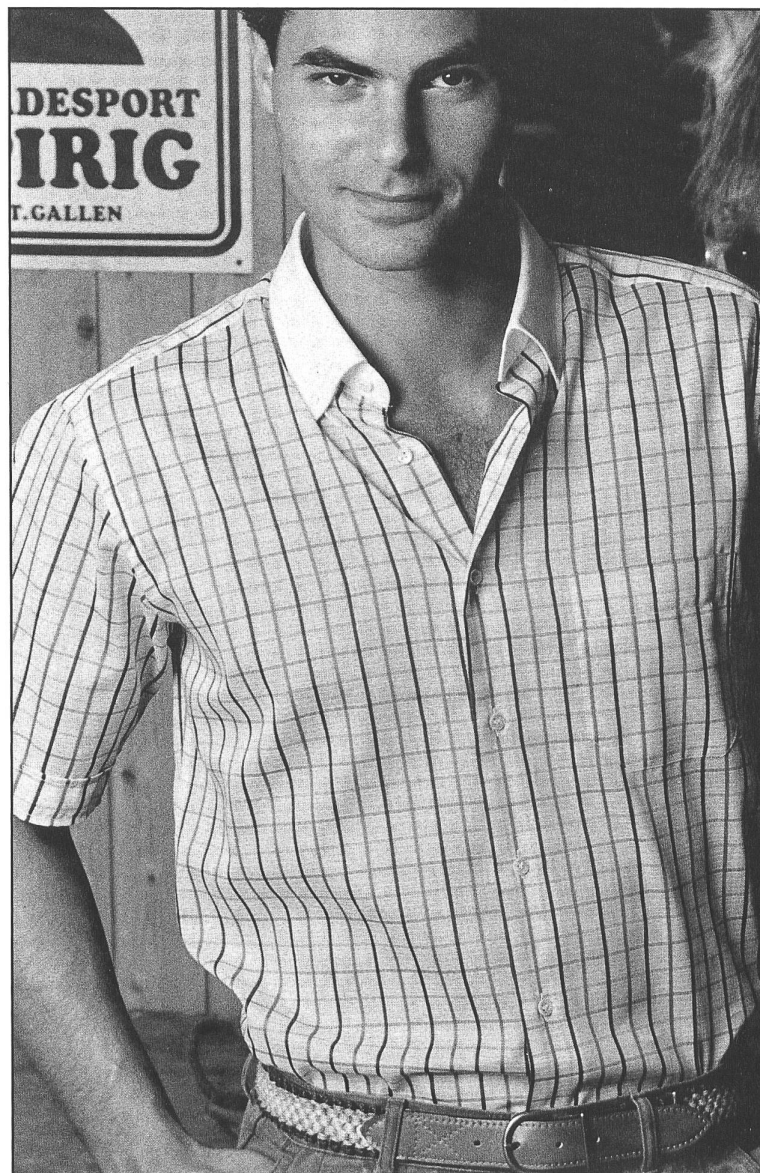
Pure cotton colour-woven / Buntgewebe aus reiner Baumwolle / Tissue multicolore en pur coton.

CHECKS ARE COMING



△
FILTEX AG, St. Gallen

«Laguna», pure cotton colour-woven / Fantasia-Voile aus reiner Baumwolle, buntgewebt / Voile fantaisie en pur coton, tissé multicolore.

