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Aquatic Plants

Behind their translucent walls,
Aquatic Plants wave to and fro
in the motion of soft-flowing cur-
rents. A quality of transparence
envelops all things in the still
hours of evening..... a world of
dreams for sweet seventeen..... a
dream captured by the artist whose
eyes have seen the vision of flowing
depths and transferred them to
the white undulations of tulle and
embroidered voile.

Edwin Naef S. A., Zurich :
Natural silk printed.
Pura seda estampada.



Vingt Ans



« Varech d'or » : Sauvage-Couture.
Gold embroidered tulle with applications by
Tul bordado de oro con aplicaciones de
A. Naef & Co., Flawil

In its way, modern embroidery is an eloquent expression of perfection. And it is only right that Dame Fashion should have bestowed her special favours on this art, for embroidery has played a most important rôle in the history of wearing apparel. The heroines of Homer — Helen, Calypso, Circe — often plied their needle ; and the poet describes them as seated before their embroidery frames with their wools and shuttles.

In the XVIIIth century, the art of embroidery took root in the Canton of St. Gall, and soon grew so prosperous and flourishing that it spread far and wide the fame of a craftsmanship which is essentially Swiss in quality. In a way, this art became a sort of national symbol, expressing the hidden aspirations of a nation which loves fine workmanship and is conscious of the sacred power of work and the nobility it confers on those who strive to realize their constructive efforts to the utmost. In the old days, these delicate works of art, composed of airy arabesques which seem to have been born of some mysterious combination of creative thought and fingers, were a wager laid against time. Today, they represent a wager against machinery which has long been considered the hereditary foe of the craftsman's skill and artistic perfection.

The difference between these two conceptions has been reduced without injury to either. One might almost say that machinery is being refined by constant contact with human thought as it strives to drag the secrets from the rude hulk of machines. And human thought itself is growing more robust, more fully mature, in this gigantic struggle against a partner whose brute force might well annihilate it, were it to relax in vigilance. And so, cog wheels turn with all the lightness of a seamstress's fairy fingers..... And so, the artist's vivid designs are transmuted and transformed into vaporous fabrics, despite the apparently grim reduction of the creator's vision to terms of "report", and serrated rows of wheels and levers.

And so are born these magical embroideries, equal to the greatest works of art.

Vingt Ans

« Algues blanches » : Andrée Wiegandt.
Lawn with applications of white nainsook :
Linón con aplicaciones de nanzú blanco :
Bischoff & Muller Ltd., St. Gall.



Vingt Ans



« Marais fleuris » : Paul Daunay.
Black and green organdie with tone on tone
embroidery by :
Organdí verde y negro, bordado tono sobre
tono de :
Hufenus & Co., St-Gall.

Although no limitations can bound the imagination of man, yet there are spheres in which he finds again a lost horizon. So water is for man as a window opened on to the infinite. It is water which brings him back along the road of childhood, murmuring tales as old as the world itself... Fabrics for evening wear reflect this enchanted world.