

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1953)
Heft: 2

Artikel: London letter
Autor: Duveen, Ann
DOI: <https://doi.org/10.5169/seals-799231>

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: 16.02.2026

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



London Letter

We have now seen the fashions from all over Europe, and what is striking is not the difference but the similarity of clothes designed almost simultaneously in Paris, Spain or Italy, Switzerland or London. It is as though the germ of an idea were sown, and the seeds carried right across the continent, so unanimous is the contemporary feeling in fashion. How else are we to account for the snowstorm of white, in street as well as party clothes, in every country; for the ubiquitous prevalence of pleating, for the foam of crisp organdie and silk organza and the drift of flowers in prints or encrusted embroidery? Flower motifs and the romanticism of organza are perhaps the most internationally beloved of all the new trends; and this promises to be a spectacular summer for Swiss textiles. For, in delicacy of fibre, variety of weave and beauty of design, the soft muslins of our great-grandmothers have been metamorphosed into something rich and strange, and yet adaptable to every phase of the summer's day.

In London, as elsewhere, we already see the acceptance of these dominant trends — a high tide of white, or black-and-white; lots of pleating, the ideal for lingerie or for casual travelling clothes when the pleats are permanent. Coronation summer will be remembered, I think, as the summer when every other dance dress was filmy organza.

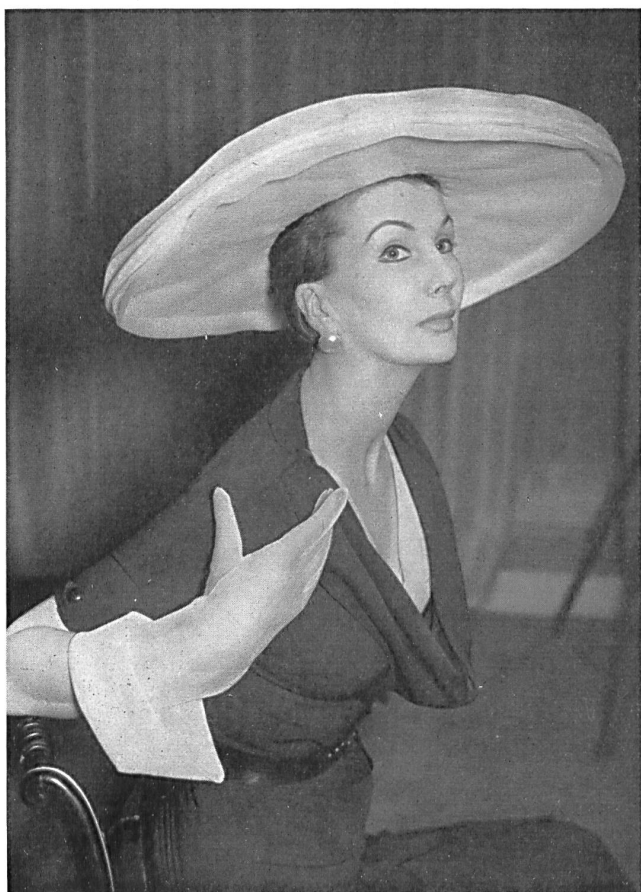
For street wear, we have noticed white corduroy jackets, white woollen jackets and skirts, heavy white lace for elegant tailormades, and white wool lace as well as white linen, silk and muslin dresses. Susan Small also uses wool lace for an off-white cocktail dress, and Matita shows a beige afternoon dress of the same fabric. Black and white is also popular: a white piqué double-breasted jacket, with a black collar and worn with a black skirt; a deep fichu in white organdie almost covering the bodice of a dark dress.

Evening dresses, particularly those designed for this year's debutantes, are absolutely ravishing. Roecliff

RAHVIS

White Swiss organdie cartwheel hat, with gloves to match.

Photo Mirrorpic



RAHVIS

The fashion for white, in a soft, summer tailleur of white Swiss linen.

Photo Keystone





Photo Keystone

RAHVIS

Ball dress of white Swiss organdie draped with primrose yellow chiffon and ornamented with white doves. White organza gloves.

was charming. We especially admired a crisp circular petticoat of stiffened lawn edged with two rows of embroidery, and some pretty flowing negligees of silk-striped cotton organza. As for evening dresses, there was a crop of romantic, ethereal creations in flowerlike shades of blue, in polka-dotted white and, loveliest of all, a bouffant ball gown of white organza.

Another exceptionally beautiful evening dress we have seen was by Rahvis — a full-skirted white organdie, draped Winterhalter fashion with yellow chiffon, and decorated at the bust and on the skirt with pure white doves.

In all the excitement of Coronation parties, and the summer holidays which will follow this most glamorous of seasons, we are not forgetting that there will be many friends from abroad coming to London for the ceremony, and we shall want our houses as well as ourselves to be looking their best. Women who are having rooms done up and furniture re-covered, snatch at Swiss furnishing fabrics when they can find them in the stores — not only the famous, filmy curtain materials, but also the glazed cottons which are so practical and pretty for loose covers. Harvey Nichols have had a particularly good selection of these.

Ann DUVEEN.

SUSAN SMALL

Skirt of white grosgrain Majestic by Heer & Co. Ltd., *Thalwil*, embroidered with black guipure lace, to match the black guipure blouse.

& Chapman have one in flower-flocked organdie, with a wide whirling skirt and a fichu to cover the strapless top, and another in grey organza appliquéd with white flowers. Rima showed a lovely pink organza, the tiers of the skirt edged with pink and silver, jewelled embroidery. And the afternoon dresses are just as pretty: Frederick Starke has a cool, striped nylon organza pleated all round, and Julian Rose a summer frock of embroidered Swiss organdie, with three-quarter sleeves and a Quaker fichu collar.

Although organdie is the favourite, one also sees a lot of Swiss guipure. For instance, Hartnell's elegant princess dress for garden-parties in heavy white flower-patterned guipure, and Susan Small's casual outfit of a black guipure blouse and a white grosgrain skirt ringed with black guipure to match.

Harrods lately staged the most exciting show of Swiss fashions we have seen for some time, ranging from dance dresses, lingerie and little summer frocks to beach clothes that were particularly original and gay. There were garden-party dresses, too. The lingerie

