Zeitschrift: The Swiss observer : the journal of the Federation of Swiss Societies in the UK

Herausgeber: Federation of Swiss Societies in the United Kingdom

Band: - (1982)

Heft: 1791

Rubrik: Woman's Observer

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. 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. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. Mehr erfahren

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. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. En savoir plus

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. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. Find out more

Download PDF: 28.11.2025

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

Model in Swiss cotton cambric. Exclusive design of Mettler's 1982 summer collection

Exclusivity – hallmark of Swiss cotton

By Dr. ETHEL KOCHER,
Swiss Cotton Institute, Zürich-Glattbrugg

SWISS cotton is of particularly fine quality and the Swiss have been producing it for 200 years.

Cotton is not commercially grown in Switzerland, of course, but Swiss cotton is what the Swiss make of the very best fibres they can import from various sub-tropical regions of the globe.

Swiss cotton means delicate fabrics, silky-smooth jerseys and sumptuous embroideries. The world's best-known designers often use Swiss cotton for their exclusive models, and the fabric enjoys a high reputation in the fashion world.

Switzerland has virtually no raw materials of its own. For centuries, therefore, the Swiss have schooled themselves in the art of processing and refining imported raw materials to a peak of quality and using them to produce high-grade manufactured goods for sale abroad.

Imported metals are turned into precision watches, tools and machinery; imported textile fibres are transformed into the finest fabrics.

Working hand-in-hand with textile machinery manufacturers and the chemical industry, the Swiss cotton industry has evolved a number of highly specialised techniques and processes. For example, Swiss cotton is noted for the exceptional uniformity of its yarns and its fabrics for their beautiful feel and hang as well as their excellent wearing and easy-care qualities.

And the value of Swiss cotton exports is impressive. Fabrics average some Sfr. 28,000 per ton, almost 50 per cent higher than that of foreign imported fabrics.

Swiss cotton is produced primarily for sale abroad and 98 per cent of embroidereds and 60 per cent of wovens and knitteds are sold in foreign markets.

Swiss exporters supply 120 countries through the world with their quality products. The main markets are in Europe; the biggest customer outside Europe is Japan.

Swiss cotton is aimed chiefly at the fashion-conscious section of the population in the importing countries – the people with purchasing power. As the products are of first-class quality, they are priced accordingly. With its worker and staff income level as high as it is, Switzerland could never compete in the world market with cheap textiles.

The fabrics marketed are chiefly fine wovens (voile, batiste, crêpe, satin, etc.) and fine jerseys. They are noted for the outstanding elegance of their patterns as well as for their high quality manufacture and their superfine finishes.

Another distinguishing feature is their exclusivity. Only relatively small quantities of material are produced in each pattern, but the pattern collections are correspondingly large.

Many manufacturers bring out hundreds of new patterns every season – some up to 1,000 – in order to be in a position to offer their customers in more than 100 importing countries a wide selection.

Each collection has its own particular stamp, and every one is in line with the latest fashion trends. This is why it is so important for Swiss manufacturers to be in constant creative contact with the top people in the fashion centres of Paris, London and Rome and to keep in touch with what is going on in New York, Los Angeles and Tokyo as well.

Marketing exclusive textiles is no easy task at present, and Swiss exporters often find themselves up against tariff barriers of various kinds. True to the free-trade principle, Switzerland itself has refused to introduce any import restrictions for textiles, with the result that Swiss manufacturers have no leverage with which to gain entry to wholly or partially closed markets. They have to rely entirely on their own performance.

So on top of their high quality products they offer first class service, making prompt, correct deliveries and meeting any special technical or fashion requirements that their customers may have.

WHY PAY MORE? OUR
BUDGET FLIGHTS
TO
Geneva
OR
Zurich
ARE ONLY £75★ RETURN
Including dormitory accommodation
★ High Season supplement from 1st July
THE SWISS SPECIALIST SAT
SWISS AIRTOURS
63 Neal Street, London WC2.
Telephone: 01-836 6751
ATOL 661B

Costume in Swiss spun rayon-linen 'Asiatique' with co-ordinated blouse in cotton voile 'Silhouette'

Softly falling Swiss silk/wool mousseline from Gut's winter collection

Polka dots on Swiss cotton crêpe 'Belinda' for skirt and blouse with colour contrasting top

This sporty skirt waister combines fresh colours of Swiss quality polyester 'Pamera' from Mettler's winter collection

Recipe of the month

THIS is the first of a new series of recipes, and features the best known of all Swiss cheese, Gruyère.

Gruyère has a rich, piquant flavour; light, mellow and with a soft, creamy texture which makes it ideal for this unusual savoury cheesecake. Who will be the first to serve it at a local Swiss Club meeting?

Ingredients:

Butter for greasing
1½oz butter (40g)
2oz potato crisps crushed to crumbs (50g)
1oz water biscuit crumbs (25g)
1 teaspoon finely chopped parsley (1 x 5ml spoon)
2oz Gruyère cheese (50g)
½ pint aspic jelly (250ml)
4fl oz whipping cream (100ml)
A pinch of salt
A few grains of Cayenne pepper
2 egg whites
2 tablespoons grated Gruyere for topping (2 15ml spoons).

Method:

Line and grease lightly the bottom of a 6-6¼in (15-16cm) loose-bottomed cake tin at least 2½in (6cm) deep. Melt the butter, work in the crumbs and press evenly all over the bottom of the tin. Chill.

Grate the cheese finely and mix in the parsley. Warm the aspic jelly if solid, then cool or chill it until quite cold but not yet set. Whip the cream with the salt and Cayenne pepper until it holds soft peaks. Whisk it into the cheese with the cooled aspic jelly. Leave in a cool place until thick and about to set.

Whisk the egg whites until stiff. Fold them into the cheese mixture. Turn the whole mixture gently onto the crumb base and chill until set. Remove from the tin and sprinkle with the grated cheese just before serving.