

**Zeitschrift:** Swiss textiles [English edition]  
**Herausgeber:** Swiss office for the development of trade  
**Band:** - (1949)  
**Heft:** 4

**Artikel:** Variations  
**Autor:** Florestan  
**DOI:** <https://doi.org/10.5169/seals-799308>

### **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>**

Paris



## VARIATIONS

« ... une femme inconnue...  
» Et qui n'est, chaque fois, ni tout à fait la même  
» Ni tout à fait une autre... »

VERLAINE

« ... an unknown woman... who is, each time, neither quite the same, nor yet quite another... » These words spoken by the poor Lélian of the unknown woman of his « Familiar Dream » could very easily be applied to fashion — and especially to the fashion of this season (but why not of every season ?)

Fashion, personified by woman, is mysterious for us to the point of our only really knowing her when she is no more.

« ... each time, neither quite the same... » — fickle because she is a woman, changeable because she is life itself, fleeting because she is the moment, ever changing because she is fantasy, daughter of poets and magicians...

« ... Nor yet quite another » because, feminine, she is eternal, and hers is the permanence of charm and of beauty.

She obeys the cyclic laws of the world, giving us ever new glimpses of a face that is eternal.

Thus each season fashion brings us a picture, both surprising and familiar, being « each time, neither quite the same, nor yet quite another », as at this season when she has changed without a revolution. And at each change we are happy to discover, beneath her capricious variations, the familiar theme without which all the arpeggios would be in vain.

This gift of renewal is also to be found in the textile industries which work for fashion herself : within the limits prescribed by their production, they continually succeed in arousing astonished enchantment. We are pleased that this perpetual rebirth — whose varied phases we witness with as much joyful surprise as the arrival of the seasons — is not only that of Haute Couture and Fashion, but also of the embroidery and fine fabrics of St. Gall and the silks of Zurich.

Thus the indispensable materials supplied by Switzerland continue, with the novelty of their fantasies and the tradition of their style, to be perfectly suited to the perpetual variations of Parisian fashion — that is, of Fashion herself — an ever renewed expression of taste.

*Florestan.*

*All the Paris documents reproduced in this number represent reserved models whose reproduction is forbidden.*