

Swiss textiles in the tropics

Autor(en): **Schlatter, Fred**

Objektyp: **Article**

Zeitschrift: **Swiss textiles [English edition]**

Band (Jahr): **- (1949)**

Heft 1

PDF erstellt am: **18.05.2024**

Persistenter Link: <https://doi.org/10.5169/seals-799272>

Nutzungsbedingungen

Die ETH-Bibliothek ist Anbieterin der digitalisierten Zeitschriften. Sie besitzt keine Urheberrechte an den Inhalten der Zeitschriften. Die Rechte liegen in der Regel bei den Herausgebern.

Die auf der Plattform e-periodica veröffentlichten Dokumente stehen für nicht-kommerzielle Zwecke in Lehre und Forschung sowie für die private Nutzung frei zur Verfügung. Einzelne Dateien oder Ausdrucke aus diesem Angebot können zusammen mit diesen Nutzungsbedingungen und den korrekten Herkunftsbezeichnungen weitergegeben werden.

Das Veröffentlichen von Bildern in Print- und Online-Publikationen ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. Die systematische Speicherung von Teilen des elektronischen Angebots auf anderen Servern bedarf ebenfalls des schriftlichen Einverständnisses der Rechteinhaber.

Haftungsausschluss

Alle Angaben erfolgen ohne Gewähr für Vollständigkeit oder Richtigkeit. Es wird keine Haftung übernommen für Schäden durch die Verwendung von Informationen aus diesem Online-Angebot oder durch das Fehlen von Informationen. Dies gilt auch für Inhalte Dritter, die über dieses Angebot zugänglich sind.

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

