

**Zeitschrift:** Swiss textiles [English edition]  
**Herausgeber:** Swiss office for the development of trade  
**Band:** - (1952)  
**Heft:** 3

**Artikel:** Letter from Rome  
**Autor:** Brin, Irene  
**DOI:** <https://doi.org/10.5169/seals-799044>

### **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>**

## Letter from Rome

Italian fashion was born ten years ago and the fairies hovering over her cradle were very strange ones indeed. They were not exactly wicked fairies, but were called Poverty, Ingenuity and Daring. The gifts they brought were in keeping with their characters: a peasant shawl, wooden sandals and a few bad picture postcards on which the masterpieces of the museums looking gaudy and out of place but which nevertheless represented the portrait of the Bella Simonetta or the headdress of the Marquise of Mantua.

Unfortunately, the fairy Sufficiency came too. It was she who fated the poor infant Fashion to believe herself perfect. And Italian Fashion grew up, poor, ingenious and bold. Very quickly she conquered the national market, for Italians had too little money to be able to buy abroad.

The first American nurses went back to the United States with their purchases and their friends were wildly enthusiastic about them. Two exhibitions were organised in Florence every year. In the sumptuous magazines of New York were published the charming creations of a weaver from Capri. The future of the young Fashion appeared to be assured, but there was the evil spell cast by one of the fairy godmothers! Some designers, convinced a little too soon of their own perfection, cast aside all caution and forgot their humility.

Luckily it is possible to fight against evil spells. The fairy Vagabond recommended travelling, spoke of the islands of the East where the young girls wear a flower in their hair to such effect, of Spain where the young men proudly knot their belts, of Switzerland where the girls and young women (and even those who are no longer quite so young) choose the lightest organdies for the summer, and for the winter the most luxurious laces.

It is wisest of course not to depart too far from the typical characteristics of a collection. But if, like Carosa and Fernanda Gattinoni, one can show, among the wools lovingly woven by hand and the classical silks of Italy, the exquisite freshness of plumetis, shirtings, cottons, piqués, guipures, horse-hair organdies, brocaded organdies and embroidered organdies that come from Switzerland, the general effect will be infinitely more lively and varied. Like every other fashion, Italian Fashion has need of the rest of the world, and more particularly of the gay and piquant contrasts that enhance not only its everyday face but also its possibilities of dramatic expression. The fairy Vagabond knows perfectly well that the Bella Simonetta would have loved to walk through the gardens of Florence in Spring, draped in white embroideries re-embroidered in white. And Isabella Marchesa di Mantova would have sent a special ambassador hurrying off to Saint-Gall if these textile treasures, so worthy of her charms, had been known of in those days.

*Irene Brin.*

CAROSA

Organdis bianco a fiori traforati di San Gallo  
Photo Carole



GATTINONI  
Abito in pizzo  
giallo  
di San Gallo



# PUBLICATIONS

OF THE SWISS OFFICE FOR THE DEVELOPMENT OF TRADE, ZURICH - LAUSANNE

## « *Swiss Industry and Trade* » :

Surveys Switzerland's economic situation and development ; gives general information concerning her industry, trade and national life. Issued three times yearly in English, French, German, Italian and Spanish.

Abroad : Address registration fee covering a two-year period : S. frs. 10.—.

## « *Swiss Technics* » :

A journal edited in collaboration with the Swiss Association of Machinery Manufacturers in Zurich. Notes on Swiss technical innovations. Articles concerning the construction of new machines, etc.

Issued three times yearly in English, French, Spanish, Portuguese and German.

Abroad : Address registration fee covering a two-year period : S. frs. 15.—.

## « *Textiles Suisses* » :

A specialised trade journal, richly illustrated, giving information on all matters concerning the clothing and fashion trades following the latest developments in the textile trade.

A quarterly publication issued in four editions : English, French, Spanish and German.

Abroad : Annual subscription rate : S. frs. 20.—.

