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Autor: Chambrier, Thérèse de
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THE SWISS FABRIC GROUP

We have already mentioned the Swiss Fabric Group many times in these pages. We wish therefore merely to remind our readers that this organisation, which has offices both in Switzerland and New York, is made up of a certain number of Swiss manufacturers of embroideries and fine cottons, and has as its aim the promotion of the sale of these articles in the United States while guaranteeing their origin and protecting them against unfair competition. Each year this group organises a fashion parade in New York displaying numerous models made by American firms with Swiss fabrics. The present trend is to show that these fabrics are not exclusively reserved for gowns for gala and important occasions, but that they are also suitable for everyday wear, as pointed out by our New York correspondent in her article below.

This year's fashion parade, which was held at the Hotel Pierre on February 9th, was a success from every point of view, surpassing even that of the previous showing. It was honoured by the presence of the Swiss Consul General

in New York, Fred Gygax and his wife, the commercial Counsellor at the Swiss Legation in Washington, Fritz Real and his wife, Mr. Robert W. Dill, Collector of the Port of New York accompanied by his wife, the Hon. Richard C. Patterson, former United States Minister to Switzerland and his wife, and Maria Stader, the well-known Swiss singer.

In all, seventy-three models by the best designers were presented by an equal number of first-rate firms, most of them from New York, others from Los Angeles and Dallas, one from Paris and six from Zurich. A big hit was the costume worn by the little girl who interpreted the famous role of « Heidi » in the film of the same name. A point to note is that all the accessories — hats, gloves, bags and shoes — had been made with Swiss fabrics.

The audience of some five hundred people was composed of more than a hundred and fifty journalists of the fashion press, and buyers for the retail trade from all parts of the United States.

The fine fabrics of St-Gall and American fashions

One would have to go back to the periods before the two world wars to find again in fashions a period so largely devoted to the fine fabrics and embroideries of St. Gall as the present one. Cottons, silks, nylons and specially finished fibres vie with one another in charm and beauty, with

the current return to lighter fabrics. Batiste, embroideries, voiles, satins and other fancy fabrics in fine glazed cottons contribute to the flowering of a fashion that is as feminine and graceful as could be desired. This fashion has the rare quality of being neither dictatorial nor



Photo Edward Ozern



Hannah Troy, New York
Printed black cotton satin by
Mettler & Co. Ltd., St-Gall.

nainsook entirely covered with superimposed flounces in classic open-work St. Gall embroidery. These festoons and garlands of eyelet embroidery come out of the sea as neat and fresh as if they had just been taken out of a shop-window. They dry rapidly, and for girls and young women they are the most coquetishly paradoxical and gay beachwear imaginable.

The annual Fashion Show of the «Swiss Fabric Group» in New York this spring gave a very complete and attractive idea of the variety of the new textiles

exclusive. Thus, for example, the same smart young woman can start off the day by wearing drill slacks and a shirtwaist top in cotton tricot and change in the afternoon to a lingerie type dress in the new «age of innocence» style, in batiste trimmed with ruching and embroidery. The most varied effects are permissible, depending on the hour and one's occupation. Sporting outfits in strong practical fabrics alternate with light dresses in fabrics that look fragile but are really just as practical and strong. Drill, piqué and duck are simple to look after, as are batistes, cotton satins, glazed cottons and embroideries too. They are easy to wash, do not crease and will not fade in the sun. These essential and modern qualities mean that the fine cotton fabrics of St. Gall, while being the most feminine, are far from being effeminate. They are so truly sporting in fact that on the smartest beaches one can see swimsuits in white

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Martini, New York
Everflat organdy by
Taco Ltd., Zurich.

imported from Switzerland this year and of their possibilities of use for dresses, coats and summer suits, as well as town and country suits, complete and reduced trousseaux for travelling, separates for compact and easy to pack wardrobes consisting of an ingenious assortment of matching parts to be worn together or separately as the case may be, to make up a variety of outfits for sport, the beach, cocktails or dinner-dancing, and finally the indispensable lingerie similar to light dresses.

Moreover the creations of the weavers and embroiderers of Switzerland are still among the favourites for bridal gowns, formal gowns for balls, graduation ceremonies, confirmations, christenings, etc. But far from being confined to this category of special events, the fabrics of St. Gall are used for all the most ordinary occasions of everyday life, in the very varied climates of the United States at all seasons of the year.

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**Murray Hamburger & Co. (Gaston Mallet),
New York**

Organdy in flower tones by
Reichenbach & Co., St-Gall.



Pat Premo, Los Angeles

Navy sheer voile with novelty clip cord
design in red and white by
Stoffel & Co. St-Gall.

Will Steinmann (Ted Shore), New York

Transparent organdy by
«Fisba Fabrics» manufactured
in Switzerland by
Christian Fischbacher Co., St-Gall.



There is an incomparable choice of designs, colours, new textures, and a steady flow of new ideas in Swiss fabrics in general, because they are the work of a great number of factories each specialising in its own style. Each of these factories has its own designers, its own specialised and traditionally efficient staff, and therefore creates exclusive fabrics and not great series of mass-produced articles. As a result, there is a great diversity of new fabrics appearing each season in New York and

being distributed throughout the United States, which maintain the unique qualities of the creations of an industry that by virtue of its individuality can almost be considered craftwork. From New York to Miami, from Dallas to Los Angeles, American ready-to-wear manufacturers can find in the rich collections offered to them by St. Gall an infinite variety of embroideries, organdies, batistes and fine fabrics of all kinds which will give their models that personal and exclusive touch that every good

Elizabeth Arden, New York
White organdy by
Stoffel & Co., St-Gall.



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Dave Bellsey, New York

«Nelo Stellosa» khaki colored cotton suiting with corded and nubbed weft yarns by J.-G. Nef & Co., Herisau.



Janice Milan, New York

Tokay red cotton honan by Stoffel & Co., St-Gall.

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couture house or clothing manufacturer seeks after. The reputation of these embroideries and other textiles of St. Gall is already well established. The particular merit of this textile production is that it is not content to rest on its laurels, but is constantly on the look-out for new ideas and ever striving after perfection. Its present power of adaptation has maintained and increased the great popularity enjoyed by cotton all over the world to-day.

Thérèse de Chambrier

John Norman, New York

White organdy (peignoir) and batiste (gown) by «Fisba Fabrics» manufactured in Switzerland by Christian Fischbacher Co., St-Gall.

