

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1948)
Heft: 2

Artikel: The feminine triumphant
Autor: De Semont
DOI: <https://doi.org/10.5169/seals-799172>

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>

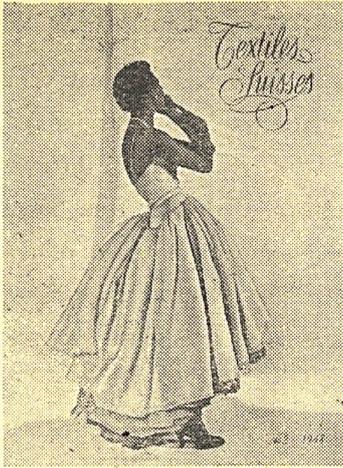


Photo Kitrosser.

CHRISTIAN DIOR
Plain organdie from
Stoffel & Cie, St-Gall,
lancé par INAMO, ZURICH

1948

SWISS TEXTILES

N^o 2

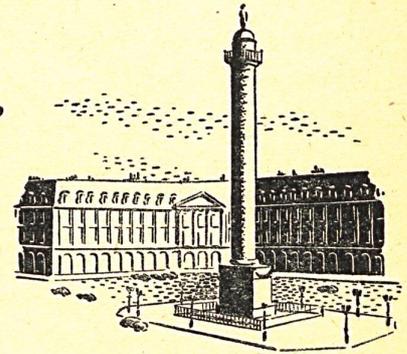
Special publication of the
Swiss Office for the Development of Trade, Zurich and Lausanne
EDITOR AND PUBLISHER : SWISS OFFICE FOR THE DEVELOPMENT OF TRADE
POST BOX 4, LAUSANNE

The «Swiss Textiles» are issued four times a year
Annual subscription — Abroad : Swiss Fr. 20.—. Price per copy : Swiss Fr. 6.50
Chief editor : CHARLES BLASER, Lausanne

CONTENTS : Paris, haute couture, millinery and relations between France and Switzerland, page 29. Letter from New-York, p. 58. Letter from London, p. 59. Swiss Fabrics in the Tropics, p. 60. Linen, p. 61. Eastern Switzerland, p. 67. Handkerchiefs, Necksquares, Scarves, p. 70. Teaching the Textile Crafts in Switzerland, p. 91. Fashions in the snow, p. 94. In the Trade, p. 105-106. Manufacturers' own contributions, p. 107.

Index of Advertisers, p. 103. How to subscribe to «Textiles Suisses», p. 104. Publications of the SODT, p. 105.

Paris



The feminine triumphant

However much critics may cavil and enthusiasts admire, it cannot be denied that the New Look, created by our fashion dictators, does stress that long-forgotten quantity — femininity, and has revealed to the wonder-filled eyes of modern Eve a whole apple-orchard of temptation. Smartness and chic are now a composite of subtlety, caprice and variety, and Woman is surrounding herself with an aura of undefinable charm.

Last autumn, it was already quite apparent that fashions were well on their way to being «feminized». Couturiers started abandoning masculine, square styling and rounding off shoulder lines, slenderizing waists, balancing up the femine silhouette by emphasizing busts and hips. Spring fashions have merely accentuated this trend. Severe tailormades have had their day; short jackets with flounced

basque over long, full skirts have taken their place. Sober woollens have borrowed the colours of spring — bluebell, wisteria; beige has been ousted by golden straw tints, amber and honey; navy blue is still in favour, but always and still more abundantly sprigged with white. Muslins and organdies cascade in snowy jabots; piqué «waists» and dickies have a charming air of formality; the puffs which stiffen basques to give them the effect of bustles are, more often than not, made of embroidered fabrics.