## « *Directory of Swiss Manufacturers and Producers* » :

Published in English, French, German and Spanish. Contains addresses of Swiss industrial firms ; classified indexes of products, branches of industry and firms. Price : S. frs. 20.40, postage paid.

## *Booklet « Switzerland and her Industries » :*

Giving a brief general survey of Switzerland, her institutions, national economy and industries and containing numerous illustrations. Editions available in English, Italian, Spanish, German and French.

Price : S. frs. 2.10.

## « *Informations Economiques* » :

A weekly newspaper on foreign trade.

Contains information on foreign markets, commercial methods, business possibilities, traffic in goods and payments.

Appears once a week in two languages (French and German).

Annual subscription rates : Abroad S. frs. 24.—.

For all information please write to :

**SWISS OFFICE FOR THE DEVELOPMENT OF TRADE**

Place de la Riponne 3

**LAUSANNE**

Telephone 22 33 33

**21<sup>me</sup> SEMAINE SUISSE D'EXPORTATION ZURICH**

*17 au 22 novembre 1952*

**COLLECTIONS DE PRINTEMPS ET D'ÉTÉ**

*Syndicat Suisse d'Exportation des Industries de l'Habillement, Zurich*



**21<sup>st</sup> SWISS EXPORT WEEK ZURICH**

*17<sup>th</sup> to 22<sup>nd</sup> November 1952*

**SPRING AND SUMMER RANGES**

*Exporters Association  
of the Swiss Clothing Industry, Zurich*

**21. SCHWEIZERISCHE EXPORTWOCHE ZÜRICH**

*17.-22. November 1952*

**FRÜHJAHR- UND SOMMER-KOLLEKTIONEN**

*Exportverband der Schweizerischen Bekleidungsindustrie, Zürich*

## D'UNE «SEMAINE» A L'AUTRE...

Dans quelques semaines — le 17 novembre exactement — commencera à Zurich, la 21<sup>e</sup> *Semaine suisse d'exportation*, au cours de laquelle les fabricants suisses de confection présenteront aux acheteurs du monde entier leurs nouvelles collections pour le printemps et l'été 1953. Il n'est pas encore possible, à l'heure où nous mettons sous presse le présent numéro, de donner un aperçu de ces collections. C'est pourquoi nous devons nous contenter de reproduire ici des articles déjà présentés à Zurich, la plupart en juin dernier à l'occasion de la précédente Semaine d'exportation, comprenant les collections destinées à l'hiver 1952/53. Cette large sélection, bien que forcément incomplète et déjà dépassée, reflète néanmoins les aspects les plus caractéristiques de la production suisse pour l'exportation en robes, tailleurs et manteaux, blouses, costumes de sport, imperméables, robes et costumes tricotés, pullovers, etc. Les profanes comme les professionnels reconnaîtront facilement dans ces images le standard élevé de la confection suisse de qualité.

## FROM ONE «WEEK» TO ANOTHER...

In several weeks — on 17th November exactly — will open in Zurich, the 21st *Swiss Export Week*, during which Swiss clothing manufacturers will present to buyers from all over the world their new Collections for Spring and Summer 1953. It is not as yet possible, at the time of going to press of the present number, to give an idea of these collections. That is why we must confine ourselves to reproduce here items already presented at Zurich, most of them in June last on the occasion of the previous Export Week, which included the collections designed for winter 1952/53. This wide selection, although inevitably incomplete and already behind us, reflects nevertheless the most typical features of the Swiss production for export in dresses, suits, coats, blouses, sports suits, two-pieces, waterproofs, knitwear, etc. Outsiders as well as professionals will easily acknowledge from these pictures the high standard of the quality of the Swiss clothing industry.

