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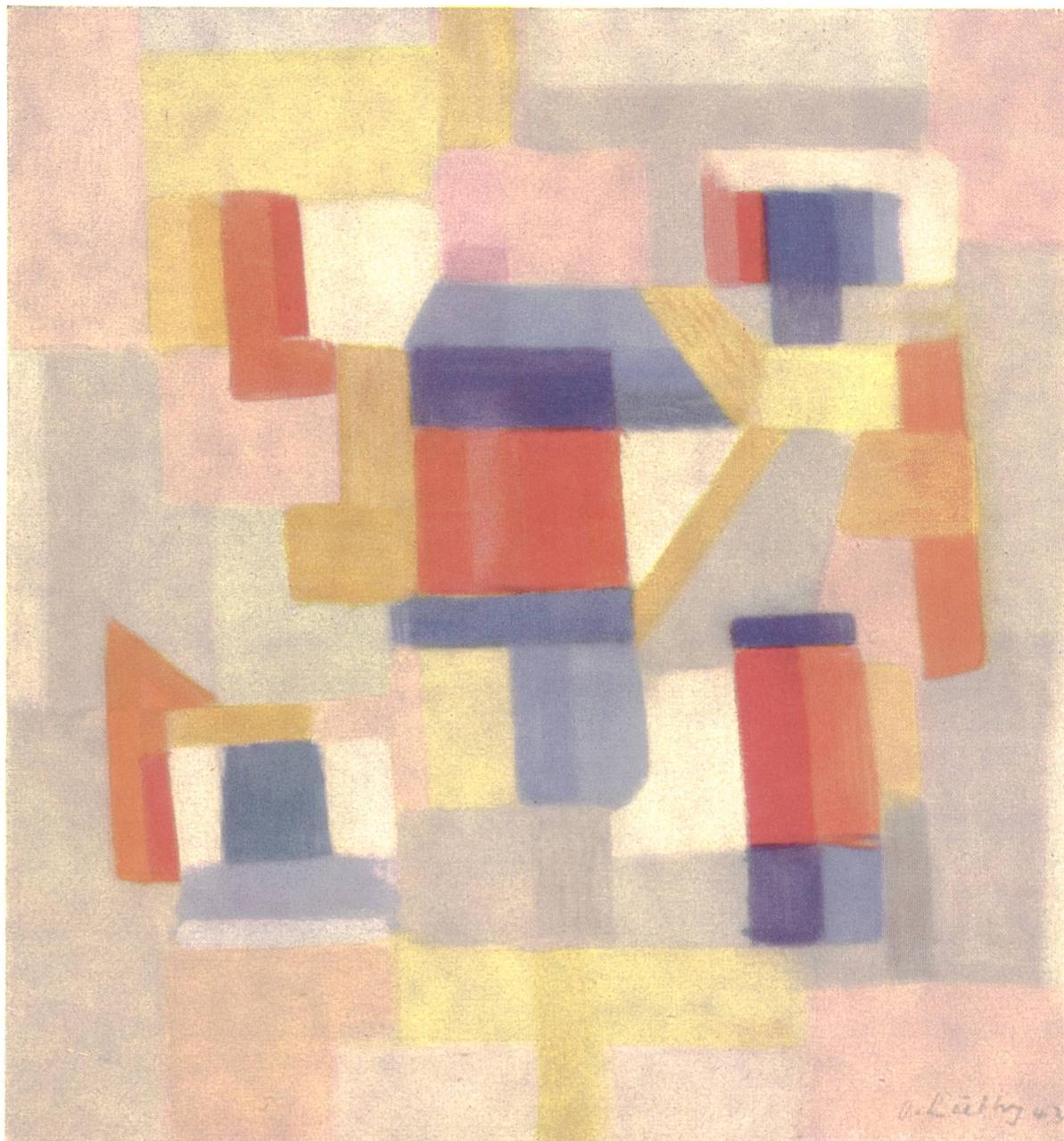
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SPORT



For the second time, Swiss textile manufacturers came together this year to create a series of fabrics, the main theme and colour schemes of which were to be chosen by common assent. And so was born the second "Special Collection", the Summer 1944 Collection in which manufacturers of strawbraids, footwear and other fashion accessories also co-operated.

"Music" was the theme selected this year.