And, more feminine still, dress stylings are infinitely capricious. Waists are worn small and tight, hips are more rotound, amplitude has regained its lost supremacy. Dresses are growing longer and longer, and the little tailored dress, despite its neatness, is beginning to have the air of a country cousin among these billowing styles. Even this little country

mouse is following hard in the wake of fashion, acquiring lace and muslin adornment, pin-tucks, or long, Vandyck collars and winged organdie cuffs. The most «Parisian» of couturiers is designing little frocks in muslins printed with a feather motif. In all the other collections cotton fabrics, eyelet and laces predominate. When June heralds in the summer, these are the materials we shall be wearing. Even now, at this early date, these fabrics are used with taffetas and woollens in the form of most imaginative collars, jabots, tuckers, dickies, all ruched and piped and rolled. For evening wear, satins and silken jersey fabrics have been replaced by organzas, eyelets, percales... and even by plain linens. There is a revival of guipure, laces of all kinds processed by modern methods which eliminate that rather «precious» look so incompatible with the exigences of modern life. There embellishments are found on the morning two-piece as well as on the smarter afternoon ensemble. One Parisian couturier has devised an exquisite fabric by appliquing a «point d'esprit» net on a mist-coloured percale. Pure white muslins are encrusted with dark lace; simple cotton fabrics are embroidered and pearled with all the delicate refinement and sumptuousness usually employed for ball dresses.

Contrast is the order of the day. Linen tailored coats, wide muslin picture hats, town wear with boat-shaped neckline, organdie ruching and flouncing on petticoats. Most exquisite are those cotton skirts lined with rustling taffeta, those long, faille hobble skirts under which peep organdie petticoats stiff with piping... Even brides are wearing exquisitely simple gowns, in St. Gall eyelet, muslin, linen or piqué...

Our grandmothers' petticoats would appear very modest besides those we are given to wear today! Indispensable accessories, they are worn all through the day, a hem's length longer than the dress. Some are wide and crinoline like, some are starched, others are vaporous, naïve or alluring... Any dress appears new and fresh when worn over an embroidered or guipure petticoat.

When night falls, gowns may be ankle or even floor length. St. Gall embroidery is applied on organdie, muslin poured over taffeta; these are devices which reveal most unexpected transparent effects and furbelows billow over rustling skirts... Small bodices are always extremely severe and simple, emphasizing the effect of voluminous skirts. And the skirts themselves are of net over cotton, of faille with draped effects enhanced by lace and frill. In one creation, the tight, glistening bodice rises stiffly above an incredibly voluminous organdie skirt made entirely of small flounces: one thousand metres of flounce have gone into its making! Another model consists of small frilled «aprons», placed one upon the other, dipping sharply in the back to procure a bustle effect. Other designs show long linen skirts over cotton or eyelet petticoats...

Many influences have been at work to shape the New Look. Watteau, Manet, Second Empire, Victoria... all are quoted as inspirations. Doubtless fashion designers cull their ideas here and there, but seen through the medium of Paris, they appear so fresh, so new and original that they could belong to one period only: our own. All other fashions, however romantic, however gentle and feminine, seem out of date. Never has a Springtime flowered so gracefully.

COMTESSE DE SEMONT

Descriptive commentary of illustrations, page 51.

