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Yvel S. A., Zurich.

Modern styled all wool jersey dress in dog-tooth design with fringe trimmings.

## Knitwear fashions

There are many firms in Switzerland which have specialized in the manufacture of jersey and knitted fabric garments, and several — among the oldest-established houses in the trade — also produce undergarments. In point of fact, underwear usually represents the firm's original production from which it gained sufficient experience to launch out into the making of top clothing, putting into this new line all the knowledge acquired and a proven tradition, thus enhancing the quality and prestige of their new wares.

The vogue for jersey and knitted fabrics has increased considerably in recent decades. Although we do not intend to survey masculine fashions here, the best example we can give of the popularity enjoyed by knitted garments, is the widespread acceptance of the cardigan and pullover as substitutes for the cloth waistcoat for men. Feminine fashion trends also — with their constant variations so swiftly generalized nowadays owing to the immense circulation of illustrated magazines and the films — have helped to popularize these fabrics. At the same time, manufacturers have had to make constant efforts to keep in line with the adaptation and renewal of production. The Swiss knitting and haberdashery industries now observe attentively and keep informed on the fluctuations of fashion, so that they can offer buyers, not only technically perfected products, but such as conform to the taste of the day. As regards dresses and two-piece suits, it is not sufficient to follow reigning trends servilely, because not all are necessarily suitable to knitted fabrics. To create a jersey and knitwear collection, preliminary work entails patient selection, transposition and adaptation of prevailing tendencies.



Ruepp & Co. Ltd., Sarmenstorf.

«ALPINIT»

Knitwear and jerseys.

Photo Eva Hoenig



Nabholz Ltd., Jersey-Manufacturers, Schönenwerd (Sol.).

Swiss producers, besides, as we have often had occasion to mention here, work essentially for an extremely composite home market. In Switzerland itself, ethnical, religious, linguistic and geographical differences are so great that they affect the taste of the population and the collections presented by outfitters are sufficiently diverse to meet the requirements of foreign buyers coming from markets where trends are manifestly different.

Although more especially suitable for the winter season, fine woollen jersey and knitted fabrics are often agreeable for summer wear also. There are cosy little jersey frocks, most suitable for grey days or cool evenings, knitted costumes – often in weaveknit – practical, strong and resistant, ideal for the open-air, travel, excursions and sports, even for town wear. Cooler, lighter, are the models in interlock or the new rayon charmeuse, skein-dyed, to which special finishing processes give more consistency, without in any way increasing their weight. This innovation is due to a Swiss manufacturer and has already met with success on certain foreign markets and seems bound to gain even wider recognition.

We cannot here describe in detail the manufacturing schedule of Swiss knitted fabric and haberdashery producers. We would merely mention that, apart from dresses, two-piece and other ensembles, as illustrated here, their production includes plain and Jacquard knit skirts for women, teen-agers and small girls, boys' suits, classical and fancy cardigans, sweaters, pullovers, waistcoats, etc. for men and women.

Aebi & Co. Ltd., Herisau.

«HERISA»

Dresses, two-piece suits, tailor suits, pullovers and waistcoats in first-class australian wool, smartly styled, careful workmanship.

Swiss Knitting Works Co.

Lehmann Ltd., Langenthal.

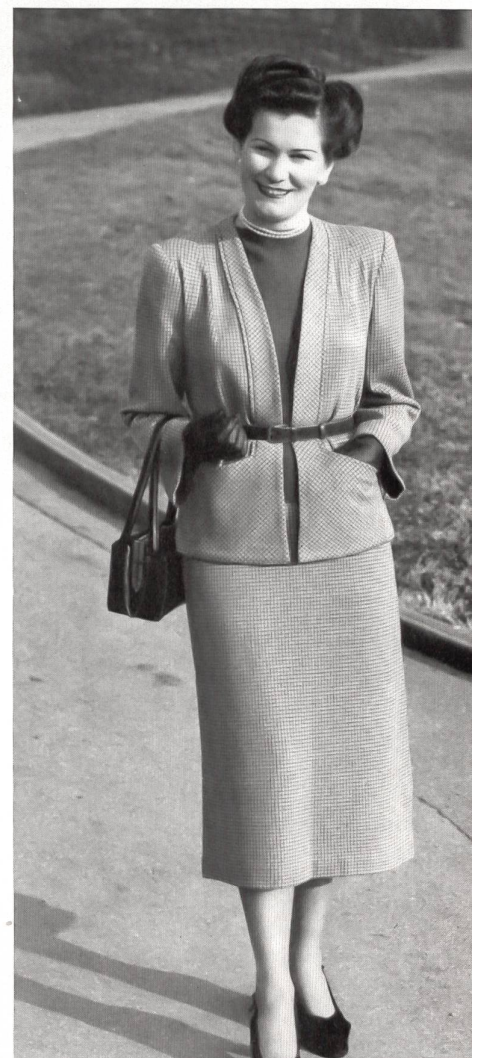
«LEHSA»