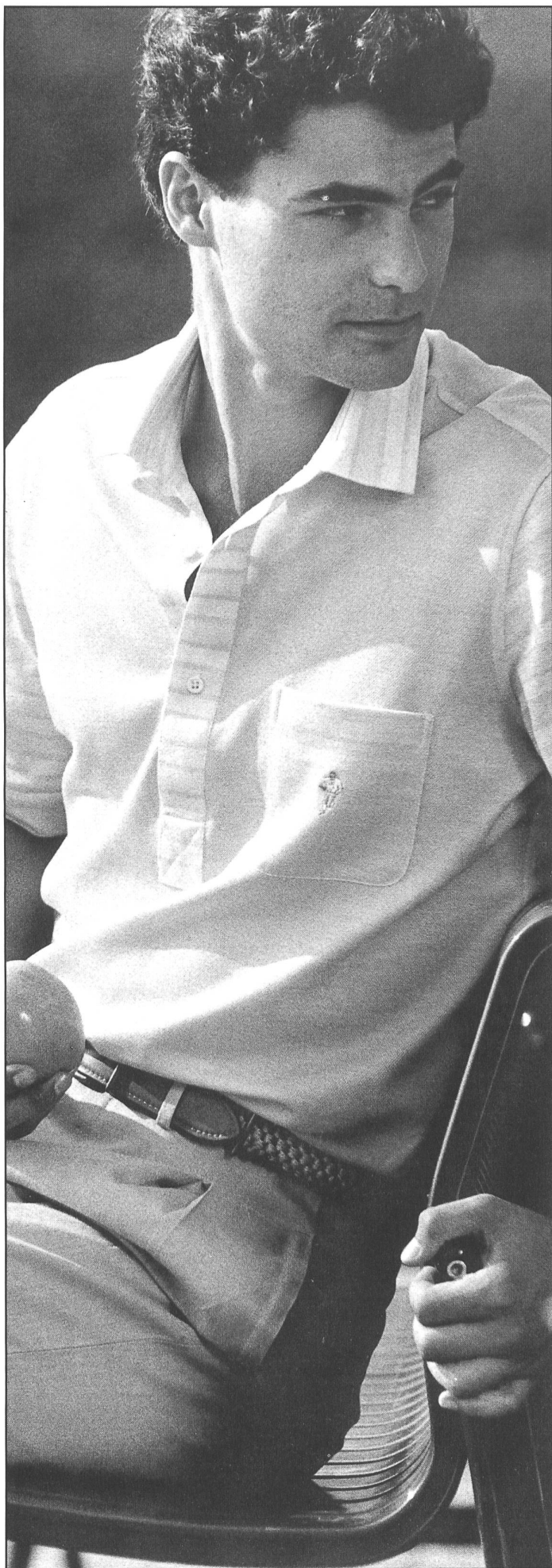


Mod. Gallieni Intermoda

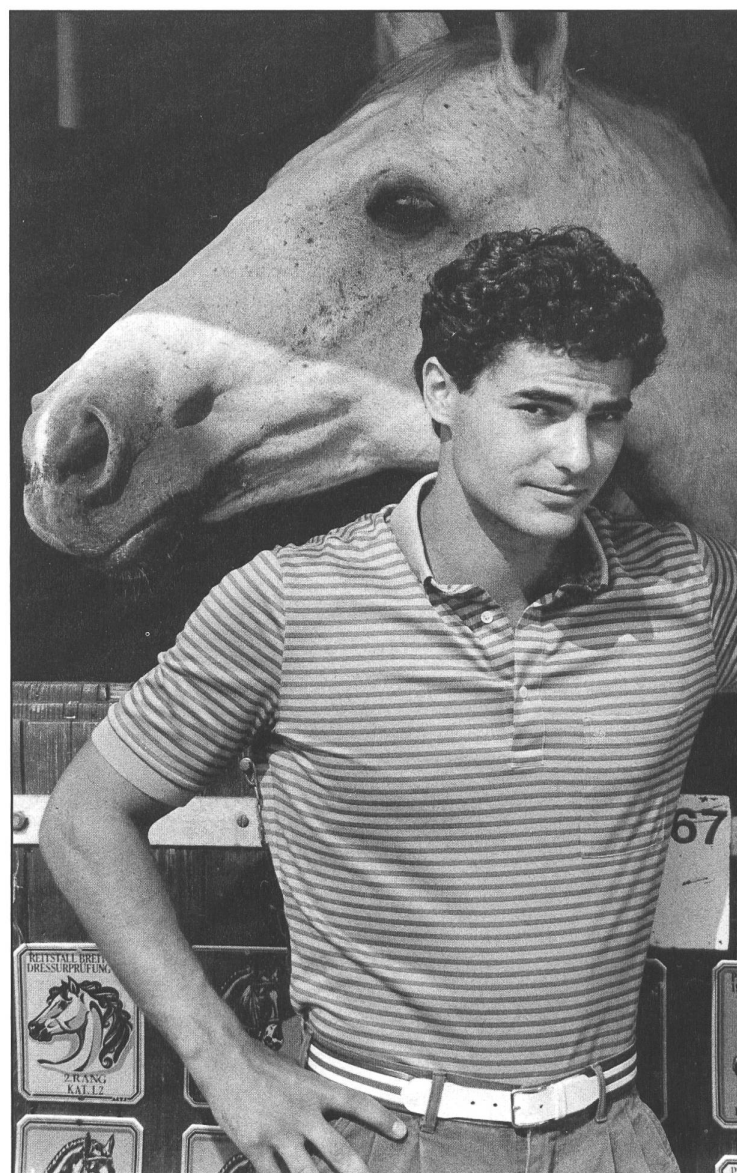
△▷
FILTEX AG, St. Gallen

Mod. Della Croce

«Laguna», pure cotton colour-woven fancy voile / Fantasia-Voile aus reiner Baumwolle, buntgewebt / Voile fantaisie en pur coton, tissé multicolore.



WHY NOT JERSEY?



△
FORSTER WILLI + CO. AG, St. Gallen *Mod. Jacques Britt*
«Camargue», pure cotton striped jersey / Ringel-Jersey aus reiner Baumwolle / Jersey rayé en pur coton.

◁
FORSTER WILLI + CO. AG, St. Gallen *Mod. Diamant's*
«Camargue», pure cotton jersey piqué, exclusive design / Jersey Piqué aus reiner Baumwolle, Exklusiv-Dessin / Piqué jersey en pur coton, dessin exclusif.



▷ METTLER + CO. AG, St. Gallen *Mod. Mode de France*
 «Amiata», printed pure cotton jersey / Baumwoll-Jersey aus reiner
 Baumwolle, bedruckt / Jersey de pur coton imprimé.

△ METTLER + CO. AG, St. Gallen *Mod. Création Riccardo*
 «Amiata», printed pure cotton jersey / Baumwoll-Jersey aus reiner
 Baumwolle, bedruckt / Jersey de pur coton imprimé.