## VON EINER «WOCHE» ZUR ANDERN...

In einigen Wochen — genauer am 17. November — beginnt in Zürich die 21. *Schweizerische Exportwoche*, in deren Verlauf die schweizerischen Fabrikanten der Konfektionsbranche den Einkäufern der ganzen Welt ihre neuen Kollektionen für das Frühjahr und den Sommer 1953 vorführen werden. Zur Stunde, da wir die vorliegende Nummer in Druck geben, ist es noch nicht möglich, einen Überblick über diese Kollektionen zu vermitteln. Deshalb müssen wir uns damit begnügen, Artikel wiederzugeben, von denen der grösste Teil, nämlich die für den Winter 1952/53 bestimmten Kollektionen, anlässlich der letzten Exportwoche im verflossenen Juni in Zürich gezeigt wurde. Obwohl notwendigerweise unvollständig und bereits überholt, spiegelt diese grosse Auswahl nichtsdestoweniger die charakteristischen Seiten der schweizerischen Produktion für den Export in Kleidern, Tailleurs und Mänteln, Blusen, Sportkostümen, Regenmänteln, gestrickten Kleidern und Kostümen, Pullovers usw. wider. Laien und Fachleute werden in diesen Bildern leicht den hohen Standard der schweizerischen Qualitätskonfektion erkennen.

*Haute Confection*

*High Class Ready to Wear*

*Modellkonfektion*



«VOLLUS», Vollmoeller, Uster

Fabrique de bonneterie

Kniting Works

Wirkwarenfabrik

Photo Peter Clark Ltd.

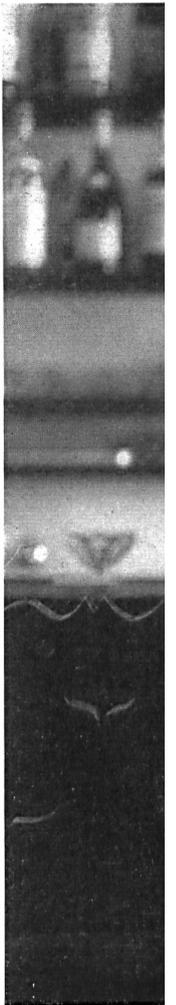
«ESQUIRE», Canzani & Cie, Zurich

Costume de ski en gabardine de laine bleu de roy ; se fait aussi en tons pastel mode.

Royal blue ski-suit in wool gaberdine ; also made in fashionable pastel shades.

Königsblauer Skianzug aus erstklassiger Wollgabardine, auch in den neuen Pastell-Tönen erhältlich.

Photo Rolf Lutz





Arthur Schibli S. A., Genève

Photo Hans Matter



«HELVETRICOT»,  
Devaud Kunstlé & Cie S. A.,  
Genève

Fabrique de bonneterie.  
Knitwear manufacturers.  
Strickwarenfabrik.



«CROYDON», Respolco S. A., Zurich

De g. à dr. : canadienne réversible, doublée teddy-bear ; jaquette nouveauté pour l'après-ski ; blouse de ski réversible en ocelot imitation.  
From l. to r. : reversible lumber-jacket, teddy-bear lining ; original jacket for after-ski wear ; reversible ski-jacket in imitation ocelot.  
Von l. nach r. : neuartige Canadienne mit Teddy-Futter (réversible) ; Après-Ski Neuheit ; zweiseitig tragbare elegante Skijacke aus Ozelot-Imitation.

