

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1944)
Heft: 3

Artikel: The strawbraid industry
Autor: Dreifuss, Bernhard
DOI: <https://doi.org/10.5169/seals-799349>

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: 14.02.2026

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

THE STRAWBRAID INDUSTRY

Such is the name still given to the Aargau millinery braid industry, although today most of the braids are manufactured from most diverse and, in the main, synthetic raw materials.

The industry dates back to the middle of the XVIIth century and has grown from a modest, local home-craft into a widely ramified and mechanized manufacture, of which Wohlen is the chief centre. However, apart from the tens of thousands of spindles which, in the busy season, often fly night and day under the supervision of skilled workers, several hundreds of diligent craftsmen still work in their homes whenever the current fashions call for fine, handwoven products which cannot be machine manufactured.

At first, straw was the only raw material employed in the millinery braid industry. Connoisseurs know what masterpieces were created in the old days from this coarse, primitive material... All lovers of beautiful things still enjoy perusing ancient sample books of these products and admire those delicate, dainty straws, so often produced with most rudimentary tools.

The discovery of viscose provided the industry with a wealth of new raw materials, many of which were, and still are, adopted. Apart from synthetic products, such as crinol or artificial hair, various types of cellophane, stiffened viscose ribbons, silky rayon and many others, plant fibres, such as hemp and ramie, were also employed. Unfortunately, the latter have become very difficult to obtain just now.

The strawbraid industry has had many difficulties to face of late owing to war conditions, but it is encouraging to note that many have been satisfactorily overcome. A number of manufacturers have abandoned the exclusive production of millinery braids and,



realizing that their machinery can be used for other purposes as well, have added to their schedule various lines of fancy braids for the shoe industry. These new lines will certainly prove fruitful even in the post-war period. The results of constant research in the domain of artificial fibres will provide the Wohlen industry with a number of novel materials extremely suitable for the manufacture of heavy, high-quality braids.

The strawbraid manufacture has always been an export industry, as the home market only absorbs about three-fifths of its output ; the remainder is sent to the four corners of the earth.

The war has unfortunately interrupted the close personal contact the manufacturers of this branch have always entertained with the dictators of world fashions. During the recent war years, executives have been thrown entirely on their own resources, but it must be said that they have found fruitful inspiration in the great fashion displays held annually in their own country.

Nevertheless, as soon as international relations can be re-established, there is no doubt but that strawbraid manufacturers will be among the first to visit their friends and clients overseas and renew those former ties.

BERNHARD DREIFUSS.

SCARVES... AND MUSIC

*N*ovel kerchiefs, representing a dashing composition of fantastic birds and coloured notes, are highly distinctive in effect...

Against a dainty Rococo background a mandoline lying forgotten on a chair... design in white on purple ground.

Bold colour contrasts of a wine coloured scarf with musical instrument design : mandoline, violin, cello in emerald green and mustard yellow.

All these squares and kerchiefs are of pure silk.

The couturiers have used them as scarves or blouses, and in some cases have created with these materials, distinctive handbags and audacious turbans.

