Swiss colours collar british shirt market

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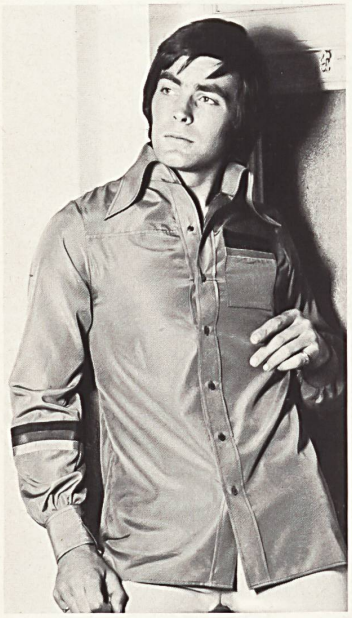
SWISS COLOURS
COLLAR
BRITISH SHIRT
MARKET
EUGSTER & HUBER LTD., ST-GALL
Exquisite fly-front dress shirt features
embroidered front panels on
Terylene®/cotton.
Design by Rocola, London

SWISS COLOURS COLLAR BRITISH SHIRT MARKET

The shirt market constitutes a major outlet for Swiss fabric and embroidery manufacturers. On the British market alone, up to 80 % of the current shirt collections of well-known companies are made with Swiss fabrics. The reasons given for this are that, by and large, deliveries from Switzerland are better than those from other countries, British manufacturers respect the reliableness of Swiss quality and generally favourable comments are voiced by the trade regarding the standard of colours and designs. Another point in favour of Swiss suppliers is that they are prepared to accept orders from smaller firms and don't demand minimum order quantities. The great demand for Switzerland's large variety of fabrics and embroidery by British shirtmakers is due to a growing market for fashionably coloured as against the plain white shirts of a former era, the rising interest in patterned shirts and wider acceptance of imaginative styling. This situation is strongly reflected in all styles of shirts, from casual to semi-formal and formal models.

Among the best-represented Swiss fabrics in current British shirt collections are plain and printed cotton voiles, tone-on-tone or contrasting cotton clipcords, cotton and polyester jacquards, striped seersuckers including overprinted Tutorette and Ondorette varieties. A new printed version of crepon is back; polyester and cotton mixture fabrics are in wide demand. The



STÜNZI SONS LTD., HORGEN
Original shirt in a soft, washable crêpe de Chine in 100% Tersuisse®, with a stitched yoke, puritan collar and constrast bands on the pocket and sleeve.
Design by Nicholas Stoodley in London Ltd., London

▸
UNION LTD., ST-GALL
Elegant dress shirt features galloon embroidery on the fly front, framed by discreet pin-tucks, and a band of contrast colour for emphasis.
Design by Le Roi Menswear Ltd., London

popularity of a 100 % Tersuisse ® model, from the Pancaldi & B collection at 15/19 Cavendish Road, London W. 1, is due to its luxury, pure silk look.
While colourful panel prints have frequently replaced the embroidery of these last seasons, the latter still hold their own for semi-formal and evening shirts where they appear in new designs. In dresswear, white embroidered shirt fronts continue to enjoy great popularity; they are sometimes highlighted by a subtle colour contrast on the fly front, such as on models by Le Roi Menswear Ltd., 14 Ham Yard, London W. 1, with embroidery by *Union Ltd., St-Gall.* But even here an increasing demand for fashion colours can be reported. Typical of this trend is a semi-formal lilac Rocola shirt with tone-on-tone embroidered front by *Eugster & Huber Ltd., St-Gall.*
Another model from the Rocola collection of Bolina Road, London S.E. 16, features an attractive design in a bold new corded allover embroidery from *Christian Fischbacher Co., St-Gall.*
Among very attractive clipcord shirts by Mr. Harry (Menswear) Ltd., Lea Valley Trading Estate, North Circular Road, London N. 18, is a casual-style model in eye-catching printed crepon by *Mettler & Co. Ltd., St-Gall.*
Nicholas Stoodley in London Ltd., 200 Fulham Road, S.W. 10, whose first shirt collection was immediately snapped up by one of London's best-known stores, has designed an original shirt in 100 % Tersuisse ® from *Stünzi Sons Ltd., Horgen,* featuring contrasting pocket and sleeves.
From Tom Gilbey comes the exclusive "Jack-shirt" in polyester/cotton by *Stoffel Ltd., St-Gall.*
He started his own design organisation in London in 1966 and later set up his couture house with design consultancy at Sackville Street, London W. 1. In addition to his own couture collection, Tom Gilbey designs from British and foreign fibre companies and clothing manufacturers, and is very much in demand in his capacity as design consultant. Tom Gilbey's "Jack-shirt" is typical of his current styling mood: short sleeves, cropped to the waist, with plain fabric used on checks to stress the importance of pockets.
Swiss fabrics and St-Gallen embroidery will be well represented in the British shirt collections which will be shown at the International Men's Fashion Week, in Cologne, from August 19 to 22, and at the MAB Exhibition Harrogate 1971 which will be held on October 5th to 7th in Harrogate.