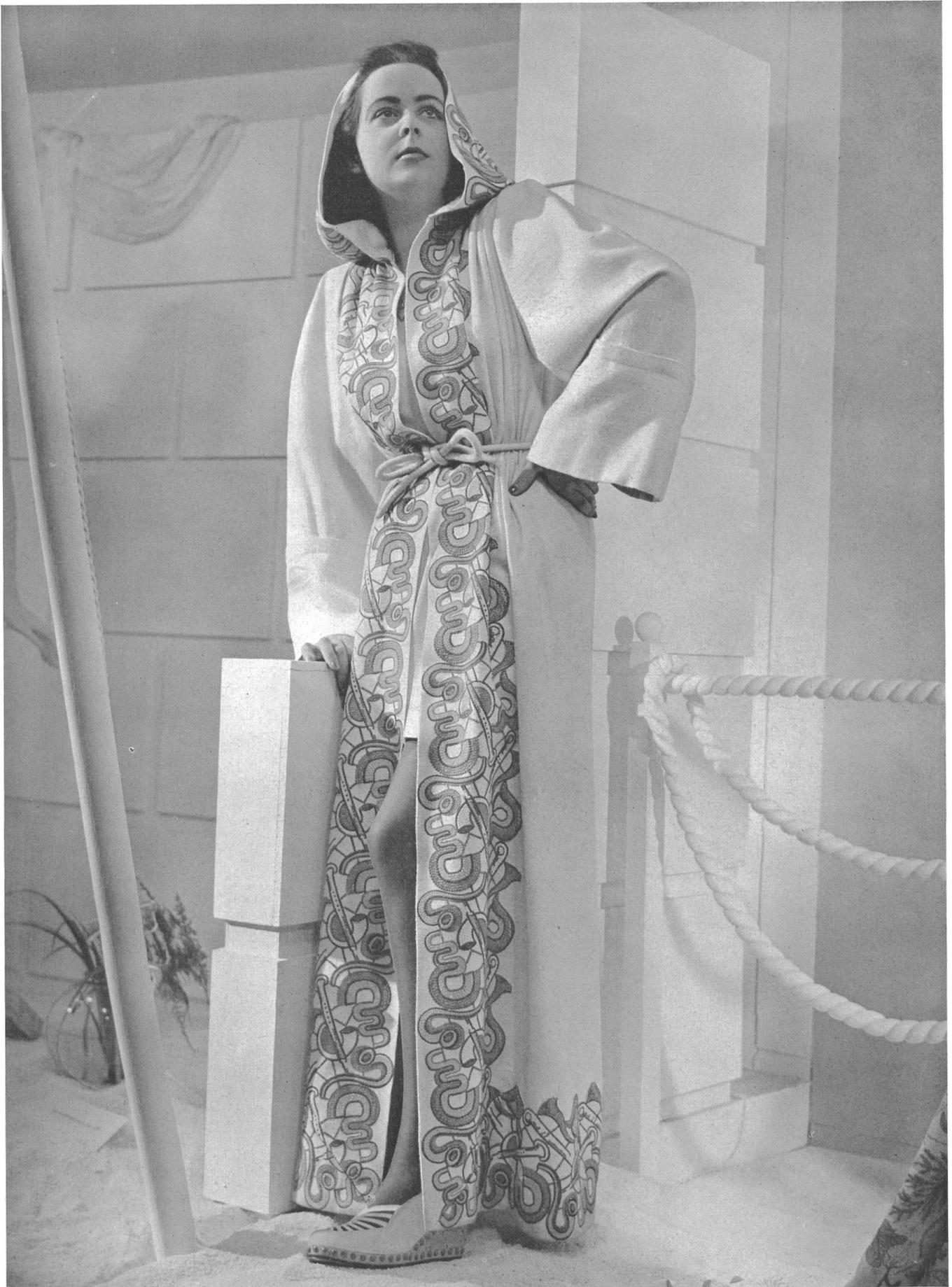
Famous designers were called upon to lend their aid to ensure a novel and truly artistic treatment of the chosen theme. Several groups of interpretation were formed, so that the theme might be adapted to the various types of fabrics.

The first included woollen jersey fabrics, cottons, rayons, staple fibres and linens — all materials suitable for sportswear. For this group, the designers interpreted the theme of "music" chiefly by patterns representing sound-waves, notes, clefs and all kinds of musical instruments.

Three main colours for the scheme : red... blue... yellow... with white as a dominant.

Designs and prints are bold and novel...

