

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1941)
Heft: 2

Artikel: In jersey and knitwear
Autor: A.B.
DOI: <https://doi.org/10.5169/seals-799498>

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The „Swiss Textiles” forecasts coming fashions

In Jersey and Knitwear

Black knitted swim suits... or of lastex... Sober sports dresses with tailored lines... or the sports outfit dramatized by exquisite accessories or contrasted color effects... Brightly colored handknitted scarves... Pull-overs of every kind imaginable, for evening, afternoon and morning wear, in black, chalk white or saffron yellow... Golden sandals.

* * *

Wool imports to Switzerland have come almost to a standstill, but manufacturers have faced a difficult problem with such ingenuity and courage, that they have obtained remarkable results.

Swiss industry has adapted itself to the necessities of the hour : it has created jersey fabrics of wool mixed with artificial silk or wood-fibre wool which are just as beautiful, warm and durable as pure wool jerseys.

There is a wide range of exquisite feminine underwear in wool jersey mixtures.

For men's underwear, the quality has remained perfect, thanks to the patient research of Swiss technicians.

There are swimsuits for women of wool mixtures — in black, the year's fashionable color to underline the slimmness of the silhouette...

The novel and truly comfortable pyjama vogue is maintained : pyjamas of wool mixture jerseys, clean-cut for morning wear, dressy for the afternoon, in bright Bordeaux red or scarlet...

But the latest is wool jersey in all shades of grey for sports wear and smart tailor-mades...

Artificial silk jersey for feminine lingerie is fresh and agreeable to wear in Summer...

And for afternoons, women will love those supple, draped and bright-hued silk jersey gowns : in fuchsia, deep sea blue and black — for black jersey is in vogue...

Black for swimsuits, black for jersey shawls with long fringes, black for long-sleeved pull-overs...

Black gleaming in the sun...

A. B.



Modelle A. G. vorm. W. Achtnich & Co., Winterthur.

Photo Thalmann & Gysi.