GRETA SITEK

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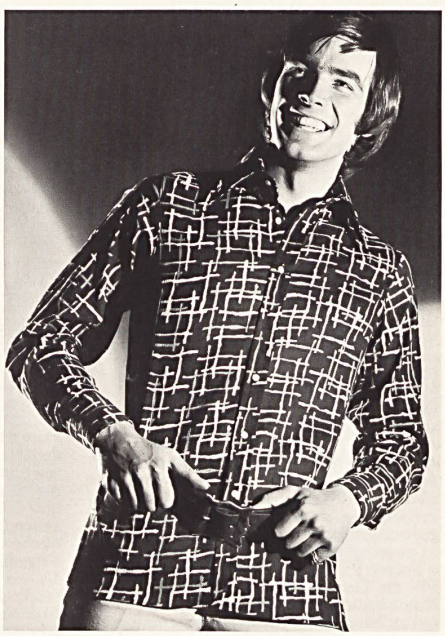
CHRISTIAN FISCHBACHER CO. ST-GALL
All-cotton, fly-front dress shirt features a highly sophisticated front panel in bold, corded embroidery.
Design by Rocola, London



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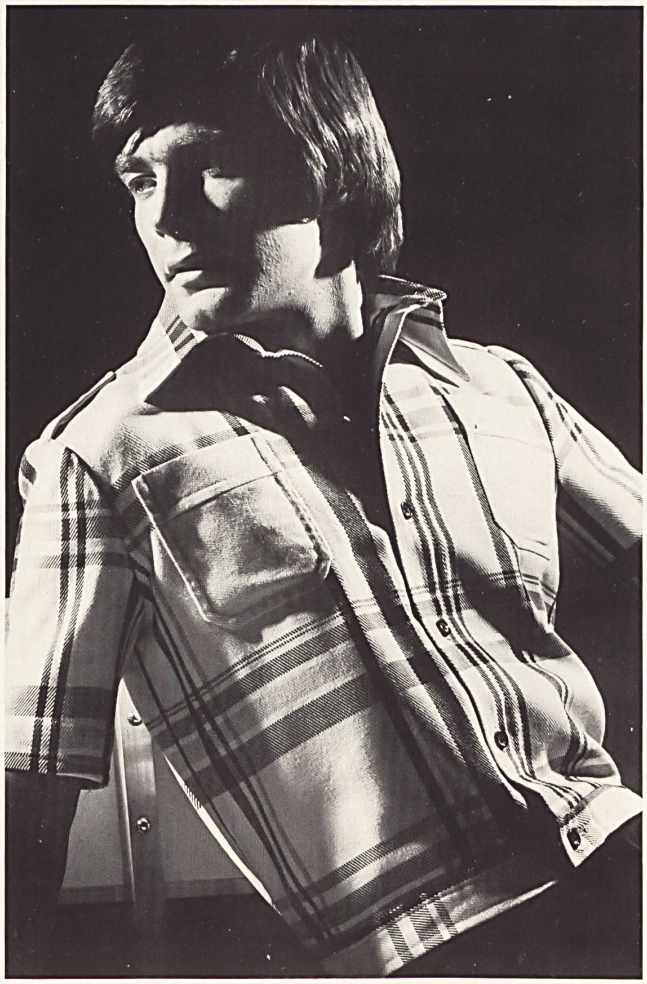
METTLER & CO. LTD., ST-GALL
Shaped, casual shirt features a lively print on Crepon.
Design by Mr. Harry (Menswear) Ltd., London



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STOFFEL LTD., ST-GALL
Boldly-checked "Jack-Shirt" in a polyester and cotton fabric.
Exclusive design by Tom Gilbey of London