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LANGENTHAL
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STOFFEL

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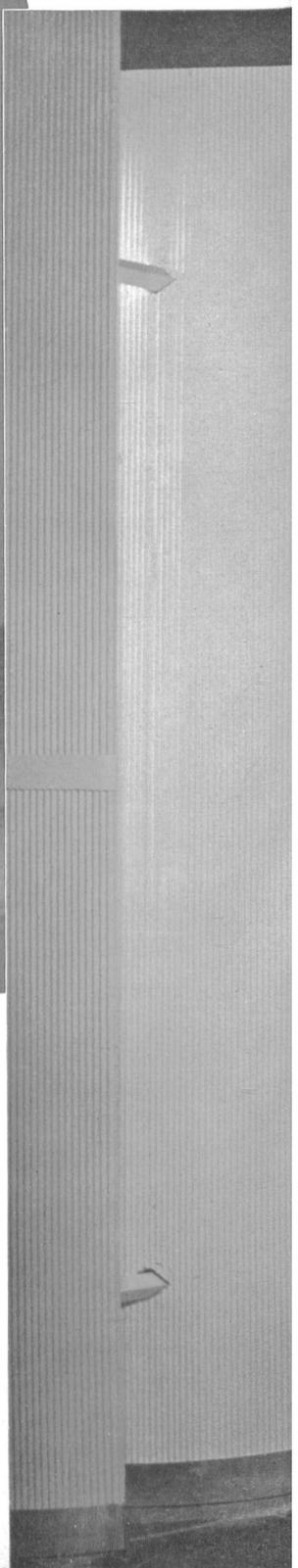
Embroideries are extremely varied in type : delicate tracteries cut out on the fabrics, richly embroidered edgings with heavy pearled knots and a medley of modern instruments — saxophones, drums, trumpets...

