Fabrics for all occasions

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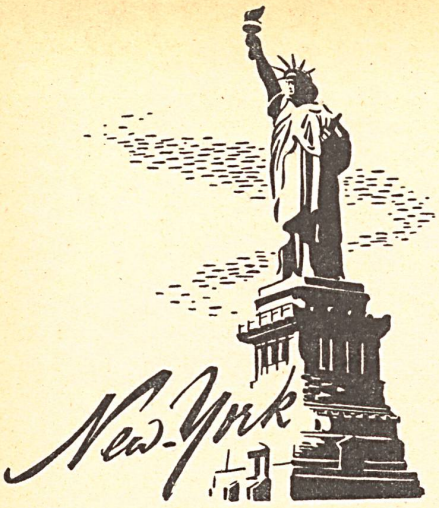

Fabrics for all Occasions

In the United States, whenever it is a question of silks or fine cotton fabrics, the mere mention of the words « Imported from Switzerland » calls to mind visions of good quality articles which fall into the fields of the best workshops or ready-to-wear firms in America. These fabrics have always been used to make summer frocks for children, young girls and women, lingerie, wedding dresses, bridesmaid's dresses and ball gowns. Countless young American girls have made their debut in the world to the swish of their full skirts of taffeta or organdy imported from Switzerland.

A tradition of elegance and distinction is attached to these diaphanous and shimmering fabrics, which have been chosen for generations by empresses, queens and their courts and, in our time, by the most fashionable women in Parisian society and in the world.

These products of a highly specialised industry offer no competition to American mass production. In Switzerland, quantity is always subordinate to quality. It is the quality of the fabrics and the finishes, and the perfect workmanship of the textiles and fashion accessories that through the years have made the reputation of the articles that Switzerland exports to the capitals of fashion and all over the world. One of the reasons behind the present popularity of Swiss fabrics is that they can be adapted to every occasion. Nowadays, when speaking of organdy or taffeta, one no longer thinks only of lovely dresses for garden parties or ball gowns to be worn on great occasions. For the production of Swiss weavers has been adapted more and more these last few years to the new needs of present-day life, which is more active and more athletic than that of the beginning of the century. To-day, the finest cottons and best silks are within the reach of a greater number of women of average means. There are some for every purse, for every age, for every season of the year and for every hour of the day or night, for every occasion in everyday or fashionable life, for the town and country. Few fabrics are so well suited to the demands of contemporary fashion. Thanks to the continual progress being made in the field of finishing, dainty organdies which used to crumple like flower petals no longer crease ; they come fresh and triumphant out of the most tightly packed suitcases. They are light, which is a great advantage where air travel is concerned. The same is true of the new silks, whose seeming fragility is an added charm when one realises their creaseproof and hardwearing qualities. Like cotton, silk is gaining in popularity every year. Silk fabrics have become so practical and are so easy to look after that they are chosen by the best American ready-to-wear manufacturers for blouses, dresses, town suits and day-intoevening two-piece outfits. The taffeta suit is becoming a classic feature along with gaberdine and tweed suits and can be worn at any time of the year. Silk and cotton have definitely regained the prestige in fashion which is their due and which had been temporarily overshadowed by the lovely new synthetic materials.

Among the New York Dior creations, mention may be made of a charming model in striped silk which proves in a practical manner the many uses to which Swiss textiles lend themselves in fashions for every day and for all occasions.

Striking proof of the countless uses to which Swiss fabrics have been put in the 1951-1952 fashions was given recently in New York at the remarkable fashion parade of the « *Swiss fabric group* ». At this reception, held under the auspices of the Swiss Legation in Washington and presided over by the Swiss Consul General in New York, representatives of the press, high fashion, the best ready-to-wear manufacturers in the United States were able to see for themselves how easy to handle the fabrics imported from Saint-Gall are and how suitable they are for all uses.

It is not surprising that dressmakers and ready-to-wear manufacturers in the United States take such a delight in choosing from among this wide selection the main items of their spring and summer collections and winter resort wear. In this selection, where the creative imagination of the weaver is not restricted by the demands of a uniform and large-scale production, each dressmaker may find an exclusive fabric for his original models.

Moreover, cotton fabrics made in Switzerland from raw materials imported from America have a special

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Kiviette, New-York

Organdi « Creperl » de *Reichenbach & Cie, Saint-Gall*, imprimé de motifs floraux, avec garnitures du même tissu. Le mannequin passe devant les tables des hôtes d'honneur.

« Creperl » organdy by *Reichenbach & Co., St. Gall*, printed with floral designs, with trimmings of same fabric. The mannequin is passing in front of the guests of honor table.

Organdí « Creperl », de *Reichenbach & Cia., San-Gall*, estampado con dibujos de flores, con adornos del mismo tejido. El maniquí pasa por delante de las mesas de los huéspedes de honor.

« Creperl » Organdi von *Reichenbach & Co., St. Gallen*, mit Blumenmotiven bedruckt, Verzierungen aus demselben Material. Das Mannequin defiliert vor dem Tisch der Ehrengäste.

