

**Zeitschrift:** Swiss textiles [English edition]  
**Herausgeber:** Swiss office for the development of trade  
**Band:** - (1948)  
**Heft:** 4

**Artikel:** Letter from London  
**Autor:** Duveen, Ann  
**DOI:** <https://doi.org/10.5169/seals-799206>

### **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>**



London

## LETTER FROM LONDON

This is the time of year when English people begin to think about winter sports, and to long for the crisp snow and the bright sun of a Swiss Christmas. This year, particularly, after the sombre summer we have endured in Europe, those who have not yet spent their currency allowance are planning a winter holiday. It is to be hoped that everyone who wants to, will be able to go.

At the London collections this autumn, we saw what used to be called the «New Look» at the same time modified and confirmed. The silhouette remains, but inessential extravagances have been whittled away. Skirts are a little shorter (14 inches from the ground for day; ballet-length for the cocktail hour; full length for evening); and though there are plenty of pleats and flares still, most of the designers show narrow skirts as well. These sometimes open into back fullness below the knee. The trends that have emerged positively are the caped coat and the corkscrew dress. Following up, more tentatively, come the Empire and Princesse lines. Predominating colours are brown, caramel or off-black — that is, grape, dark blue, green or red shot or lined with black. Capes appear everywhere — on coats, suits, evening dresses.

In the Model House Group of wholesale designers, Dorville presented another charming collection. One of their wool day dresses (Fig. 1) comes from Switzerland — a warm tan jersey with horizontal bands of blue to embellish the bodice. The skirt has six gores and a bow striped with blue ties on one hip. Herringbone, that tweed so beloved in Britain, was much to the fore in this show, used for winter suits with full skirts and short, tight-fitting jackets and for a handsome tent-shaped coat. Scotland was also represented in the collection, by several tartan dresses and by a very gay little two-piece suit with a short tartan jacket over a blue velvet skirt.

Whenever you see a queue of anxious looking women in a London shoe shop, you may be pretty sure that there is a fast diminishing quota of Swiss shoes at the head of it. With the first damp mists and frosts of autumn, our thoughts turn to furlined boots; and the woman is lucky who possesses a pair from Switzerland. From this land of abundant snow come the ideal winter footwear, combining solidity and warmth with subtle craftsmanship. The Bally Shoe Company have sent some superbly elegant models to England this season. We have seen lovely, plain court shoes; others slightly brogued, but still light in weight, fine to wear in town or country. There is also a shoe new to us, but reminiscent of the early nineteen twenties, with a strap buttoned high on the instep. Another revival is a return of the old-fashioned, waisted Louis heel for more formal types of shoe.

Even watches have developed a New Look — that is to say, an old look revived. The latest designs from Switzerland are fob watches to pin upon the breast. There the likeness to the Edwardian fashion ends, for these broaches are of chunky modern design, in gold often inlaid with jewels. We were also dazzled by new Swiss watches set in heavy gold or silver chain bracelets and solid slave bangles.

This autumn several big receptions have been held by Swiss organizations in London. The City Swiss Club has given its annual banquet at the Dorchester and the Swiss Mercantile Society has celebrated its 60th anniversary with a luncheon and tea dance at this fashionable hotel. The Minister, M. de Torrenté, was there.

There is now such a large colony of young Swiss people in London, that recently a new organization has been started for their benefit. The Swiss Youth Club is a new branch of the well known Nouvelle Société Helvétique with headquarters at the Swiss Legation. From the start, it has been a great success and there is a steadily growing membership.

Ann Duveen.



(Fig. 1)



**RUDOLF BRAUCHBAR & Cie, ZURICH.**

Robe du soir en ottoman façonné et en ottoman uni.  
Evening gown of fashioned and plain ottoman silk.  
Traje de soaré de otomán labrado y de otomán liso.  
Abendkleid aus Ottoman façonné und Ottoman uni.  
Model by MARY BLACK LTD., LONDON.



Voici quelques instantanés pris à l'occasion du *Congrès de la Soie*, à Lyon et Paris. Les uns représentent des participants au congrès examinant des échantillons de cocons et de tissus. Les autres photos ont été prises lors de la réception à l'Opéra de Paris et l'on y voit en particulier quelques-unes des toilettes de pure soie présentées par la haute couture parisienne.

Here are a few snaps taken on the occasion of the *Silk Congress at Lyons and Paris*. Some of our photos show delegates examining samples of cocoons and fabrics. Others were taken during the reception at the Paris Opera House and give a glimpse of a few of the creations in pure silk presented by Parisian couturiers.

En esta página publicamos algunas instantáneas tomadas durante el *Congreso de la Seda*, en Lyon y en Paris. En unas se ven algunos de los concurrentes al Congreso examinando muestras de capullos y de tejidos de seda. Las otras fotos fueron tomadas durante la recepción en la Opera de Paris y en ellas puede verse especialmente algunos de los vestidos de seda pura presentados por la «alta costura» parisienne.

Hier zeigen wir einige Fotos, die anlässlich des *Seidenkongresses in Lyon und Paris* aufgenommen wurden. Auf einigen sieht man Kongressteilnehmer beim kritischen Betrachten von Seidenkokons und -geweben. Die andern sind Schnappschüsse vom Galaempfang in der grossen Oper in Paris. Man kann darauf einige reinseidene Modellkleider der Pariser Haute Couture bemerken, die anlässlich des Kongresses gezeigt wurden.

