

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

Artikel: Zurich : an air of Paris
Autor: Fournier, Suzanne
DOI: <https://doi.org/10.5169/seals-799313>

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: 21.02.2026

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



Hall, entrée.

Maison Rose Bertin, a new « very parisian » Fashion House, was opened in Zurich on September 20th 1949.

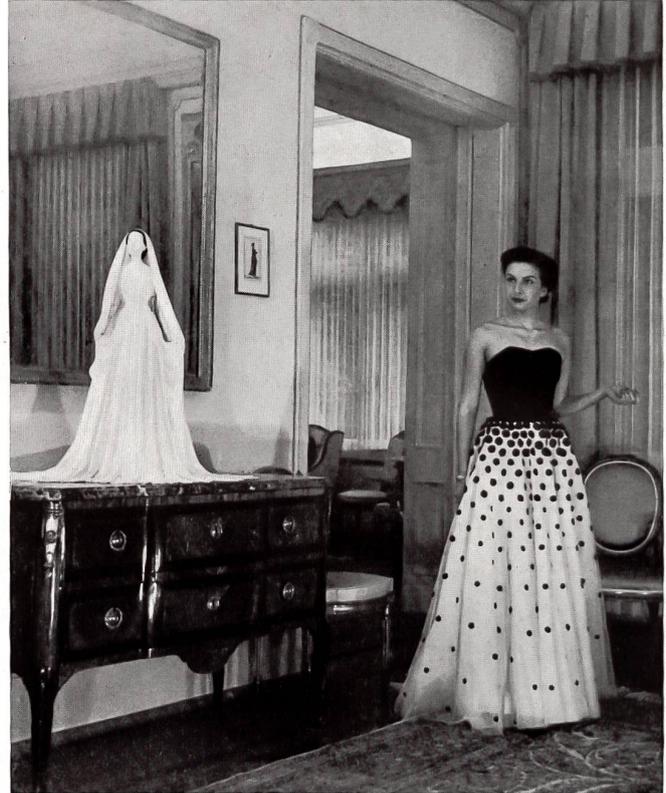
The celebrated and very charming dressmaker of Queen Marie-Antoinette, Rose Bertin, was the first to make known in Europe what « French » and « Parisian taste » mean. In the XVIIIth century, this little French « Couturière » created the dolls — the first mannikins — which were sent to all the great capitals ; her idea was revived in Paris just after the war, to prove that the capital of Fashion had not lost its creative gifts.

And now « Rose Bertin » is presenting Paris fashions to Zurich. A Swiss house, it has obtained the exclusive agency of the best Parisian couturiers and can display to Swiss clients original Paris models bearing the hallmark of famous names. The exclusiveness of the models which are reproduced and their perfect finish are guaranteed by a staff mobilized in Paris itself ; the task of these « officers » is to train Swiss dressmakers in the difficult art of creating feminine apparel.

At the moment, Maison Rose Bertin is presenting the latest creations of Pierre Balmain — who, this season, has been quite obviously influenced by Oriental ideas and is boldly splashing lovely yellows, reds and purples among the delicate pinks and greys which he handles like a poet. Bruyère's remarkable technique, skilful simplicity and ingenious styling and the miracle of « quick-change » gowns ; the originality of Jean Dessès who loves asymmetrical silhouettes, bending and folding them to suit his fancy, giving us a unique shoulder line ; the « shell » effect launched by Jeanne Lanvin, with enveloping folds towards

Zurich :

An air of Paris



Un modèle Bruyère.

(Photo E. Widder)



Salon Régence, au fond salon Louis XVI.

the front and — traditional with her ! — embroideries ; Jean Patou who so loves mother of pearl, rubies and onyx which he combines in his sober, youthful and so entirely distinctive styles.

At « Rose Bertin's », fashionable women will find more than a reflection of Paris ; they can breathe here the very air of Paris ! And, most interesting for us, the gowns made here will be cut largely in Swiss fashion fabrics — as are so many Paris models. It is precisely this co-operation between France and Switzerland in the field of fashion which we wish to stress here ; it holds many promises for the future.

SUZANNE FOURNIER.