

Zeitschrift: Textiles suisses [Édition multilingue]
Herausgeber: Textilverband Schweiz
Band: - (1985)
Heft: 61

Artikel: A summer with embroidery
Autor: Huessy, Ruth
DOI: <https://doi.org/10.5169/seals-795105>

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. [Siehe Rechtliche Hinweise.](#)

Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. [Voir Informations légales.](#)

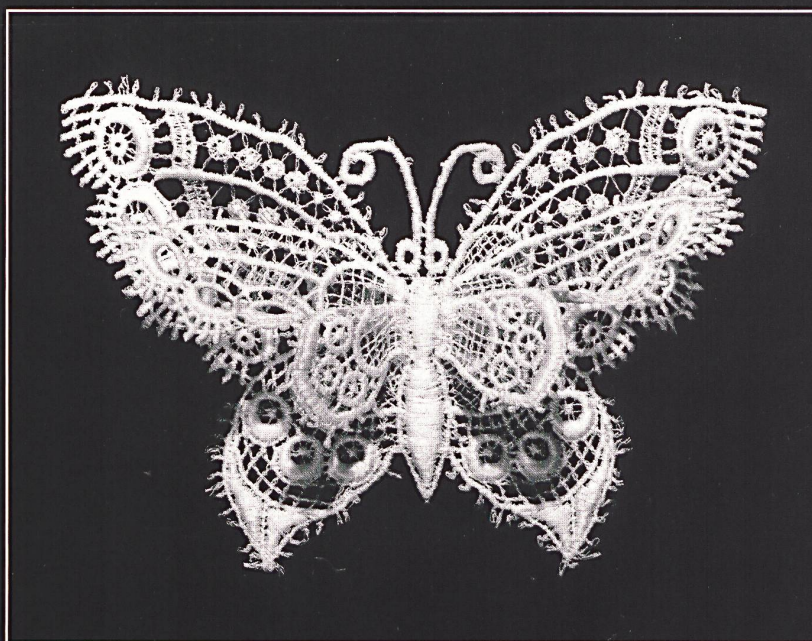
Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. [See Legal notice.](#)

Download PDF: 06.05.2025

ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>

A SUMMER WITH EMBROIDERY



Haute couture has proved it again: embroideries are big news! The manufacturing sector can't ignore this fashion signpost. The Swiss embroidery industry, well prepared to meet the demand for Spring/Summer 1986, is offering an immense choice of embroidered inserts, motifs, narrow ribbons, and crisp, dainty collars, many with embroidered pocket to match.

Natural fibres have lost nothing of their popularity. Swiss fine cottons such as voile and batiste, as well as satin and chintz, are favorite embroidery grounds that satisfy the demand for materials with a soft sheen. Linen is still to the fore, especially for the more exclusive articles, while fine-textured piqué is used for every conceivable variety of embroidery. Characteristic features of the novelties are asymmetry, three-dimensional effects, pattern and material mixes, a multitude of applications, insertions and guipure and cut-out superposés. Rhinestones, pearls and crystal applications, enhanced by lurex grounds and lamé clip cords, provide the necessary sparkle for festive occasions.

This chapter shows only a small cross-section of the collections that each firm has put together with great discrimination and love of detail and stamped with its personal signature.



SWISS MADE
EMBROIDERY



PETER M. GMÜR AG, WIL



A. NAEF AG, FLAWIL

COUNTRY ROMANCE //

The charm of dreamy flower gardens emerges with a naturalistic slant. But florals also appear in the guise of dainty individual blooms, stylized designs, and inspiration from Matisse, Chagall and Miró. Miniature posies, tiny Liberty flowers, butterflies and bird motifs are wafted on a fresh breeze of romanticism.

CAPRI

Pleasure cruising, yachting fun, and sophisticated beach resort fashions are inseparable from sporty elegance with a fresh youthful look that's also sexy and sophisticated. Carefully executed pierced work, pretty broderie anglaise and unusual motifs with subjects from sport and nature give embroideries that certain something that sets them apart from the run of the mill at the first glance. Ship ahoy! With Swiss embroideries, sails are set for success.