1

SWISS FABRIC GROUP, NEW-YORK

2

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1 **Christian Dior, New-York**

Robe à danser ; sur la jupe, effet de plis tissés, col triple en organdi blanc.

Short dance dress ; white stripe effect given by tiny woven tucks ; triple tiered collar in white organdy.

Vestido de baile ; sobre la falda, efectos de pliegues tejidos, cuello triple de organdí blanco.

Tanzkleid mit gewobenem Plissé-Effekt und dreifachem Kragen aus weissem Organdi.

2 **D. Gottlieb, New-York**

Organdi « Creperl » imprimé à fond sombre, de *Reichenbach & Cie, Saint-Gall.*

« Creperl » organdy by *Reichenbach & Co., St. Gall*, printed on a dark ground.

Organdí « Creperl » estampado sobre fondo oscuro, de *Reichenbach & Cia, San-Gall.*

Bedruckter « Creperl » Organdi von *Reichenbach & Co., St. Gallen.*

3 **Filcol Corp., New-York**

Robe en organdi damassé imprimé de *Reichenbach & Cie, Saint-Gall.*

Dress in printed damask organdy by *Reichenbach & Co., St. Gall.*

Vestido de organdí adamascado estampado, de *Reichenbach & Cia., San-Gall.*

Kleid aus bedrucktem « Organdi damassé » von *Reichenbach & Co., St. Gallen.*

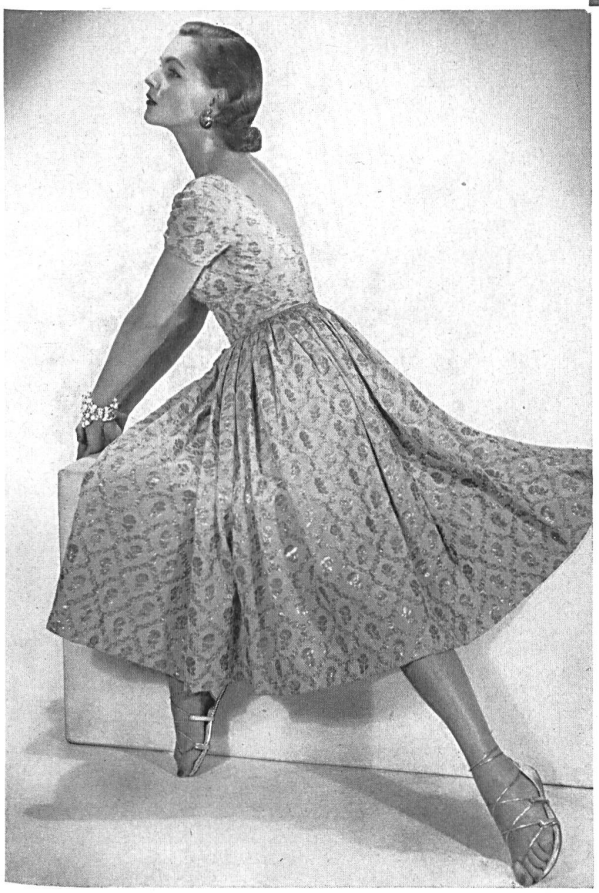
Fira Benenson

Robe de bal d'été en organdi crêpé imprimé de couleurs gaies.

Summery ball gown in gaily colored crêped organdy.

Vestido de baile para verano, de organdí crespón estampado con colores alegres.

Sommerliches Ballkleid aus Organdi mit Krepp-Effekt und bedrucktem Dessin in lebhaften Farben.



SWISS FABRIC GROUP, NEW-YORK

Carolyn Schnurer

Robe de jour ou de soir pour le sud avec impression métallique or sur batiste mauve rosée.

Day or evening dress for down South with metallic printing in gold on mauve-pink batiste.

Vestido de día o de noche, para el sud, con estampado metálico oro sobre batista malva rosado.

Tages- und Abendkleid für südliches Klima mit Metalldruck goldener Motive auf rosa-lila Batist.

Wilson Folmar of Ben Gam

Grande robe à étages en organdi blanc et héliotrope avec velours noir et guirlandes de fleurs.

Tiered ball dress in white and heliotrope organdy with black velvet shoulder straps and flower-strewn streamers.

Suntuoso vestido haciendo pisos, de organdí blanco y heliotropo con terciopelo negro y guirlandas de flores.

Ballkleid aus weissem und lila Organdi. Verzierungen aus schwarzem Samt mit Blumengirlanden.

SWISS FABRIC GROUP, NEW-YORK

E. D. Winter

Fine blouse de souple batiste avec garnitures de piqué et de guipure.

Tailored blouse in baby-soft batiste with piqué and guipure trimmings.

Fina blusa de suave batista con adornos de piqué y de guipur.

Reizende Bluse aus weichem Batist mit Piqué-Aufsätzen und Guipure-Verzierungen.