Smart hard-wearing knitted pure wool suit, sport style with velvet trimmings.

Swiss Knitting Company  
Knechtli & Cie, Zollikofen (Bern).

«SWISSNIT»

Knitted check suit.





Vollmoeller, Uster  
Knitting Works Uster.

Smart little spring model in dainty hue  
jersey fabric; matching printed tussore  
bow and cuffs.

Jos. Sallmann & Cie, Amriswil.

«ISA»

High waisted jersey dress with full skirt,  
worn with a little bolero.



Vollmoeller, Uster  
Knitting Works Uster.

Youthful jersey frock for spring  
wear: rounded shoulder line, black  
velvet bow, patent leather belt and  
pleated skirt.

Kiene & Merz Ltd., Kreuzlingen.

Jersey fabric model, youthful in style with  
dainty embroidery and lace trimming.





Limited Company formerly W. Achnich & Co., Winterthur.

«SAWACO»

Bathing suits, knitted and stockingette garments and underwear.



Limited Company formerly W. Achtnich & Co., Winterthur  
 «SAWACO»  
 Bathing suits, knitted and stockingette garments and underwear.

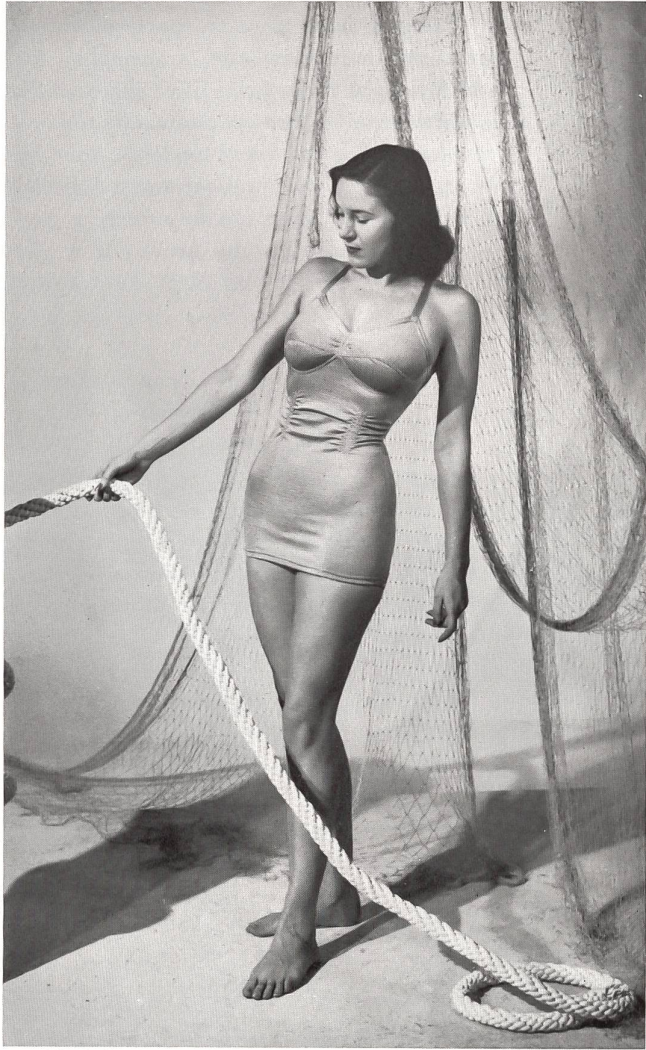


Nabholz Ltd., Jersey-Manufacturers, Schönenwerd (Sol.).