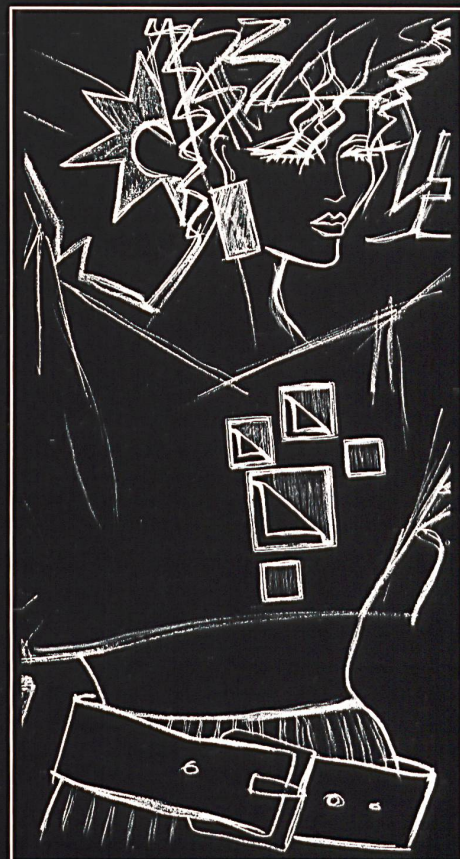


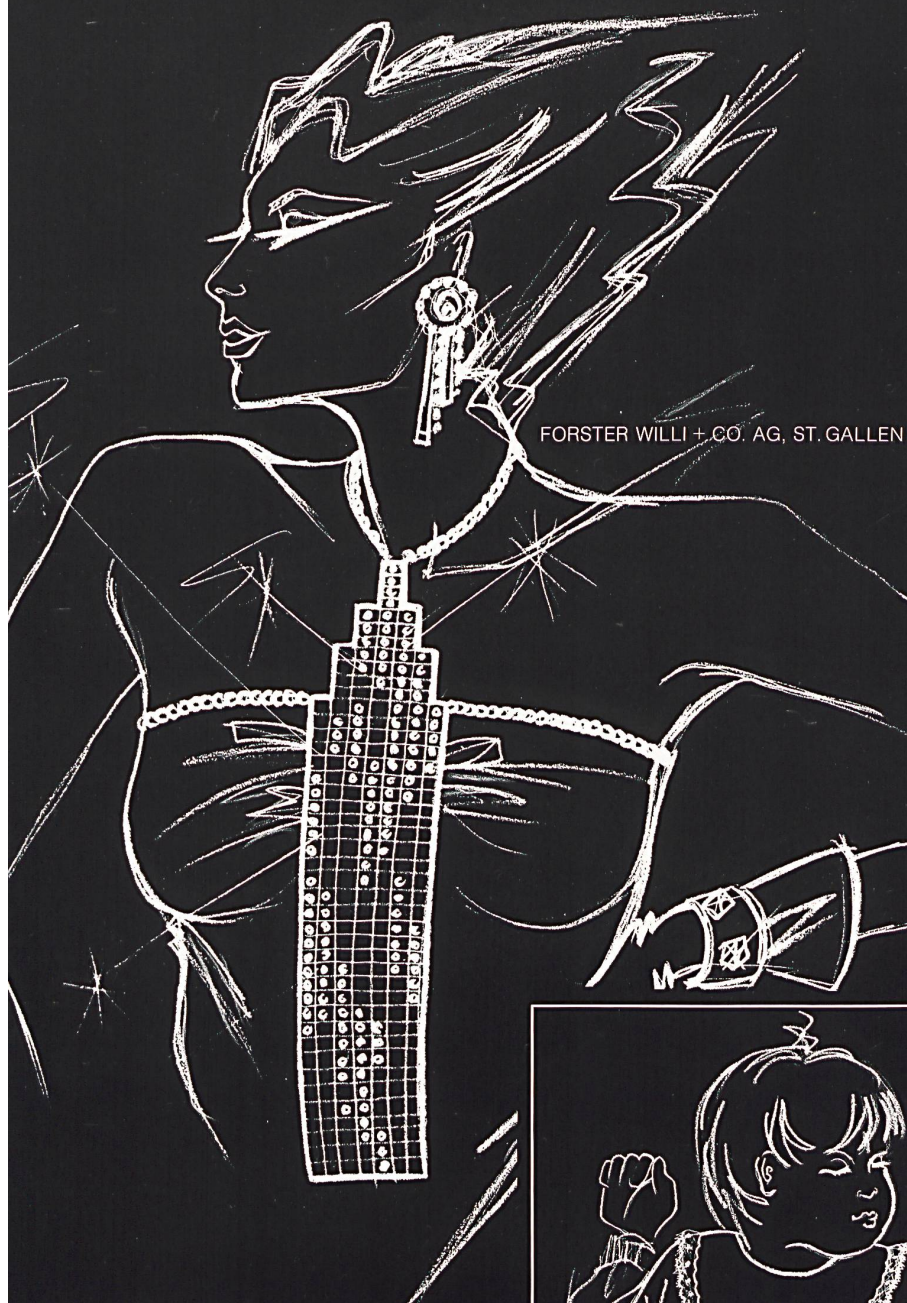
J.G. NEF-NELO AG, HERISAU

OFF BEAT

A theme that captures the antithetical, the unusual! Young, amusing designs, spicy transparencies, unconventional shapes. Original effects are important.

Trompe l'œil treatments reveal the innovative fantasy of the designs. The wide-ranging palette is full of surprises, and the embroidery trimming is at home on everything from the T-shirt to the avant-garde evening pullover.





FORSTER WILLI + CO. AG, ST. GALLEN

GLAMOUR

Hollywood and the film star world of the fifties, rich embroideries with tasteful open work, heat-bonded pearls and tiny ornamental stones, material-mix applications, and the very sheer lingerie look. Embroideries add an equally rich note to short cocktail dresses and floor-length evening gowns. Matt and lustre combinations are important.



ALBIN BREITENMOSER AG, APPENZELL



ALTOCO AG, ST. GALLEN

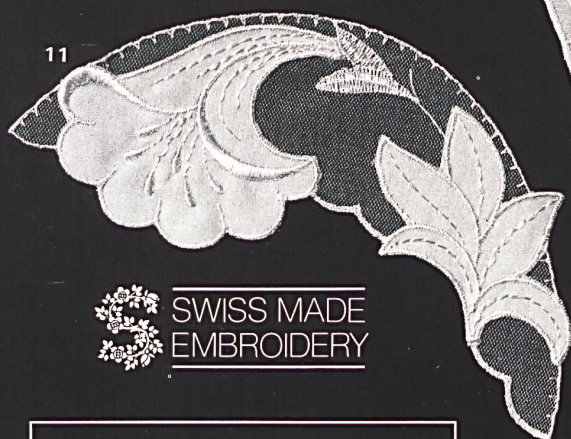
LEISURE TIME

These are an absolute must for the sports and leisure fashions that are taking over an increasing share of the market: T-shirts, tracksuits, anoraks and parkas. Any article of sportswear looks smarter with a popular embroidery patch featuring representative motifs of the individual branches of sport. Gaily coloured folklore motifs are the backbone of the souvenir trade. Matterhorn and alpine procession, flag throwers and alphorn players are typical Swiss themes that are worn all over the world.

