

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1948)
Heft: 3

Artikel: Swiss textiles in the tropics
Autor: Schlatter, Fred
DOI: <https://doi.org/10.5169/seals-799195>

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>

SWISS TEXTILES IN THE TROPICS



Rio's most outstanding social event is, beyond a doubt, the Sweepstake, which takes place in early August and marks the top of Brazil's winter season. The Brazilian «Grand Prix» held on August 1st had been eagerly awaited by every woman anxious to prove her skill in adapting her personality to the ingenious creations Paris has been presenting in recent months.

Brazilian women are undeniably beautiful and, despite a marked leaning for all things Parisian, they have very personal ideas as to dress. They have always shown a weakness for «small waists» and so, of course, they have enthusiastically accepted the «wasp-waister» and its attendant troop of feminine attributes.

The incomparable elegance of the recent «Sweepstake» has confirmed the success of the New Look.

The introduction of this change in the feminine silhouette was favoured last March — autumn days in Rio! — by wonderful weather most propitious to the diversity of Swiss textile products. It is in autumn, the most beautiful of all seasons under Brazilian skies, when embroideries and organdies — plain, embroidered or printed — find their most perfect application. The collections revealed that it was to Swiss textiles that dressmakers once again had recourse for the adornment of their models with peerless guipures, Broderie Anglaise, featherstitching stressed by embroidery. It should be remembered that, in this country, autumn can be compared to a period of rebirth after the oppressive heat of the summer, which limits apparel almost exclusively to very light garments and beachwear.



At the moment, restrictions are almost completely paralyzing the import of foreign fabrics. Consequently, Swiss materials, if stocks are not yet quite exhausted, are tending to disappear from the market, to the great regret of all who love them. Only organdie, a fairly large volume of which has been imported, can be obtained in quantities sufficient to meet the demand which is certainly not decreasing. No other fabric can offer so many advantages in a climate such as that of Brazil and this, together with the fact that organdie allows unlimited combinations, have made it here the best known and the most desired of all Swiss textile products. Nor must one forget to mention that creations of inimitable crispness have been realized by organdies adorned with original and deliciously airy hand-painted motifs; at several social gatherings fine gowns painted with incomparable taste and skill were a tribute to Swiss industry.

The Brazilian woman has always shown a marked preference for all that embellishes, ornaments and, sometimes even, overladens a gown. For her, embroidery is the «last touch» to any ensemble.

The present shortage of Swiss-made fabrics on this market will soon become a serious problem. It is to be hoped, therefore, for the sake of the Brazilian world of fashion, that the obstacles now hampering importation will be removed as quickly as possible.

Fred Schlatter.