Fein Children's Dress Inc., New-York

Robe de fillette en organdi damassé blanc de *Reichenbach & Cie, Saint-Gall.*

Small girl's dress in white damask organdy by *Reichenbach & Co., St. Gall.*

Vestido para niña de organdí adamascado blanco de *Reichenbach & Cia., San-Gall.*

Mädchenkleid aus weissem « Organdi damassé » von *Reichenbach & Co., St. Gallen.*

SWISS FABRIC GROUP, NEW-YORK

Pat Premo of California

Robe simple en chambray changeant avec impression métallique argent.

Casual dress in irridescent chambray with silver metallic printing.

Vestido sencillo, de chambray tornasolado, con estampado metálico plata.

Einfaches Kleid aus schillerndem Chambray mit metallischem Aufdruck silberner Motive.

Christian Dior, New-York

Robe en shantung de soie rayé de *Robt Schwarzenbach & Cie, Thalwil (Zurich).*

Dress in striped silk shantung by *Robt Schwarzenbach & Co., Thalwil (Zurich).*

Vestido de shantung de seda listado, de *Robt Schwarzenbach & Cie., Thalwil (Zurich).*

Kleid aus gestreiftem Seidenshantung von *Robt Schwarzenbach & Co., Thalwil (Zurich).*

Christian Dior, New-York

Deux-pièces d'après-midi en Miyako framboise, de *L. Abraham & Cie, Soieries S. A., Zurich.*

Two-piece afternoon dress in raspberry miyako by *L. Abraham & Cie, Soieries S. A., Zurich.*

Dos piezas para tarde, en Miyako frambuesa, de *L. Abraham & Cie, Soieries S. A., Zurich.*

Nachmittags-Ensemble aus himbeerfarbenem Miyako von *L. Abraham & Cie, Soieries S. A., Zurich.*

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place in the heart of true Americans. After all, cotton is the traditional and ancestral fibre of the southern States. It is cotton that made the wealth of numerous states in America in former times and still does even to-day. Cotton is like an eternal Cinderella, escaping miraculously from the kitchen where it is a dish-cloth to shine in the splendour of drawing rooms and ballrooms. It is personified by the « Cotton Queen », elected with great ceremony every year in the States of the *Cotton Belt.* « King Cotton », and « Cotton Maid » are legendary figures symbolising America's affection for its vast cotton plantations. This cotton, spun and woven in Switzerland, has served to adorn successive generations of American women. It is not surprising therefore that this fibre has regained a place of importance in present-day fashions. America recognises merit when it sees it and consumes considerable quantities of fine cottons which are used for suits, dresses, blouses, lingerie and children's wear, which always remain fashionable.

Thérèse de Chambrier.

Los Angeles Letter

Swiss Fabrics in the Californian Fashion

From a land as full of the zest of living as California, there comes a certain spontaneity and derring-do that colors every aspect of its fashion industry. One of the most exciting additions to almost every top collection has been new and unusual uses of Swiss fabrics and laces.

Greatly in evidence, for the second season is a by-now-beloved Swiss moucheté as used in finely tailored suits by Athena, Edith Small, Malter and Frank & Imbach. Sometimes used in combination with linen collars and cuffs, surah ties or small insets of color contrasted moucheté.

Irene has deftly fashioned delicate screen-printed organdy... roses on white ... into a glowing after-five dress for southern climes. Howard Greer has used huge multi-colored dots in a redingote over a strapless short dance dress. Everywhere in his collection of strapless dresses with short suit jackets or cover-ups, he has used fine Swiss batistes and laces for his frankly stated « half-reveal, half-conceal » bodice effects.

Don Loper's custom collection used the widest variety of Swiss fabrics seen here ... in clothes that covered morning, noon and night activities. Natural moucheté was used in a tailored suit with lady-like touches of heavy lace. Tucked batiste was used as a gay peek-a-boo dickey and flirting petticoat in combination with blue silk toile. Natural cotolin was combined in a magnificent ensemble of simple sheath dress and full, flowing mandarin coat embroidered in white chinese flowers. There were also many numbers done in a boiling fast striped Swiss rayon... the highlight of the show in black and white stripes... and in delicately used Swiss tweed.

Another designer, Lettie Lee, who has recently re-entered the market did so with almost complete use of Swiss fabrics. A preponderance of Swiss organdies, cottons and laces have been treated with this designer's French-like knowledge of inner construction that literally molds a dress onto a woman. Shirred organdy in large detachable sleeves gives a covered-up look to bouffant, strapless evening dresses... all short length.

Peggy Hunt, one of the larger and better established « downtown » houses displays many couturier touches in her careful use of lace bodices, combined with flowing chiffon, natural net, carefully placed waist, skirt or bodice insertion of fine Swiss lace. She has used a variety of batiste edgings, lovingly placed on a strapless bodice of both slimline narrow sheaths and full, flowing dresses.

More and more, as California's spring, summer and resort wear selling increases, it becomes the natural market for fine Swiss fabrics. Since Southern California is its own market for a large number of these clothes and for clothes that are purchased by over a million tourists a year, the demand and desire for all that is new and beautiful from Switzerland will grow and increase. These things suit our climate, our designs, our easy, blithe, cool-living, sport- and party-loving way of life... a way of life that has successfully made itself felt in all four corners of this vast country.

Helene F. Miller.