CHILDREN'S DELIGHT

Children love embroideries because they mirror their own little world. Animal subjects, such as bears, horses, cats and dogs, are all familiar figures they see around them and play with as toys. Then there are delightful bibs with tone-in-tone or multi-coloured embroidery, floral or figurative designs, lace trimmings or decorative scalloped edges, that make such lovely gifts.





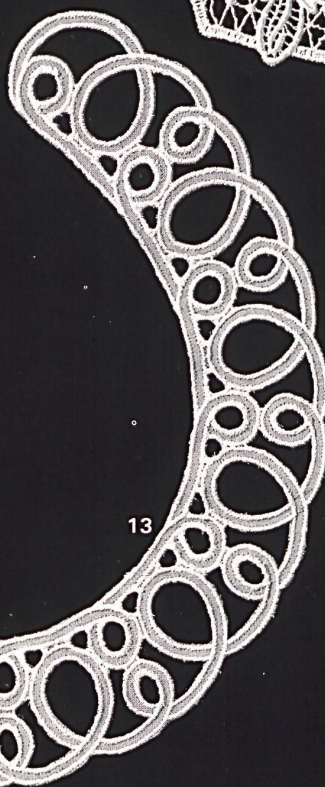
SWISS MADE
EMBROIDERY

COUNTRY ROMANCE

Flowers – naturalistic, stylized, abstract – with a romantic flavour are the main feature of the new inserts, motifs and collars.

Blumen – naturalistisch, stilisiert, abstrakt – als wichtigstes Element, mit einem Hauch Romantik umgeben, für die neuen Einsätze, Motive und Kragen.

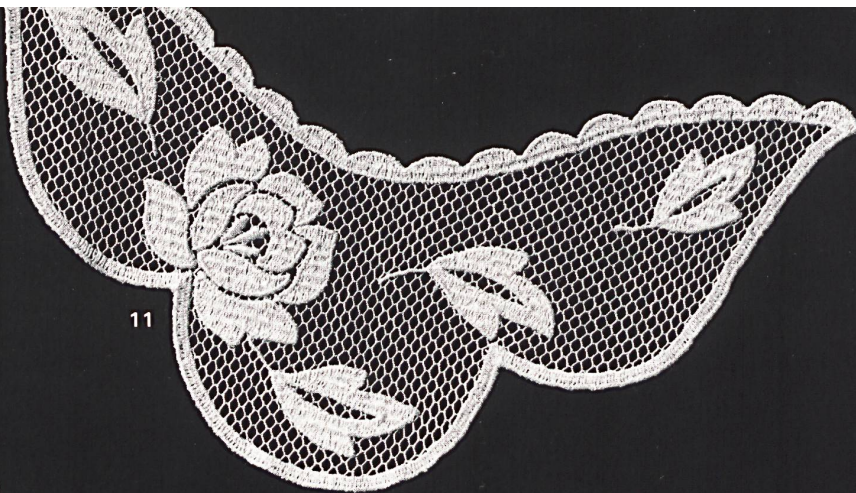
Des fleurs – figuratives, stylisées, abstraites – indispensables – entourées d'un souffle de romantisme, pour les nouveaux empiècements, motifs et cols.



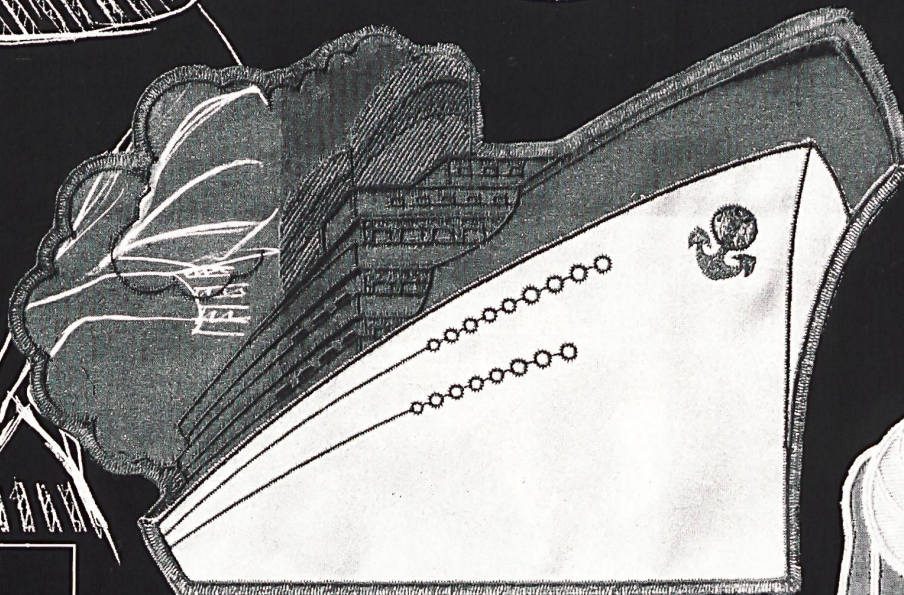
1. Altoco AG, St. Gallen
2. Bischoff Textil AG, St. Gallen
3. Albin Breitenmoser AG, Appenzell
4. Eisenhut + Co. AG, Gais
5. Eugster + Huber Textil AG, St. Gallen
6. Filtex AG, St. Gallen
7. Forster Willi + Co. AG, St. Gallen
8. Gabathuler + Co. AG, Trübbach
9. R. Gantner AG, St. Gallen
10. Peter M. Gmür AG, Wil
11. Willy Jenny AG, St. Gallen
12. A. Naef AG, Flawil
13. J. G. Nef-Nelo AG, Herisau
14. Jacob Rohner AG, Rebstein
15. Union AG, St. Gallen