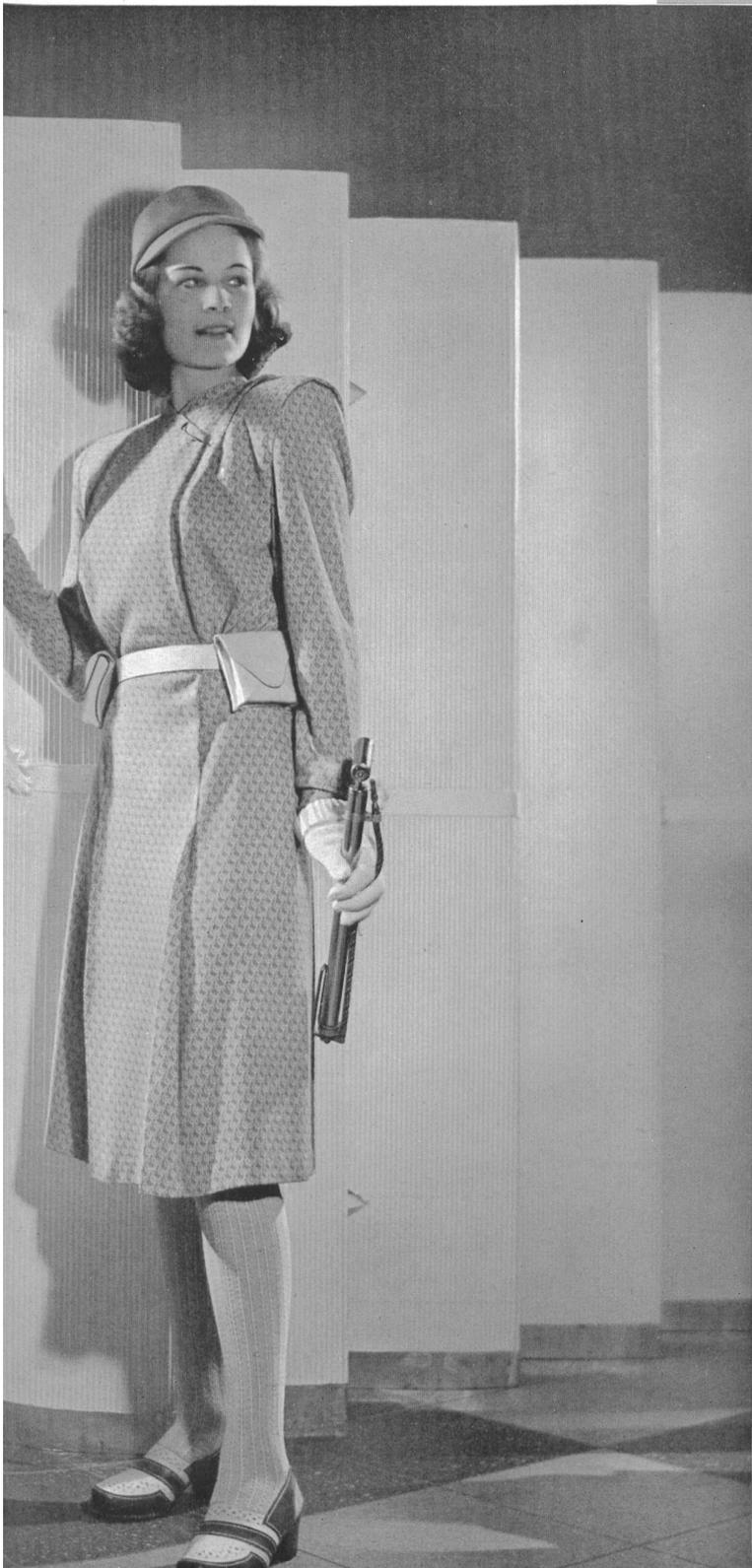
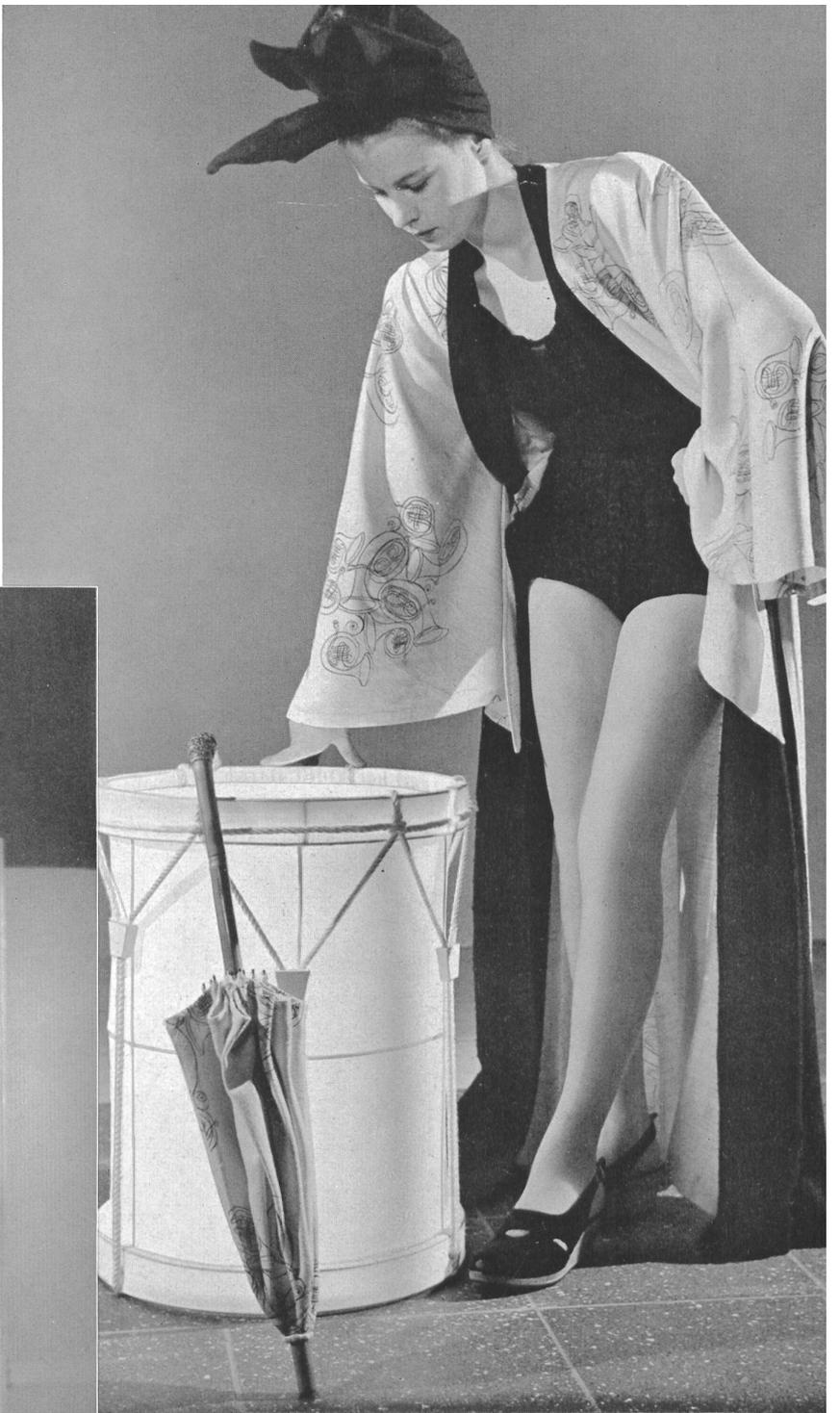
Allover patterns delicately traced against dark backgrounds.

New weaves for jersey fabrics : C clefs daintily woven in red wool, or navy-blue waves on white ground.



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