Ranging from town to sports wear, we must not omit swimsuits, a speciality for which several Swiss firms have successfully made themselves known. Swimsuits today—whether one or two-piece models—must be at once eminently practical and aesthetic. A bathing suit must not be merely a garment for parade on the beach: if a girl really intends to dive, swim and enjoy herself in the water, she must have absolute freedom of movement which only a well-cut garment and an always elegant, shapely fabric can confer. Furthermore, colours must be light, sun, salt-water and chloride resistant. Nevertheless, any manufacturer who desires to rank high on international markets cannot be content to solve mere technical problems such as these. He must also take into account the variations of fashion, today as important and swift in the domain of beach wear as in any other.

Most buyers naturally prefer classical styles, easier to wear and, therefore, to sell; they must however be also becoming, dainty, novel and attractive. Modern fashion trends must be evident but not obvious. Without adopting the extravagant styling seen on certain fashionable beaches and lidos, Swiss manufacturers know how to remain always within the limits of good taste and decency. They have created delicious and most attractive novelties, enticing to buyers— and this in itself is an essential factor for those who wish to gain an impregnable footing on international markets.

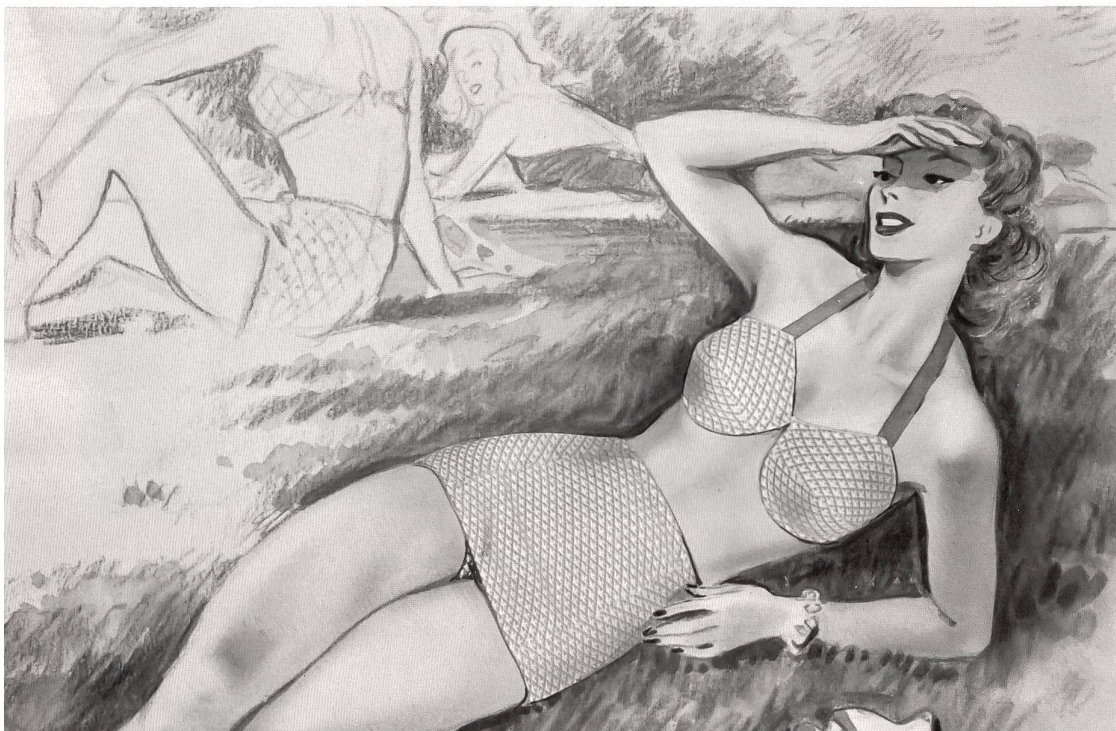
Chx



Swiss Knitting Company  
Knechtli & Cie, Zollikofen (Bern).  
«SWISSNIT»  
Manufacturers of fashionable bathing suits.



J. F. Rohrer-Bolliger, Romanshorn.  
«ROBORO»  
Smart bathing costume.



C. Burgi & Cie, Kreuzlingen.

Modern styled bathing suits of extremely careful cut, models with or without skirt.