9



11



14

CAPRI

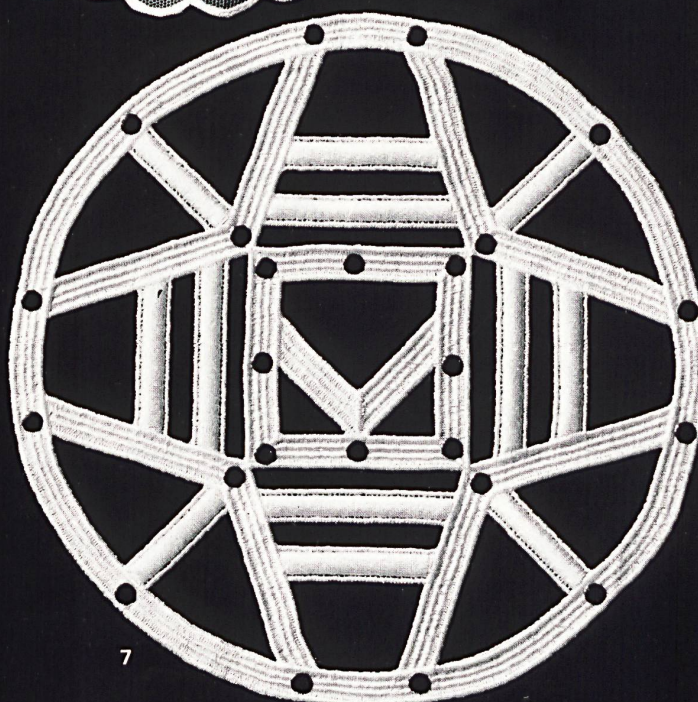
Capri! Swiss embroideries, many combined with spray printing, for mid-summer sophisticated beach resort fashions, life on board racy yachts, and light crisp clothing for town and country.

Capri! Schweizer Stickereien, oft mit Spritzdruck kombiniert, für die hochsommerliche Mode mondäner Badeorte, für das Leben an Bord schneller Jachten, aber auch für die frische, leger Bekleidung in der Stadt und auf dem Land.

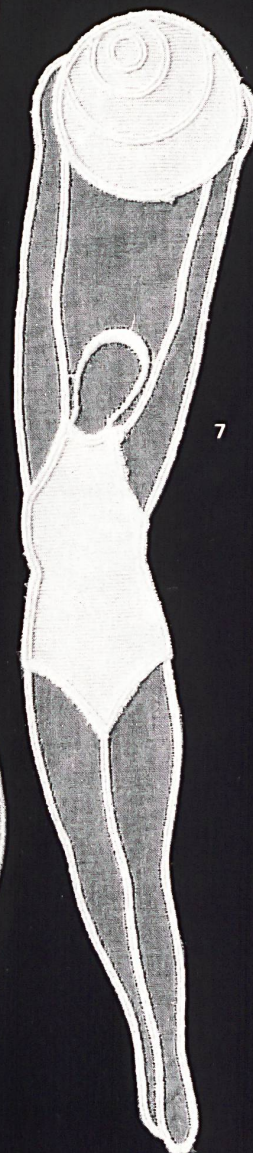
Capri! Broderies suisses, souvent associées avec des impressions au pistolet, pour la mode estivale des stations balnéaires en vogue, pour le yachting mondain, mais aussi fraîcheur et légèreté du vêtement en ville et à la campagne.



13



7



7

1. Altoco AG, St. Gallen
2. Bischoff Textil AG, St. Gallen
3. Albin Breitenmoser AG, Appenzell
4. Eisenhut + Co. AG, Gais
5. Eugster + Huber Textil AG, St. Gallen
6. Filtext AG, St. Gallen
7. Forster Willi + Co. AG, St. Gallen
8. Gabathuler + Co. AG, Trübbach
9. R. Gantner AG, St. Gallen
10. Peter M. Gmür AG, Wil
11. Willy Jenny AG, St. Gallen
12. A. Naef AG, Flawil
13. J. G. Nef-Nelo AG, Herisau
14. Jacob Rohner AG, Rebstein
15. Union AG, St. Gallen

OFF BEAT

For the unconventional avant-gardistes! Originality, contrasting materials, three-dimensional embroidery technique whimsically interpreted.

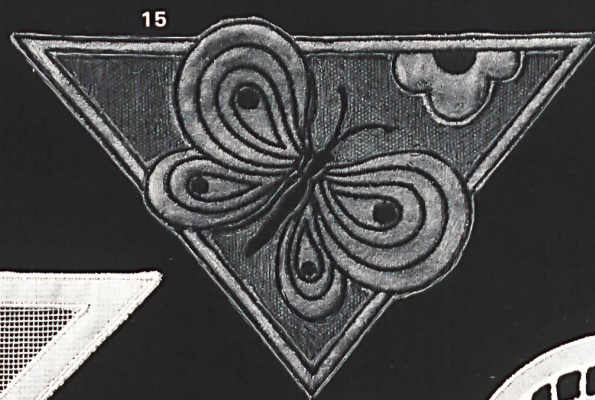
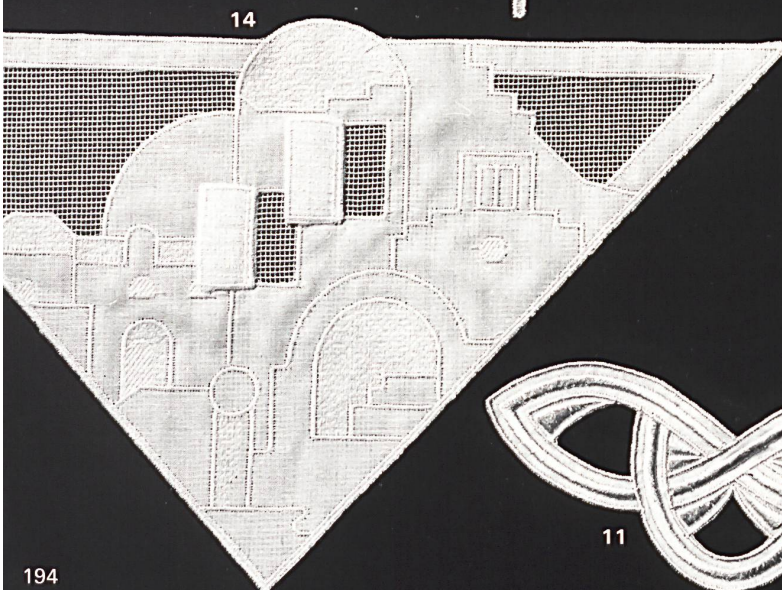
Für die Unkonventionellen: Avantgarde! Originalität, Gegensätzlichkeit der Materialien, Dreidimensionales stickertechnisch kapriziös interpretiert.