CHRISTIAN DIOR ➤
Hufenus & C^{ie}, St-Gall
R. GARLOT & C^{ie}, PARIS





←

PIERRE BALMAIN
Alfred Metzger & Cie
St-Gall
THIÉBAUT-ADAM
PARIS

→

JEAN DESSÈS
Union S. A. St-Gall
THIÉBAUT-ADAM
PARIS





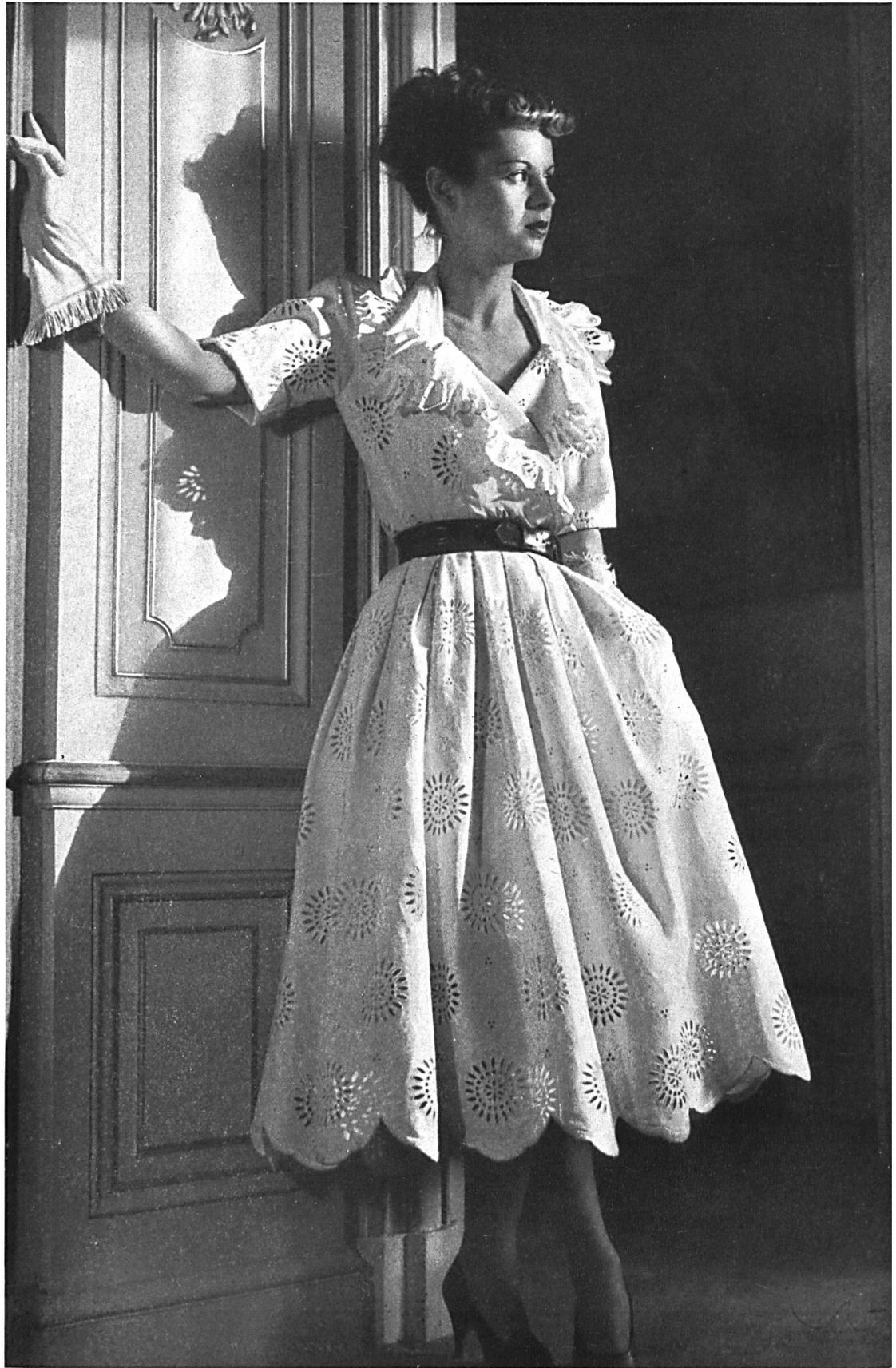
← **MAGGY ROUFF**

Forster Willi & Cie, St-Gall

MAGGY ROUFF

A. Naef & Cie, Flawil





MAGGY ROUFF
Union S. A., St-Gall
Stoffel & Cie, St-Gall
PIERRE BRIVET FILS, PARIS



JEAN DESSÈS
Reichenbach & Co., St-Gall
THIÉBAUT-ADAM, PARIS



JEANNE LANVIN
Bischoff Textiles S. A., St-Gall
Walter Schrank & Cie, St-Gall
THIÉBAUT-ADAM, PARIS



