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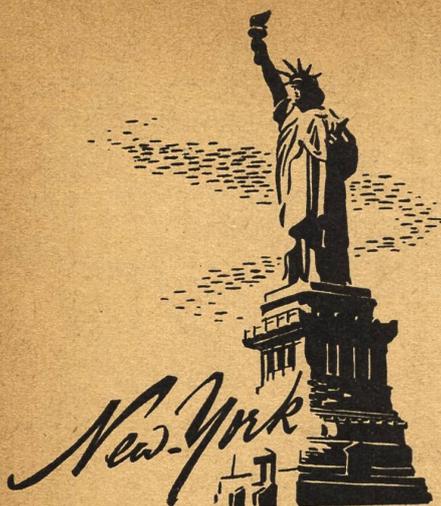
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The charm of sheer fabrics

Once again the fine fabrics and embroideries of Saint-Gall occupy a place of honour in the latest fashions, in New York as in Paris or Mexico.

Indeed there are no materials better suited to the present trend towards light and transparent frocks for spring and summer wear. Organdies, voiles, dotted Swiss and fine batistes, with every conceivable kind of variation have made their appearance in the collections of the large fashion houses and blossom there like flowers in spring. A great number of these cotton fabrics have been made finer and more beautiful than ever thanks to recent technical improvements in spinning, weaving and finishing. There are new effects, softer and more silky materials, original woven motifs and above all unshrinkable, uncrushable fabrics that keep their shape. What progress! What infinite possibilities for these fresh vaporous fabrics now that they can be made into dresses which can be taken out fresh and unspoiled from the bottom of a suitcase, which are easy to wash and require no ironing — all highly appreciated qualities in this age of self-service and travel.

All these Swiss textile specialities are particularly well suited to the requirements of the American climate, and ideal to wear during torrid summer weather. They resist tropical damp indefinitely because their finish is without starch and will not deteriorate.

High quality fabrics for all the year round in the resorts of California, Florida and Arizona, they are well designed to meet the inherent taste of the American woman for impeccable freshness and neatness in everything she wears, and her preference for fabrics that are practical and easy to look after.

But fine batistes, silky lawns, new voiles and supple organdies will not only be used for ladies' dresses and blouses or frocks for babies and teen-agers. More and more frequently they are being used to make lingerie, and in particular very lovely things for brides' trousseaus: sets consisting of nightgown and housecoat, bed jacket and slip, flaring petticoats and close-fitting camisoles, trimmed with fine embroidery, piping, open-work and lace.

This attractive lingerie possesses a very feminine charm since the best garment and lingerie manufac-

turers have given it a neat modern style and there is no longer any attempt to imitate the trousseaus of our grandmothers, nor the old-fashioned exaggerations of the Victorian era. Every American woman appreciates their fineness and their simple freshness, particularly those who have lived in the Southern States where King Cotton reigns over immense plantations and provides a living for hundreds of thousands of citizens. In all the states of the Cotton Belt, this fibre still possesses an undisputed prestige.

This year delicate organdies are no longer luxury fabrics reserved for important gowns or brides and bridesmaids' apparel. Adapted to conditions of modern life, fine cottons have all the qualities needed to enable them to become « little dresses » for every day and for every occasion. Hence their overwhelming success, their presence in every collection and in the wardrobe of every smart woman. There are many short day dresses in black, maroon, navy blue, green or violet organdie which can be worn in town either for lunch on a flower-decked terrace, the cocktail hour or supper at a restaurant. White or brightly coloured shirtwaist dresses worn over different slips to give shot and iridescent effects, are charming for weekends and the country.

Through the progress of technique, organdie has conquered new places for itself in fashion and has become more versatile and easier to use while at the same time keeping its incomparable elegance as a fine sheer fabric.

This was particularly well proved by the interesting fashion show of the Swiss Fabric Group at the Ritz Carlton in New York this spring.

The numerous creations of fashion houses in New York which were all made of fine Swiss fabrics, included blouses, day dresses, evening gowns; frocks for teen-agers, for graduation days and communion; children's frocks; brides and bridesmaids' apparel and — what was particularly noteworthy — a selection of dresses suitable for any occasion and even for town wear. There was also a beautiful lingerie set consisting of nightgown and housecoat of supple embroidered batiste which was particularly elegant.

Th. de Chambrier

LACHER

Blouse in filmy transparent Swiss organdy with embroidered jabot and ruffles at the wrist.



CARADELE

Girl's dress in white Swiss organdy; green taffeta bow with pink rosebuds sprinkled on the streamers.



SYLVIA PEDLAR

Trousseau set of soft Swiss batiste, handsomely embroidered, with blue satin ribbon around the waist.



TED SHORE

Evening dress in Swiss organdy printed with pink and white roses and pale green leaves. The roses are cut out and appliquéd around the decolleté, green velvet ribbon around the waist.



EULALIE

Convertible wedding gown using 40 yards of Swiss organdy. The train of Swiss embroidery (by Reichenbach & Co., St.Gall) can be removed with the jacket to reveal a strapless ball gown.

SWISS FABRIC GROUP, NEW YORK

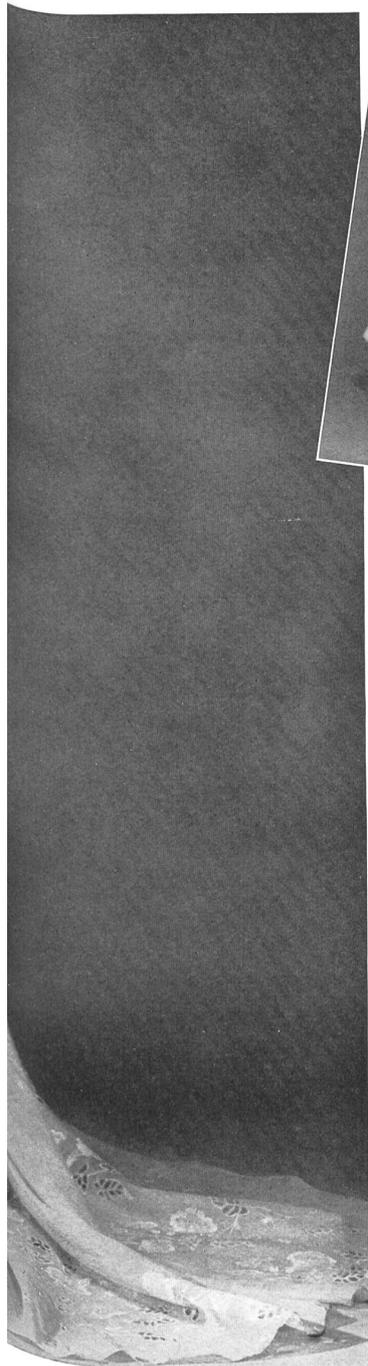


CARADELE

Teen-age graduation gown with flower spray design in white pigment on white Swiss organdy. The flowers can be handpainted to add color and make it a dance dress.

GOTHE

Dress for informal summer evenings in pink Swiss organdy with embroidered bodice.



**CHRISTIAN DIOR
NEW YORK**

Resort and Spring collection
1950

- 1 Blue pure silk tussah
- 2 White pure silk grosgrain
- 3 Caramel pure silk tussah

Silk fabrics from L. Abraham &
Co., Silks Ltd., Zurich



Photographs courtesy
New York Dress Institute



Our pages devoted to Swiss fabrics in New York fashions would not be complete if we did not mention the success of Zurich silks. Having been graced with the favour of Paris, these elegant high quality fabrics have been introduced into the United States where they have met with great success.