

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1940)
Heft: 1

Artikel: Knitwear and jersey
Autor: Y.G.
DOI: <https://doi.org/10.5169/seals-799515>

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: 01.04.2026

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

Knitwear and jersey

Knitwear and jersey are again very popular this season. Swiss manufacturers of these materials are universally known for the good quality of their products. They follow the fashion very closely and contrive innumerable models which stress the slender line of the moment and at the same time give ease to the movements and a great sense of comfort.



"Alpinit" a two-piece ensemble for sportswear. Model by Ruepp & Co. Ltd., Sarmenstorf.

Jersey materials in soft pastel shades are a boon to the modern woman who needs to look for economy, for they are almost everlasting. In spite of their very light texture, frequent laundering neither alters their colour nor modifies their essential qualities which are resistance, elasticity and feather-weight lightness.



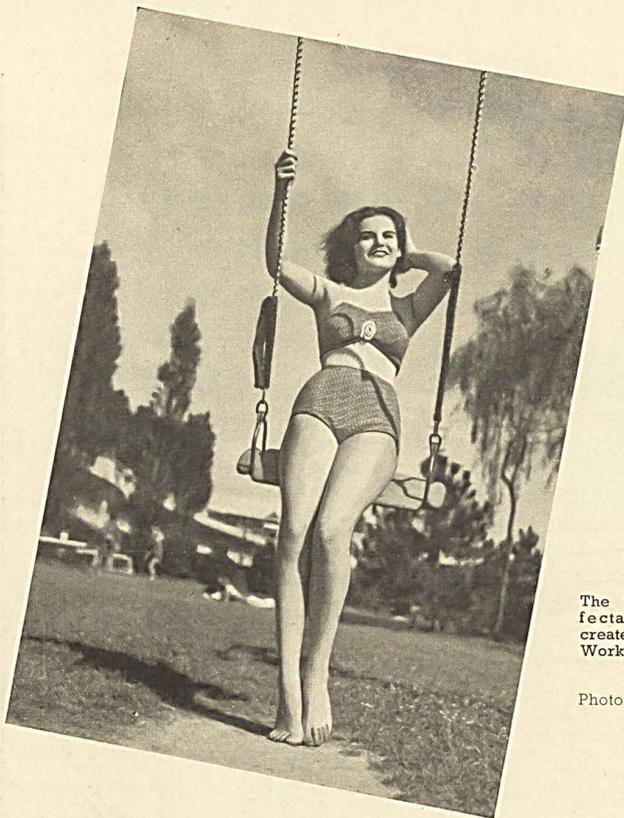
Swim-suit by
Lahco Ltd., Baden.

Bathing costumes are so conceived as to accentuate the slenderness of a supple figure and feminine curves. Swiss manufacturers take particular care in regard to the dyes employed for bathing costume fabrics, with the result that they are guaranteed unfadeable, even in sea-water. The new lastex weave has revolutionized the textile industry. Their success is due precisely to the fact that, when combined with cotton or silk, the material never gets out of shape.



Smartest novelties for bath-
and beachlife by Ernest
Holzscheiter, Meilen.

As a whole, the new spring styles show but little variation from those of last year : they are intelligently simple and extremely practical, wearable and attractive. Tailormades are very much to the fore and they must be of sober elegance and cut on rather severe lines.



The "Nabholz Perfecta" Swim-suit, created by Knitting Works Nabholz Ltd. Schönenwerd.

Photo Pilet.



"The Bee", model by Buser & Keiser & Co. S. A., Laufenbourg.



"Roboro", model by J.-F. Rohrer-Bolliger, Romanshorn. Photo de Jongh.

Several Swiss models offer just these characteristics. Ever practical minded, Swiss specialists have perfected the manufacture of jersey and knitwear and in spite of the difficulties of the present day have succeeded in putting on the market several charming styles which will doubtless entirely satisfy their patrons.

Especially to be noted are the shirt-waists in supple jersey which will be greatly worn with two-piece suits and tailormades. They are warm and cosy in the cool days of early spring. Some dresses are trimmed with large pockets ; the

Tailored two-piece suit. Heimsweaters by Heim Sons Ltd., Baden.

Photo de Jongh.



"Isa", blouse model by Jos. Sallmann & Cie, Amriswil.

Photo de Jongh.

sleeves are elbow length and the skirt slightly gored and youthfully short.

Among the novelties of the season are gay tartan boleros. Soft pastel jackets and coats strike an unexpected note when worn over a black skirt or dress.

It seems as though all the efforts of Swiss manufacturers and dress designers have tended to one end : to unite in one joyous harmony both beauty and good quality.

Y. G.