Photos Eva Hoening

«ALPINIT», Ruepp & Cie S. A., Sarmenstorf  
Tricots et jerseys

Photo Eva Hoenig



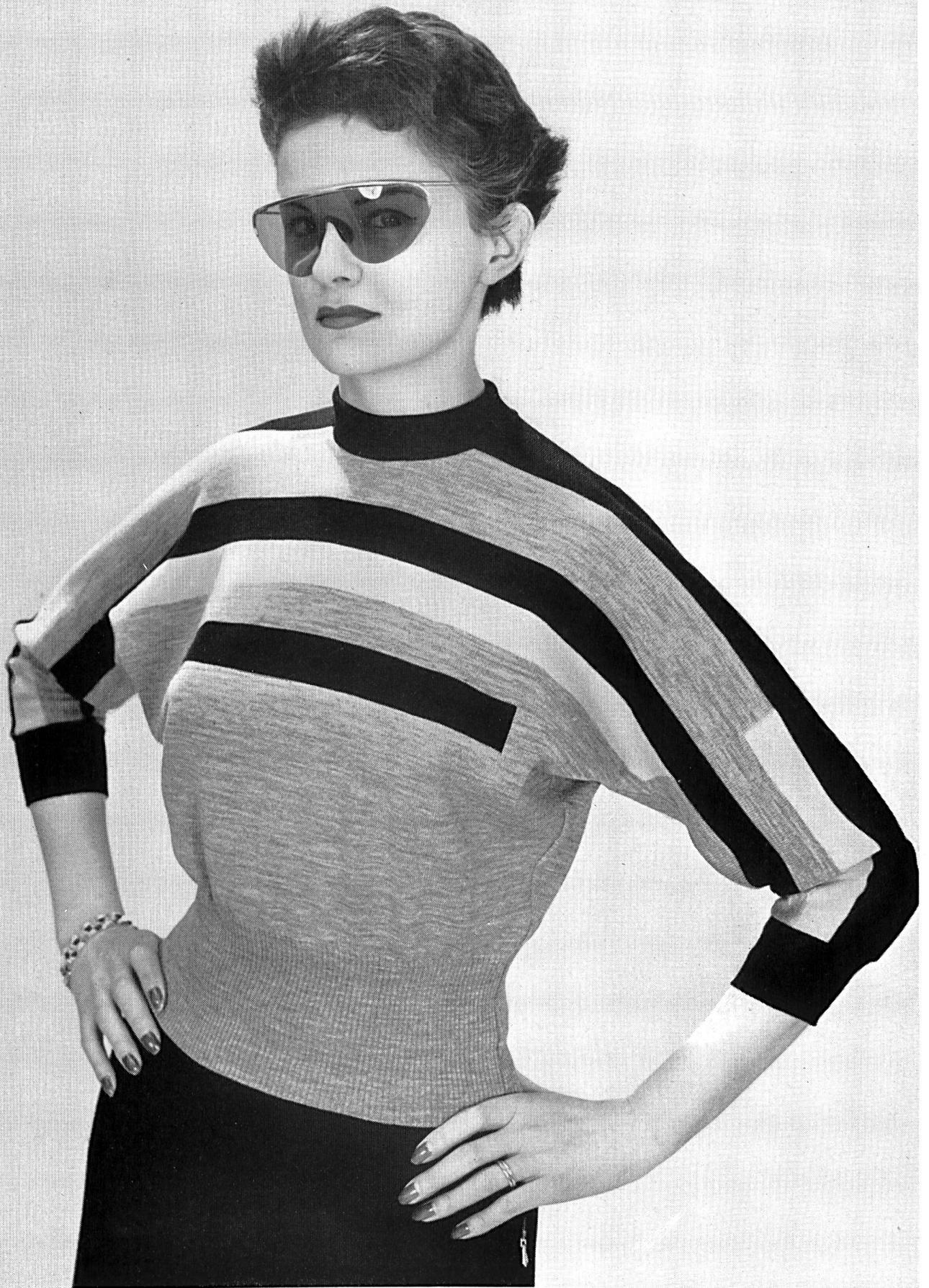
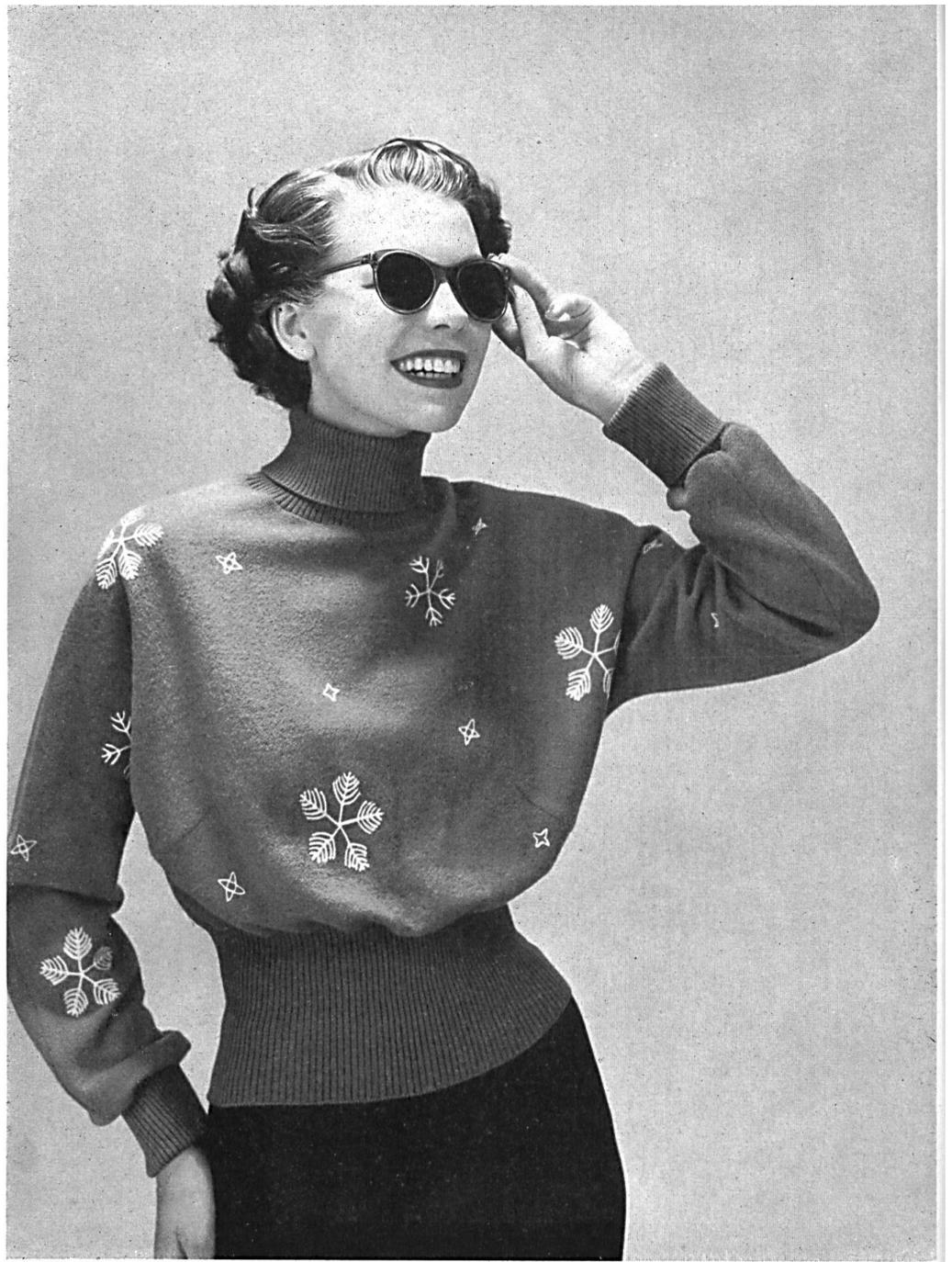