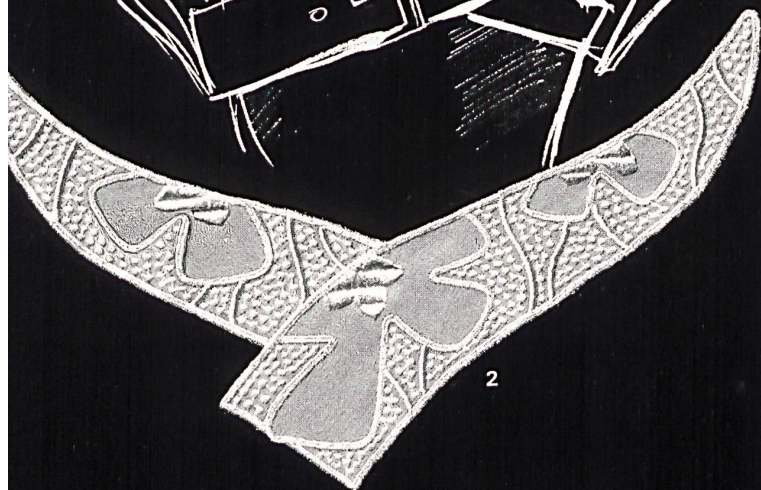
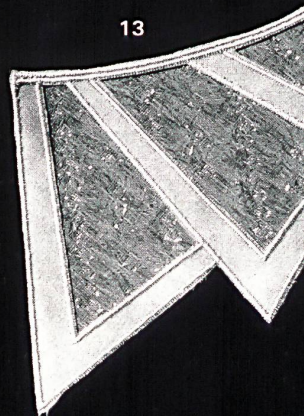
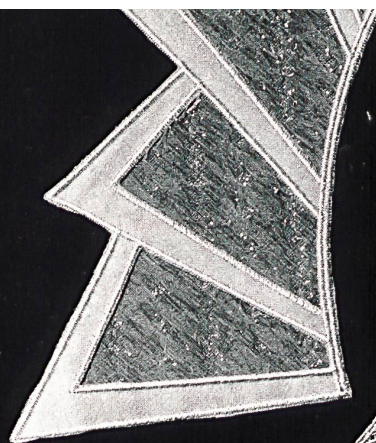
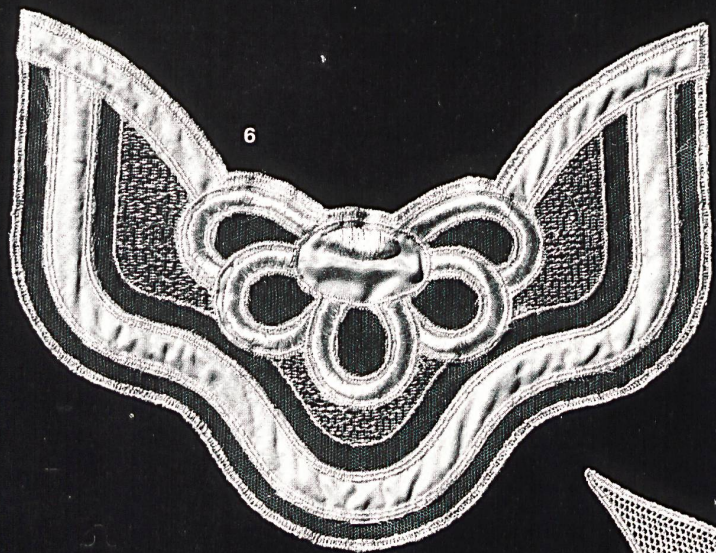
Pour les non-conformistes, l'avantgarde! Originalité, contraste des matières, trois dimensions, surprenantes interprétations et techniques de broderie.

1. Altoco AG, St. Gallen
2. Bischoff Textil AG, St. Gallen
3. Albin Breitenmoser AG, Appenzell
4. Eisenhut + Co. AG, Gais
5. Eugster + Huber Textil AG, St. Gallen
6. Filtext AG, St. Gallen
7. Forster Willi + Co. AG, St. Gallen
8. Gabathuler + Co. AG, Trübbach
9. R. Gantner AG, St. Gallen
10. Peter M. Gmür AG, Wil
11. Willy Jenny AG, St. Gallen
12. A. Naef AG, Flawil
13. J. G. Nef-Nelo AG, Herisau
14. Jacob Rohner AG, Rebstein
15. Union AG, St. Gallen