JEANNE LANVIN
Reichenbach & Co., St-Gall
THIÉBAUT-ADAM, PARIS

CHRISTIAN DIOR
Union S. A., St-Gall
MARESCOT, PARIS





PIERRE BALMAIN
Forster Willi & Cie, St-Gall
PIERRE BRIVET FILS, PARIS



VÉRA BORÉA
J. G. Nef & Co., Herisau
THIÉBAUT-ADAM, PARIS



PIERRE BALMAIN
A. Naef & Cie, Flawil
MARESCOT, PARIS



1 MAGGY ROUFF
 Union S. A., St-Gall
 Stoffel & Cie, St-Gall
 PIERRE BRIVET FILS, PARIS

2 JEAN DESSÈS
 A. Naef & Cie, Flawil

3 JEANNE LANVIN
 A. Naef & Cie, Flawil
 MARESCOT, PARIS

4 JACQUES HEIM
 Hufenus & Cie, St-Gall
 PIERRE BRIVET FILS, PARIS

5 JACQUES HEIM
 Forster Willi & Cie, St-Gall

6 CARVEN
 Union S. A., St-Gall
 PIERRE BRIVET FILS, PARIS





1



2



1 2

LEGROUX SOEURS

Stoffel & Cie, St-Gall
INAMO, ZURICH

3

JEANNETTE COLOMBIER

Stoffel & Cie, St-Gall
INAMO, ZURICH



3



LEGROUX SOEURS
A. Naef & Cie, Flawil
INAMO, ZURICH



CHRISTIAN DIOR
A. Naef & Cie, Flawil
INAMO, ZURICH

CHRISTIAN DIOR →
Forster Willi & Cie, St-Gall
INAMO, ZURICH



JACQUES GRIFFE →
Abraham & Cie, Soieries S. A., Zurich
INAMO, ZURICH

JEANNE LANVIN
Emar S. A., Zurich
INAMO, ZURICH





JACQUES FATH
Stoffel & Cie, St-Gall
INAMO, ZURICH



Commentaires des illustrations - Commentary of illustrations
 Comentaríos de los ilustraciones - Text zu den Bildseiten