Photo Eva Hoenig

«ALPINIT», Ruepp & Cie S. A., Sarmenstorf  
Tricots et jerseys



«YALA», Jakob Laib & Co., Amriswi  
Fabrique de bonneterie.  
Knitwear Manufacturers.  
Tricotfabrik.

**«HELVETRICOT», Devaud Kunstlé & Cie S. A., Genève**

Pullover habillé en tricot de laine lamé or. Les collections comprennent également des tricots de sport et de ville.

Dressy woollen pullover with gold lamé. The collections also include knit-wear for town and sport.

Woll-Pullover für «angezogene» Gelegenheiten mit Gold-Lamé.

Zu den Trikot-Kollektionen gehören auch Sport- und Stadtmodelle.





←  
**Arthur Schibli S. A., Genève**

Photo Hans Matter



**Beblo S. A., Bâle**

Manteaux et costumes pour dames,  
de fabrication soignée et de genre  
élégant.

Manufacture of smart and fine quality  
ladies' coats and suits.

Fabrikation eleganter und hochwertiger  
Damenmäntel und Kostüme.

Photo Tenca

**«HELVETRICOT»,  
Devaud Kunstlé & Cie S. A., Genève**

Fabrique de bonneterie.  
Knitwear manufacturers.  
Strickwarenfabrik.



**«CROYDON», Respolco S. A., Zurich**

Elégant manteau d'hiver en Harris Tweed  
avec emmanchure originale.

Smart winter coat in Harris Tweed with  
originally set-in sleeves.

Eleganter Wintersportmantel aus Harris  
Tweed mit interessantem Aermleinsatz.

Photo Eva Hoenic



**Jaro S. A., Zurich**

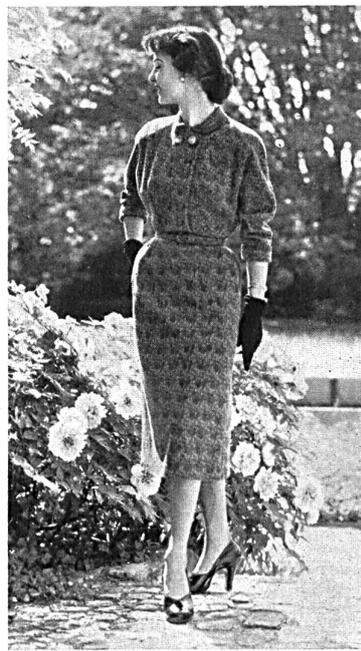
Fabrication de robes, blouses et jupes.  
Manufacturers of ladies' dresses, blouses and skirts.  
Fabrikation von Damenkleidern, Blusen und Jupes.

Photo Lutz



**Algo S. A., Zurich**

Manufacture de robes.  
Manufacturers of ladies' dresses.  
Damenkleiderfabrik.



