

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1950)
Heft: 4

Artikel: All the colours of the rainbow
Autor: Chambrier, Th. de
DOI: <https://doi.org/10.5169/seals-799150>

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All the colours of the rainbow

Among the specialities imported from Switzerland, Silks bring to New York the quintessence of the refinement of old Europe. It is no disparagement to American silk fabrics, nor does it diminish their merit in any way if we mention here the traditional distinction of the well-known creations of the Zurich industry, their senior by several centuries.

Taffeta is popular just now and is being used to make dresses, suits, blouses, linings and a thousand accessories. In the collections of splendid taffetas from Zurich, what is particularly striking is the quality of the fabric, its suppleness and the infinite variety of its colours. Manufacturers have all the



*Shirtwaist dress in blue checked taffeta
by Mollie Parnis, New York.*

colours of the rainbow at their disposal for the creation of their 1951 models. The vast range of these fabrics fires the imagination; there are mauve silks for bridesmaids, exquisite rose-petal shades and forget-me-not blues for débutante balls; there are pure warm tones of red and yellow for dancing under the stars in Florida, and finally there are dark sophisticated shades for cocktails and for dining out, for night life in the big cities.

There are also black silks which retain their distinctive note as well as their practical value. But how pleasant it is amidst this magnificent choice to find dark colours other than black, for creating, as in Paris, distinctive suits and outfits which are just as suitable in a drawing room as at the theatre or a restaurant. Thanks to the richness of the range of their colours, the Zurich silk manufacturers can offer American fashions that exclusive and personal touch which is so difficult to achieve in this country of mass production.

Taffetas, failles and shirting fabrics for sports dresses and blouses constitute the classic collections for basic dresses. Fantasy abounds in brocaded fabrics, prints and delightful chiné (wharp printed) taffetas which are a very European speciality and which can be seen reappearing in a more sumptuous form than ever. These luxurious fabrics are created for the woman who likes a particularly exclusive fabrics giving the impression of having been woven just for her.

It is interesting to compare the silks from Switzerland arriving in America at the present moment

with the old materials in the Exhibition of Silk at the Metropolitan Museum, entitled « A World of Silk ». It is quite apparent that a thousand-year old tradition is being perpetuated.

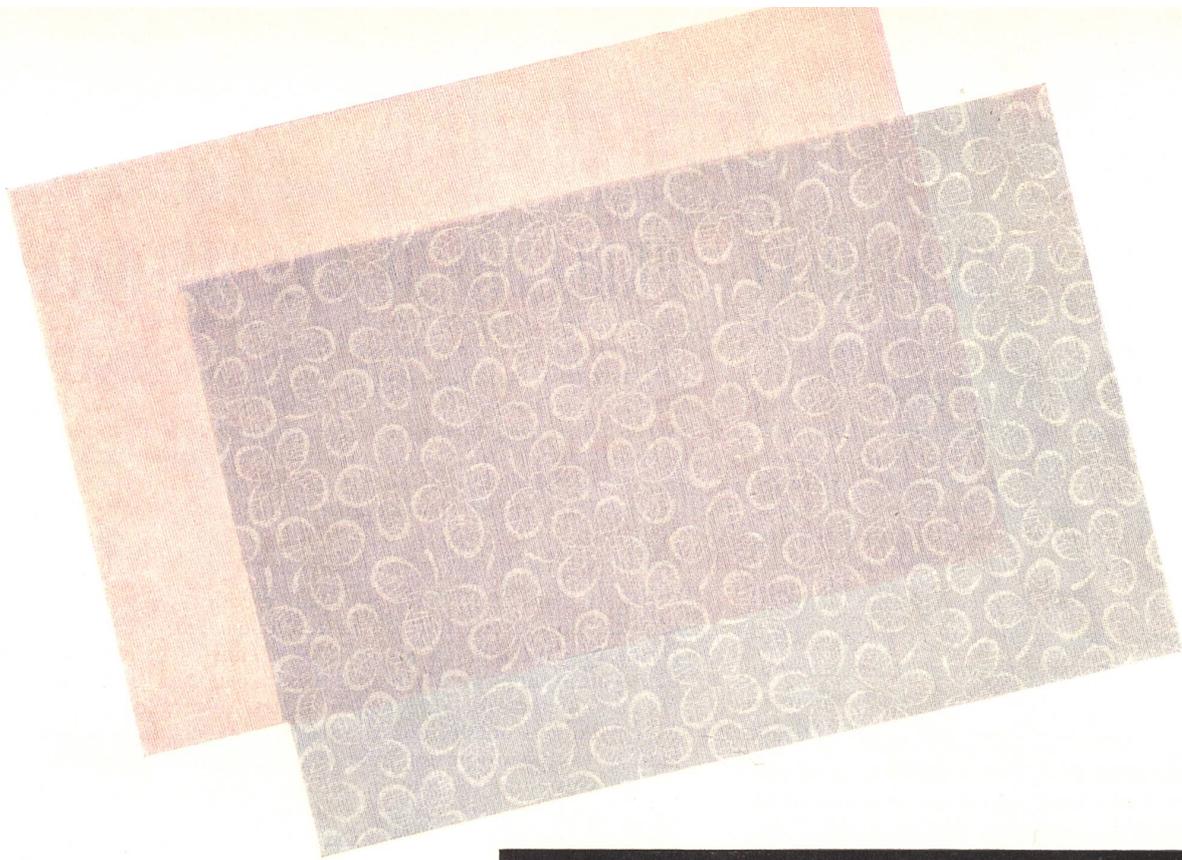
Many are the fine cotton fabrics imported from Saint-Gall which play such a well-known part in present-day fashions. In this field too, batistes, organdies, embroidery, handkerchiefs and a thousand and one other trinkets and accessories have an important place on the American market.

Among these novelties is a category of fabrics less well-known to the public at large but highly appreciated by American interior decorators on the lookout for exclusive designs by the best artists of Switzerland, Paris and New York. Thus among other things there is a fine collection of chintzes, cretonnes, linens and rayons to be seen in the show-rooms of one of the large firms from Saint-Gall.

All the patterns have the same rare quality; they can be adapted to the most varied furnishings or fit in with period furniture or modern living rooms and studios, as draperies or very decorative curtains.

Among the textile novelties coming from Switzerland, in addition to embroidered and organdie tea cloths, there are fine table-cloths in rayon damask, the new shades of which go very well with the modern sets of china from California, Syracuse, England and Italy. With the American woman's elegance and taste for table decorations, there is ample new scope here for Swiss textiles.

Th. de Chambrier.



*Miss Jean Lattner-Morton,
of Chicago and Des Moines*

wears a gown in sky-blue Imago organdie
on a pink organdie ground from

porte une robe en organdi Imago bleu
ciel sur fond en organdi rose de

lleva un vestido en organdi Imago azul
de cielo sobre fondo de organdi roseo
de

trägt ein Kleid aus himmelblauem
Imago Organdi über rosa Organdi-Grund
von

Union S. A., St-Gall