SWISS MADE
EMBROIDERY





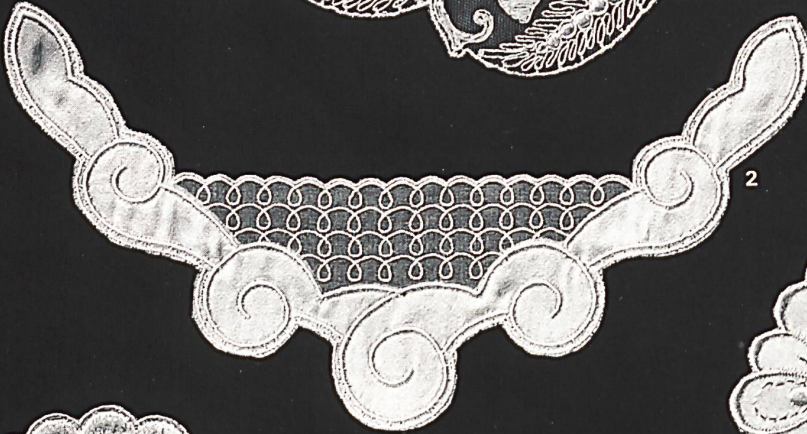
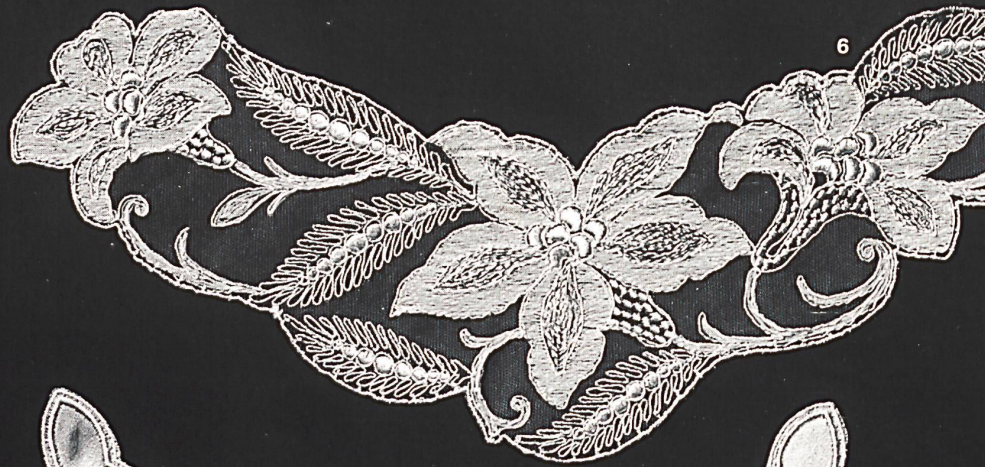
GLAMOUR

Hollywood, nostalgia, lingerie look, and transparency! Glamour in tulle and laces, clip cord embroidery, burnt-out and cut-out effects, and glamour with pearl and rhinestone applications.

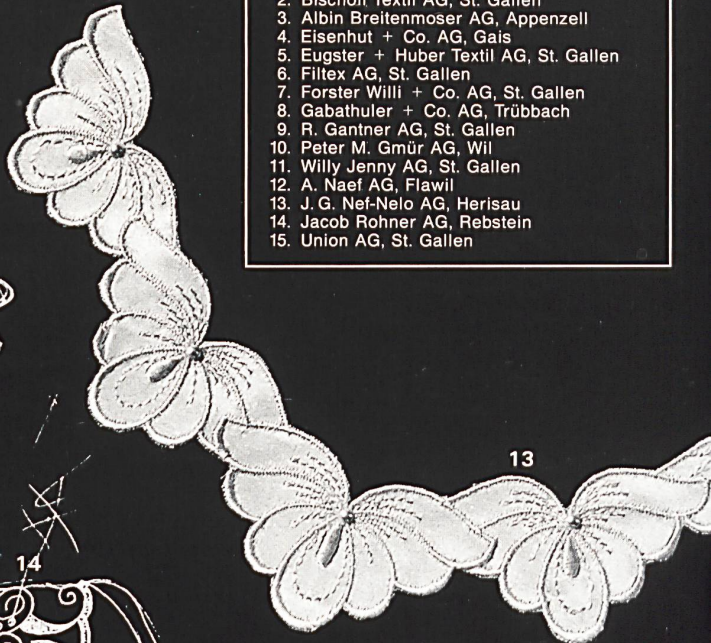
Hollywood, Nostalgie, Wäschelook und Transparenz! Glamour nicht nur in Tüll und Spitzen, Schnürli-stickerei, Ätz- und Spachteffekte, Glamour auch mit Strass- und Perlenapplikationen.

Hollywood, rétro, lingerie-look et transparence! Glamour, avec du tulle, des dentelles, des broderies au cordonnet, chimiques et découpées, mais aussi avec des applications de perles et de strass.

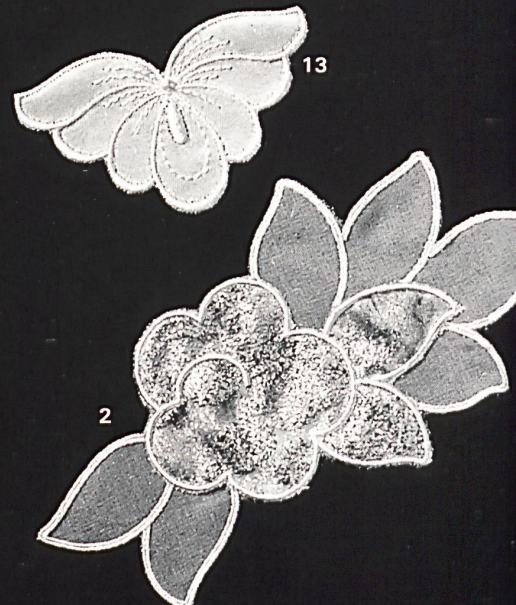
1. Altoco AG, St. Gallen
2. Bischoff Textil AG, St. Gallen
3. Albin Breitenmoser AG, Appenzell
4. Eisenhut + Co. AG, Gais
5. Eugster + Huber Textil AG, St. Gallen
6. Filtext AG, St. Gallen
7. Forster Willi + Co. AG, St. Gallen
8. Gabathuler + Co. AG, Trübbach
9. R. Gantner AG, St. Gallen
10. Peter M. Gmür AG, Wil
11. Willy Jenny AG, St. Gallen
12. A. Naef AG, Flawil
13. J. G. Nef-Nelo AG, Herisau
14. Jacob Rohner AG, Rebstein
15. Union AG, St. Gallen