**«ISA»,  
Jos. Sallmann & Cie,  
Amriswil**

Photo Schmutz & Guniat

Photo Hans Matter

**Arthur Schibli S. A., Genève**



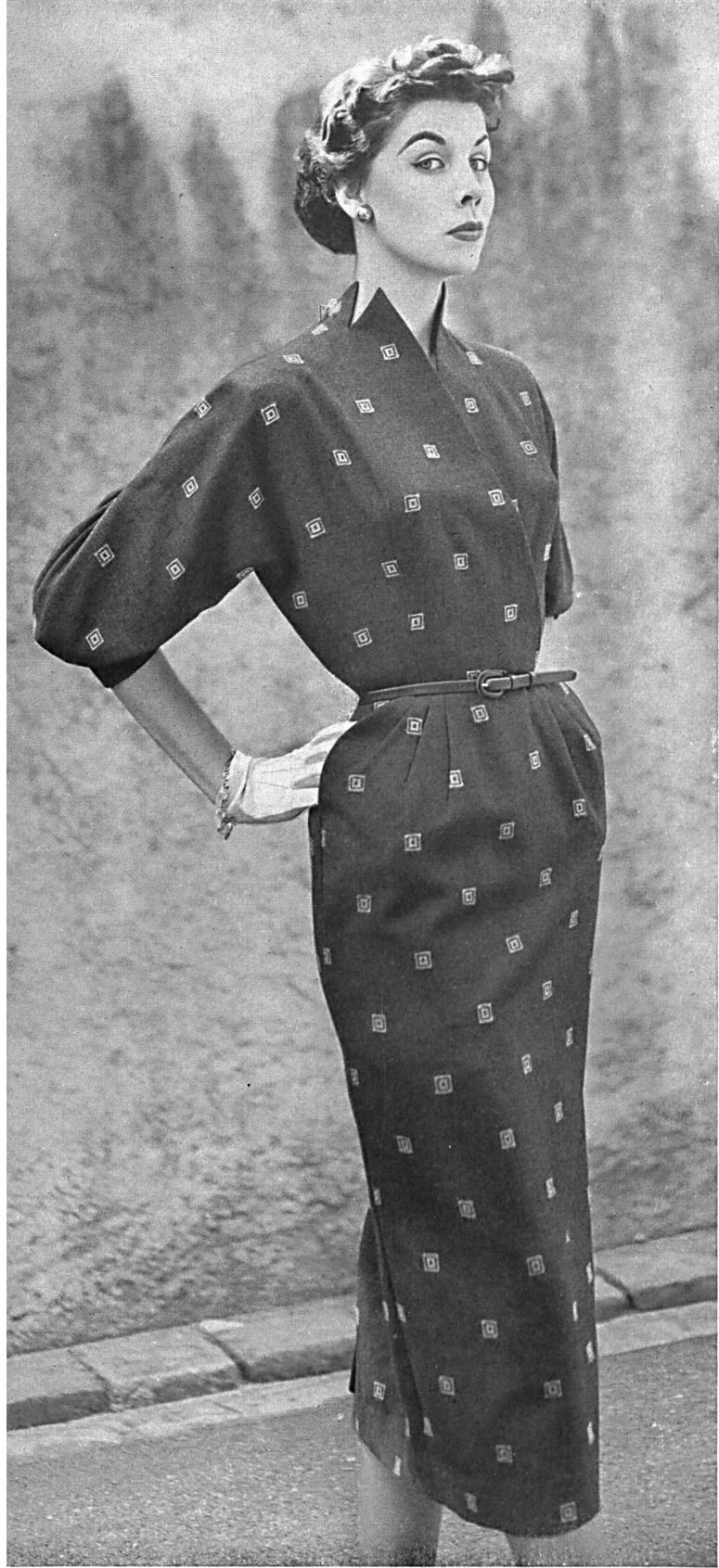
**Victor Tanner S. A., Saint-Gall**

Robe d'après-midi à motif Jacquard en tricot pure laine.

Pure wool afternoon knitted dress with Jacquard design in matching tone.

Nachmittagskleid aus reinem Wolltrikot mit diskretem, abgetönten Jacquardmuster.

Photo Hugo Siegfried



**Jaro S. A., Zurich**

Fabrication de robes, blouses et jupes.  
Manufacturers of ladies' dresses, blouses  
and skirts.  
Fabrikation von Damenkleidern, Blusen  
und Jupes.