CHRISTIAN DIOR	Hufenus & Cie, St-Gall : broderie anglaise — encaje inglés. Grossiste à Paris : R. Garlot & Cie. <i>Photo Studio Guy Arsac</i>	P. 31
PIERRE BALMAIN	Alfred Metzger & Cie, St-Gall : organdi brodé — embroidered organdie — organdí bordado. Grossiste à Paris : Thiébaud-Adam. <i>Photo Angelo Diaz</i>	P. 32
JEAN DESSÈS	Union S. A., St-Gall : organdi brodé — embroidered organdie — organdí bordado. Grossiste à Paris : Thiébaud-Adam. <i>Photo Angelo Diaz</i>	P. 33
MAGGY ROUFF	Forster Willi & Cie, St-Gall : organdi et dentelle sur tulle — organdie and lace over tulle — organdí y encaje sobre tul. <i>Photo Tabard</i>	P. 34
MAGGY ROUFF	A. Naef & Cie, Flawil : organdi brodé avec applications d'organdi brodé — embroidered organdie with applications of embroidered organdie — organdí bordado con aplicaciones de organdí bordado. <i>Photo Dormer</i>	P. 35
MAGGY ROUFF	Union S. A., St-Gall : laize brodée — embroidered allover — laize bordada ; Stoffel & Cie, St-Gall : piqué uni — plain piqué — piqué liso. Grossiste à Paris : Pierre Brivet Fils. <i>Photo Dormer</i>	P. 36
JEAN DESSÈS	Reichenbach & Cie, St-Gall : organdi brodé — embroidered organdie — organdí bordado. Grossiste à Paris : Thiébaud-Adam. <i>Photo Angelo Diaz</i>	P. 37
JEANNE LANVIN	Bischoff-Textiles S. A., St-Gall : broderies — embroideries — bordados ; Walter Schrank & Cie, St-Gall : fond d'organdi brodé — embroidered organdie ground — fondo de organdí bordado. Grossiste à Paris : Thiébaud-Adam. <i>Photo Seeberger</i>	P. 38
JEANNE LANVIN	Reichenbach & Cie, St-Gall : organdi cloqué imprimé — printed cloqué organdie — organdí abullonado estampado. Grossiste à Paris : Thiébaud-Adam. <i>Photo Seeberger</i>	P. 38
CHRISTIAN DIOR	Union S. A., St-Gall : Garniture de dentelle «Irlande» — «Irish Lace» trimming — adorno de encaje «Irlanda». Grossiste à Paris : Maison Marescot. <i>Photo Dormer</i>	P. 39
PIERRE BALMAIN	Forster Willi & Cie, St-Gall : broderie genre lingerie — lingerie style embroidery — bordados estilo lencería. Grossiste à Paris : Pierre Brivet Fils. <i>Photo Angelo Diaz</i>	P. 40
VERA BORÉA	I. G. Nef & Co., Herisau : garniture et dessous en broderie anglaise — trimming and foundation of broderie anglaise — adorno y bajos de bordado inglés. Grossiste à Paris : Thiébaud-Adam. <i>Photo Vandamme</i>	P. 41
PIERRE BALMAIN	A. Naef & Cie, Flawil : plumeti garni de broderie anglaise — feather-stitching and broderie anglaise — plumetí adornado con bordado inglés. Grossiste à Paris : Maison Marescot. <i>Photo Angelo Diaz</i>	P. 41
MAGGY ROUFF	Union S. A., St-Gall : broderies — embroideries — bordados ; Stoffel & Cie, St-Gall : piqué — piqué fabric. Grossiste à Paris : Pierre Brivet Fils. <i>Photo Dormer</i>	P. 42
JEAN DESSÈS	A. Naef & Cie, Flawil : garniture pois guipure — knotted guipure trimming — adorno de bодоques guipur. <i>Photo Tabard</i>	P. 42
JEANNE LANVIN	A. Naef & Cie, Flawil : col piqué garni de guipure — piqué collar trimmed with guipure — cuello de piqué con adorno de guipur. Grossiste à Paris : Maison Marescot. <i>Photo Angelo Diaz</i>	P. 43
JACQUES HEIM	Hufenus & Cie, St-Gall : garniture en broderie — embroidery trimming — adorno de bordados. Grossiste à Paris : Pierre Brivet Fils. <i>Photo Angelo Diaz</i>	P. 43
JACQUES HEIM	Forster Willi & Cie, St-Gall : broderie anglaise — bordado inglés. <i>Photo Angelo Diaz</i>	P. 43
CARVEN	Union S. A., St-Gall : garniture en dentelle repoussée — repoussé lace trimming — adorno en puntillas repujadas. Grossiste à Paris : Pierre Brivet Fils. <i>Photo Studio Guy Arsac</i>	P. 43
LEGROUX SŒURS	Stoffel & Cie, St-Gall : organdi gris uni — plain grey organdie — organdí gris liso. Lancé par Inamo, Zurich. <i>Photo Tabard</i>	P. 44
LEGROUX SŒURS	Stoffel & Cie, St-Gall : coton changeant rose — pinkshot cotton — algodón con reflejos rosa. Lancé par Inamo, Zurich. <i>Photo Tabard</i>	P. 44
JEANNETTE COLOMBIER	Stoffel & Cie, St-Gall : organdi imprimé — printed organdie — organdí estampado. Lancé par Inamo, Zurich. <i>Photo Tabard</i>	P. 44
LEGROUX SŒURS	A. Naef & Cie, Flawil : organdi avec applications d'organdi brodé — organdie with applications of embroidered organdi — organdí con aplicaciones de organdí bordado. Lancé par Inamo, Zurich. <i>Photo Tabard</i>	P. 45
CHRISTIAN DIOR	A. Naef & Cie, Flawil : piqué blanc garni d'un galon brodé — white piqué trimmed with embroidered braid — piqué blanco adornado con un galón bordado. Lancé par Inamo, Zurich. <i>Photo Tabard</i>	P. 46
CHRISTIAN DIOR	Forster Willi & Cie, St-Gall : organdi brodé — embroidered organdie — organdí bordado. Lancé par Inamo, Zurich. <i>Photo Tabard</i>	P. 47
JEANNE LANVIN	Emar S. A., Zurich : organdi imprimé — printed organdie — organdí estampado. Lancé par Inamo, Zurich. <i>Photo Tabard</i>	P. 48
JACQUES GRIFFE	Abraham & Cie, Soieries S. A., Zurich : romanza en soie — silk romanza — romanza en seda. Lancé par Inamo, Zurich. <i>Photo Tabard</i>	P. 49
JACQUES FATH	Stoffel & Cie, St-Gall : organdi taupe — mole coloured organdie — organdí topo. Lancé par Inamo, Zurich. <i>Photo Tabard</i>	P. 50