

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1949)
Heft: 1

Artikel: Swiss textiles in the tropics
Autor: Schlatter, Fred
DOI: <https://doi.org/10.5169/seals-799272>

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: 10.07.2025

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

The advantage of crisp, interchangeable ensembles lies in their extremely easy price and incredible variety. Cotton fabrics of every type and grade are used to compose these graceful wardrobes: shirtings, gingham, chambrays, broadcloth, cotton voiles, piqués, drills, permanently glazed chintzes. There is a splendid range of fabrics from which to choose this year: colours clear and gay, shot, iridescent, with metallic effects (when interwoven with untarnishable and washable aluminium thread).

For travel, the American woman shows great predilection for another type of ensemble: the three-piece suit, consisting of skirt, strictly tailored jacket and matching coat.

New gingham, with bright stripes or checks on dark ground, are delicious for evening gowns. But, for dancing in the starlight, the hotel terrace, on the beach or on deck, nothing is so distinctive as the romantic organdies which so perfectly harmonize with present fashions. Here are gowns of incomparable grace and charm, flattering to women of all ages. There, is too, a revival of voiles which are enjoying a remarkable vogue. Swiss manufacturers are masters unsurpassed in the production of all these fine cotton fabrics.

It is easy nowadays to compose an ideal wardrobe for winter vacations, selecting from the magnificent range of fabrics now on sale in the United States, from the collections of charming ensembles for the open-air which beckon gaily in New York stores, despite January snow and ice. By a wise and discerning choice, every American woman, whether a lady of leisure or a working girl, can set off on a holiday cruise, carrying with her a supremely elegant wardrobe, enjoying the quiet self-confidence that only the feeling of being «well-dressed» can give.

When the traditional call of «All aboard» echoes through the long, gleaming train, smiling Miss America settles down in her pullman with a satisfied glance at the smart suitcases which are to accompany her south or west, along the road to golden beaches, to sunshine, freedom and adventure.

Th. de Chambrier

Swiss Textiles in the tropics

Tropical summer, although not too overpowering this year at Rio, has nevertheless brought some exceptionally hot days. During January and February, the city is three-quarters empty; everyone who can, escapes to cooler dwellings at Petropolis and Theresopolis. Society life is at a standstill and the air, at times extremely relaxing, makes one dream only of *dolce far niente*. Fashions are reduced to their simplest expression, but are no less attractive for all that. Beach wear predominates, of course, for whether one is fortunate enough to be able to emigrate from the hot city to a fazienda, or whether obligations chain one within its walls, it is the only bearable type of clothing. Dresses and gowns are ingeniously combined, sometimes almost rivalling evening wear by their beauty.

Throughout the period of stifling heat, few well-dressed women appear in the city and, in the stores and shops, only the salesmen are visible. But in the evening, when cooler air blows in from the sea, then, on the Praia de Copacabana, life is restored. The most extravagant summer gowns flutter on the mosaic side-walks. The nonchalant gait of lovely women lend a life of their own to fabrics which, when merely held in the hand, appear dull and lifeless; when worn here, they embellish beautifully modelled shoulders and harmonize with daring décolletés.

It is for this type of styling that Swiss textiles have shown their supremacy, thanks to their quality and colouring. All these crisp gowns must be endowed with truly exceptional qualities, for they are submitted to innumerable launderings. Swiss fabrics so exactly meet these requirements, that their present temporary shortage is a constant source of regret.

And yet, during these summer months, when there is no social life at all, and the well-dressed woman's only preoccupation is the choice of a cool gown, great festivities are being prepared feverishly, in happy expectancy of the pleasures they are to bring. In effect, Carnival Time is, throughout the country, a delirious



popular festival in which all classes of the population participate. The greatest balls of the year are then. Five days and five nights of merry-making give couturiers a chance to parade their art and there is nothing too fine or too «chic» for the purpose. The Brazilian woman will never hesitate to adopt a style or innovation, however daring, which may enhance her beauty — which is itself sufficient to make the Rio Carnival unforgettable.

Very advanced collections have already been on view and their success is assured. The predominance given to Zurich silks is itself a homage paid to Swiss industry. The warmth of the season still demands organdies, St. Gall embroideries, guipures and the irreplaceable contribution of Swiss fabrics which, by their crisp freshness, further enhance the magnificence of Carnival Days.

Fred Schlatter