Photos Lutz





**Algo S. A., Zurich**  
Manufacture de robes.  
Manufacturers of ladies' dresses.  
Damenkleiderfabrik.



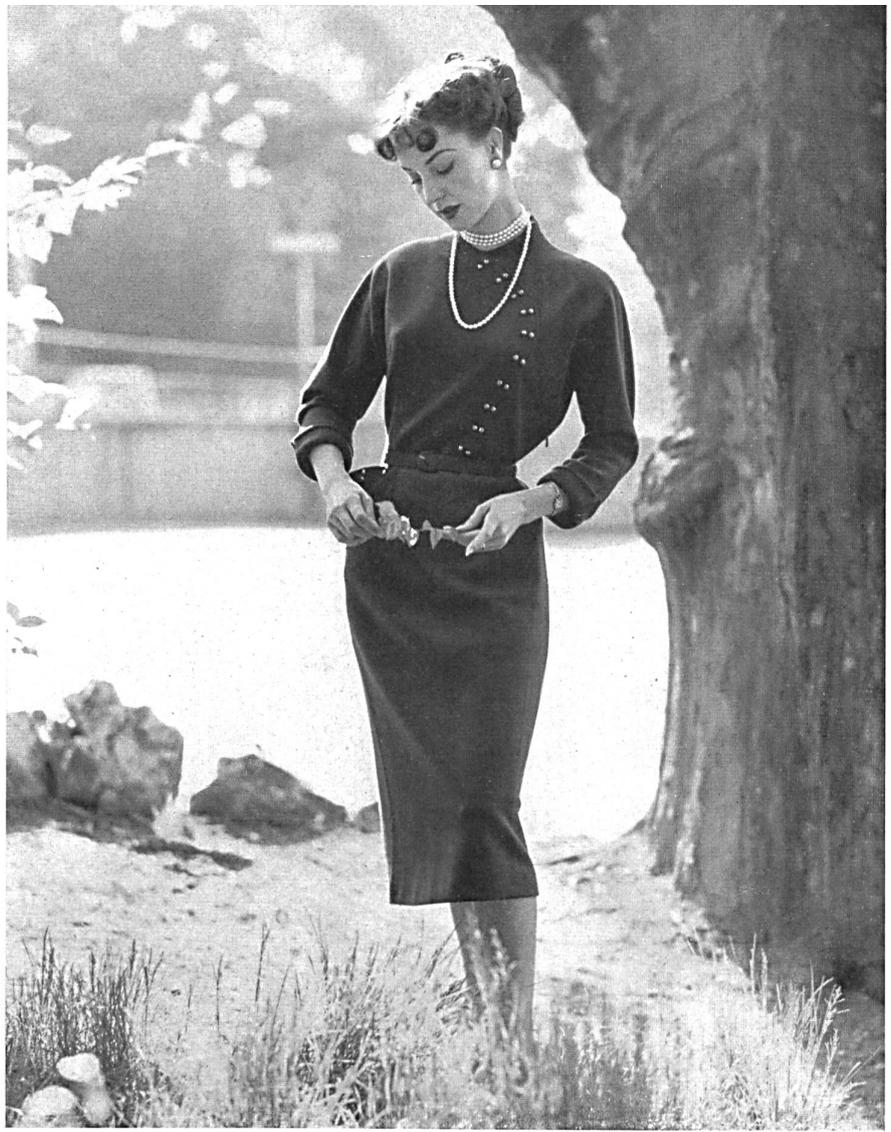


Exclusivité CHRISTIAN DIOR  
par «BELFA» — Tri-co-Tiss  
Oumansky & Cie, Genève

Photo Lutz



**Oumansky & Cie, Genève**  
**Modèle «SNAKY» — Tri-co-Tiss.**  
Photo Lutz



«ISA», Jos. Sallmann & Cie,  
Amriswil  
Photos Schmutz & Guniat



**Victor Tanner S.A., Saint-Gall**

Costume mode en tricot de laine d'un genre nouveau, semblable à du tissu, avec effet bouclé mohair.

Fashionable suit made of a new kind of woollen knit similar to a woven fabric with a fancy mohair loops effect.

Modisches Kostüm aus neuartigem, reinwollenem Gewirk mit Gewebecharakter und interessantem Bouclé-Effekt aus Mohair.

Photo Hugo Siegfried





Société Anonyme Jacob Scherrer, Romanshorn

Voici un petit choix de modèles qui ont obtenu un succès remarqué pendant la saison d'été 1952. Qu'ils soient en coton, en lin ou en soie, ils sont toujours chics parce que simples avant tout. Mais la simplicité exige une coupe étudiée et une exécution absolument impeccable. A ce prix seulement, il est possible de produire des articles qui, malgré leur sobriété — ou plutôt grâce à celle-ci — peuvent enthousiasmer les clientes difficiles.

Here is a small collection of models that were a notable success during the 1952 summer season. On account of their simplicity they are always smart, whether of cotton, linen or silk, but irrep- roachable cut and absolutely impeccable finish are essential. Only in this way is it possible to produce articles which, despite their sober line — or rather because of it — can make even difficult clients enthusiastic.

Eine kleine Auswahl von Modellen, die im Sommer 1952 einen beachtlichen Erfolg aufwiesen. Ob sie aus Baumwolle, Leinen oder Seide hergestellt sind : immer wirken sie deshalb besonders chic, weil sie einfach sind. Einfachheit erfordert aber einen ausgeklügelten Schnitt und eine Ausarbeitung in höchster Vollendung. Nur auf diese Weise ist es möglich ein Produkt herauszubringen das, trotz oder gerade wegen seiner Schlichtheit die anspruchsvolle Dame begeistert.