15



13

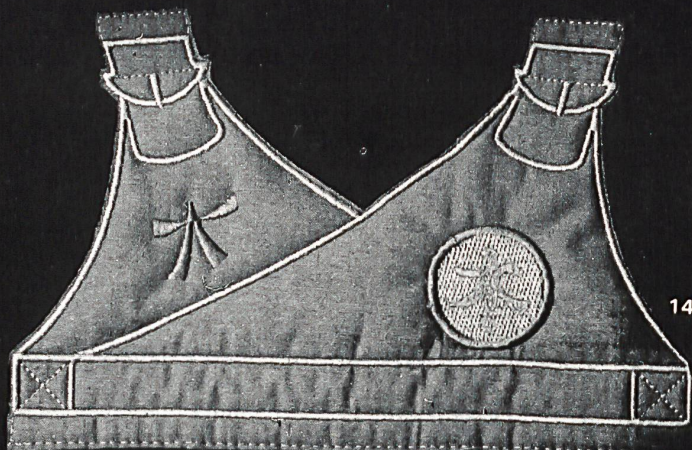
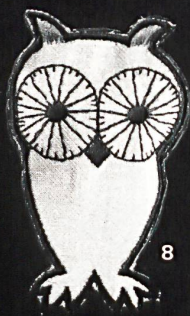


2



SWISS MADE
EMBROIDERY



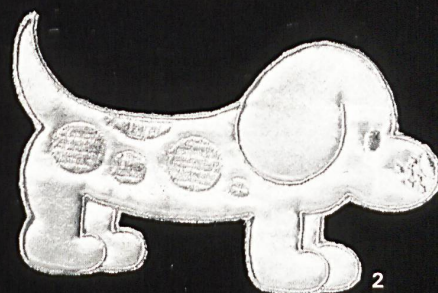
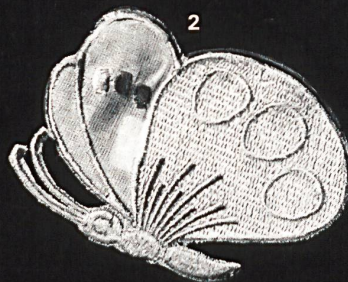


CHILDREN'S DELIGHT

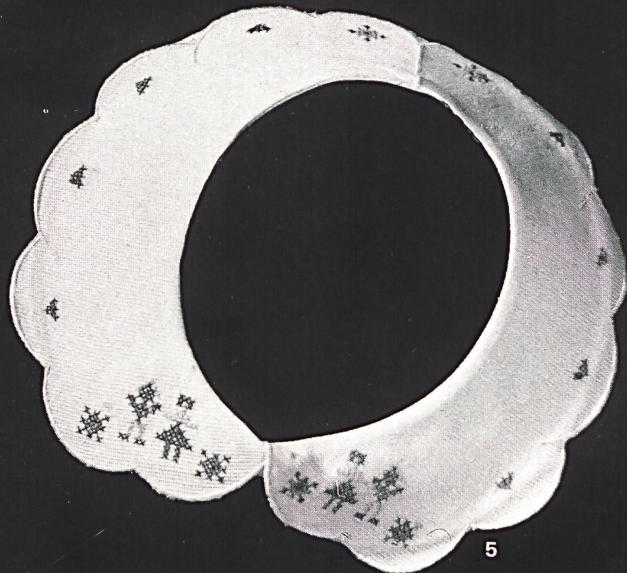
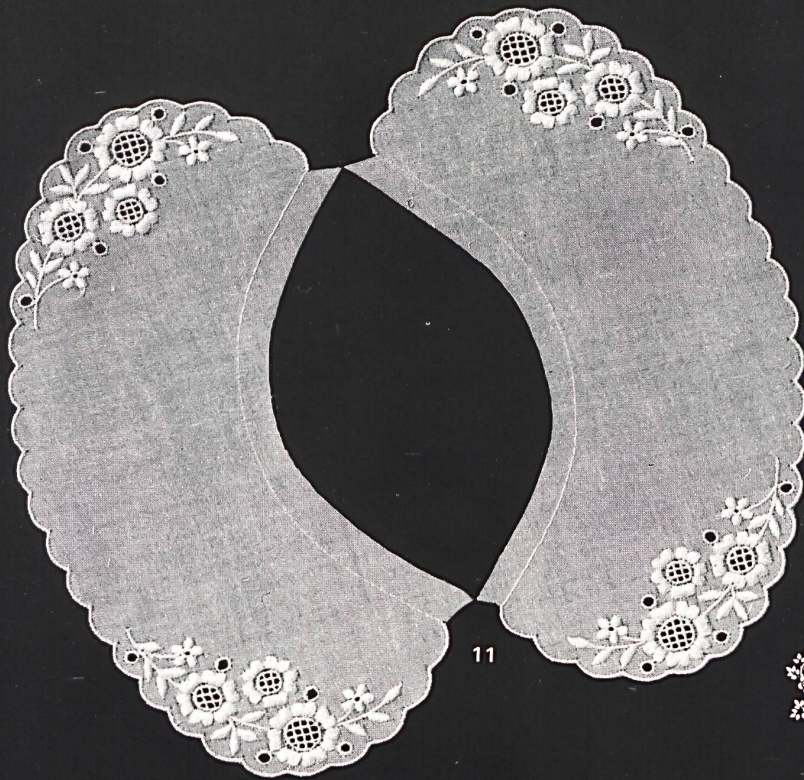
The embroidery designer's fantasy unlocks the door to the child's imaginary world, creating three-dimensional impressions with matelassé effects, and peopling the creations with charming and unusual characters.

