Zeitschrift: Swiss textiles [English edition]

Herausgeber: Swiss office for the development of trade

Band: - (1954)

Heft: 2

Artikel: Letter from Germany

Autor: Kraus-Nover, Emily

DOI: https://doi.org/10.5169/seals-798839

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

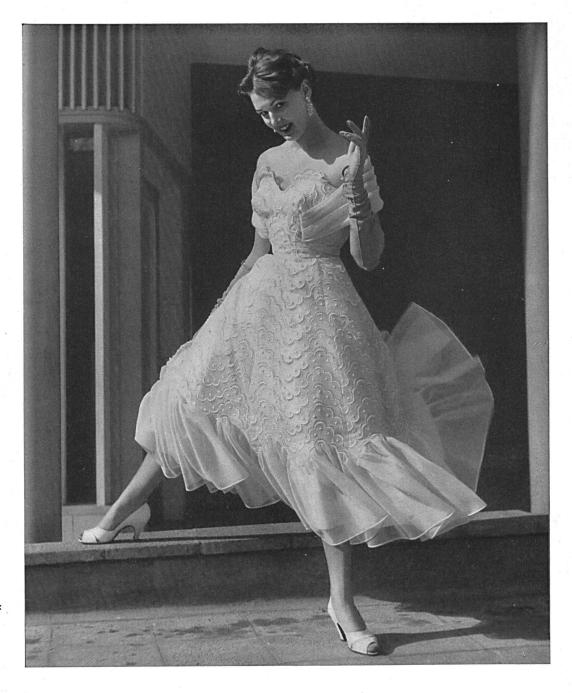
Download PDF: 29.12.2025

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

LETTER FROM GERMANY

Cotton is undoubtedly the king of fashion this summer, in Germany as everywhere else. Never before in this season has there been such an abundance of variations. The big fashion houses and the best ready-to-wear manufacturers have given the lion's share in their collections to cotton. It must be admitted however that cotton is

rarely recognisable as such. The heavy ottomans and reps, the gabardines and tweeds of which the summer suits and very smart afternoon coats are made are hardly distinguishable, if at all, from wool. Poplin, satin, faille and cotton moire have all the sheen and the draping qualities of silk. This variety of appearances and great



Toni Schiesser, Frankfurt a.M.

Organza pure soie brodé de : Reinseidener bestickter Organza von :

A. Naef & Co., Flawil

Photo Eric



adaptability to the different demands of fashion, as well as the first-rate finishes which have almost completely eliminated all danger of creasing, justify the enthusiasm with which fashion designers and the feminine world have taken to cotton.

It is no mere chance either that when the question is asked — where does such and such a charming fabric or one with particularly high wearing qualities come from, the answer every time is Switzerland. Most of the cotton materials woven in Germany moreover are sent to Switzerland to be finished. In the shops, the windows are full of the most tempting Swiss cotton fabrics, with silky satins prevailing. The designs could almost be called primitive in their colour and line. Full tones and extremely delicate but never insipid pastel shades are combined to give effects of unsurpassable distinction. Batistes with chintz effects and amusing motifs of flowers or very realistic fruits are as original as they are becoming. Fine designs of stripes or dots radiate fresh-

Lauer-Böhlendorff, Krefeld



Photo Nehrdich

Toni Schiesser, Frankfurt a. M.
Organdi blanc brodé laine de:
Weisser Organdi mit Wolle bestickt von:
Forster Willi & Co., St-Gall

Photo Rucker



Charles Ritter, Lübeck

Damassé noir et blanc de : Schwarz-weisser Damassé von : L. Abraham & Cie, Soieries S.A., Zurich Photo Scheerer

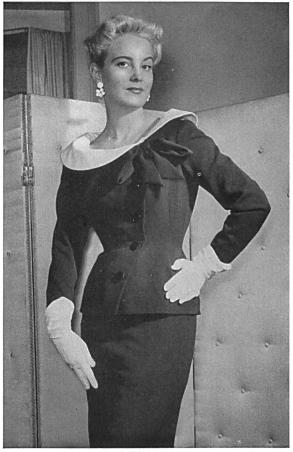
ness and youth; here are the dreamed-of fabrics for the shirtwaist dress that is coming back into fashion.

This spring, the German cotton industry organised a gala fashion show at the Kursaal in Wiesbaden, on the occasion of the visit of the American « Cotton Queen ». This show, in which important firms, fashion houses and clothing manufacturers from Berlin and western Germany took part, was very instructive and showed the part played by cotton in German fashions. Among the firms taking part were the fashion houses of Charles Ritter from Lubeck and Toni Schiesser of Frankfurt on Maine.

Charles Ritter, who has as his clients the ladies of fashion of north Germany, has inherited from his father his preference for Swiss embroideries and silks, just as he has taken over from him the same sources of supply. He represents the last generation of the firm of Ritter silks of Lubeck, established more than a hundred and fifty years ago. He has made a name for himself since the end of the war. Recently, the government of Bavaria awarded him the gold medal for feminine fashions, which is really an honour as anyone who knows the rivalry existing between north and south Germany will realise.

Toni Schiesser for her part has succeeded during the last six years in making her couture house the most distinguished salon in the district of Maine-Rhine. She has achieved this thanks to an indefatigable zeal for work, a clear grasp of the goals to be attained, a good understanding of the possibilities and of everything to do with fashion, imagination and a great knowledge of the technical side of her profession. Everyone who is anyone comes to her to be dressed! Last year she made seven outfits for Princess Margaret of Hesse Rhine for





Charles Ritter, Lübeck
Givrine marine de:
Marineblaue Givrine von:
Robt Schwarzenbach & Co., Thalwil
Photo Scheerer







Charles Ritter, Lübeck
Givrine gris asphalte de:
Asphaltgraue Givrine von:
Robt Schwarzenbach & Co., Thalwil

Charles Ritter, Lübeck

Taffetas shantung rayé gris et blanc de : Nebelgrau-weiss gestreifter Shantung-Taft von : L. Abraham & Cie, Soieries S.A., Zurich

the coronation in London, which, although conforming strictly to court etiquette, were masterpieces of good taste. A model in pearl grey Swiss organza made entirely of bands of the material joined together, with amazing technical skill, was a dream of loveliness. In each of Toni Schiesser's collections, pure silk organzas, laces and precious embroideries from St. Gall play an important role, and the latest novelties produced by famous Swiss firms are always to be found.

These two examples are symptomatic of the development of fashion in post-war Germany. Starting from scratch in both the material and moral sense, a few courageous and talented designers have succeeded in a very short time in creating a sound reputation with both the experts and the general public, simply by their initiative, their capability and their untiring efforts.

Emily Kraus-Nover

Charles Ritter, Lübeck
Mohair façonné noir de:
Schwarzer Mohair façonné von:
L. Abraham & Cie, Soieries S.A., Zurich
Photos Scheerer