Die Fantasie der Stickerei-Designer passt sich der kindlichen Vorstellungswelt an, bringt mit Matelassé-Effekten dreidimensionale Wirkung hervor, bezaubert mit originellen Figuren.

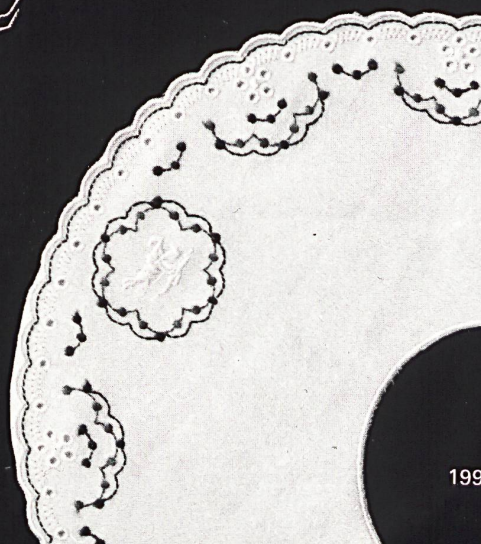
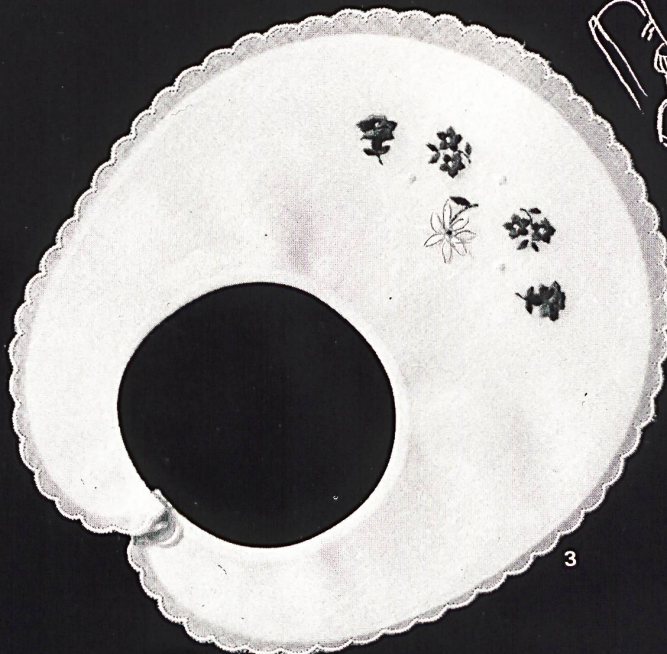
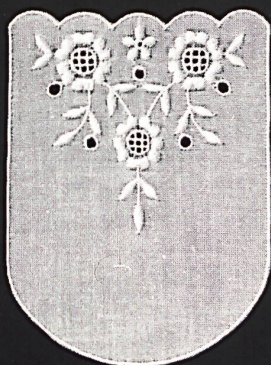
L'imagination des stylistes s'adapte au monde enfantin, propose des matelassés, des effets tridimensionnels, des reproductions originales et ravissantes.



1. Altoco AG, St. Gallen
2. Bischoff Textil AG, St. Gallen
3. Albin Breitenmoser AG, Appenzell
4. Eisenhut + Co. AG, Gais
5. Eugster + Huber Textil AG, St. Gallen
6. Filtext AG, St. Gallen
7. Forster Willi + Co. AG, St. Gallen
8. Gabathuler + Co. AG, Trübbach
9. R. Gantner AG, St. Gallen
10. Peter M. Gmür AG, Wil
11. Willy Jenny AG, St. Gallen
12. A. Naef AG, Flawil
13. J. G. Nef-Nelo AG, Herisau
14. Jacob Rohner AG, Rebstein
15. Union AG, St. Gallen



SWISS MADE
EMBROIDERY





SWISS MADE
EMBROIDERY



LEISURE TIME

A sport motif and blazer emblem for every one! An overwhelming variety of multicoloured motifs for every field and every taste.

Jedem sein Sportmotiv, sein Blazer-Emblem! Buntstickerei-Motive in einer unübersehbaren Fülle für jeden Bereich, für jeden Geschmack.

A chacun son motif sport, l'insigne de son blazer! Motifs brodés multicolores en d'innombrables variantes, pour toutes les occasions et tous les goûts.

1. Altoco AG, St. Gallen
2. Bischoff Textil AG, St. Gallen
3. Albin Breitenmoser AG, Appenzell
4. Eisenhut + Co. AG, Gais
5. Eugster + Huber Textil AG, St. Gallen
6. Filtext AG, St. Gallen
7. Forster Willi + Co. AG, St. Gallen
8. Gabathuler + Co. AG, Trübbach
9. R. Gantner AG, St. Gallen
10. Peter M. Gmür AG, Wil
11. Willy Jenny AG, St. Gallen
12. A. Naef AG, Flawil
13. J. G. Nef-Nelo AG, Herisau
14. Jacob Rohner AG, Rebstein
15. Union AG, St. Gallen

