

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1955)
Heft: 1

Artikel: Cotton dresses for day and evening wear
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DOI: <https://doi.org/10.5169/seals-798456>

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Cotton dresses for day and evening wear

SWISS FABRIC GROUP

The twelfth Fashion Show of the SWISS FABRIC GROUP, which took place at the Hotel Pierre in New York on February 8th, presented dresses, suits and accessories made of Swiss cotton fabrics; more than thirty-five designers and manufacturers took part as well as fifteen firms specialising in accessories. Over sixty-five models were shown, each of them provided with its own accessories also made of Swiss cottons. Thus there were no isolated items or outfits put together

haphazardly at this elegant showing of spring fashions, but complete outfits each detail of which was a carefully thought out and integral part of the whole.

All these suits and dresses were taken from the current spring and summer collections and may be ordered from the firms that presented them. The diversity of uses to which Swiss cotton fabrics are put in the United States was made apparent by the great variety of suits and accessories shown. There was a little of everything :



Claire Schaffel, New York
White organdy by
Metller & Co. Ltd., St. Gall



Josephine Oro, New York
Handprinted "Recoflock" organdy by
Reichenbach & Co., St. Gall

suits for town and country, afternoon and cocktail dresses, bridal gowns, bridesmaids' dresses, lovely dresses for babies and little girls, beachwear, a swimsuit in printed cotton and a raincoat with umbrella to match in a light waterproof fabric, batiste lingerie, dressing gowns and housecoats that were both distinctive and elegant. This year there was a tendency to make matching accessories in the same fabrics as the dresses or in fabrics that go with them; one of the interesting features of this parade was the displaying of big and small hats, light and flattering sunshades in plain pastel shaded organdy trimmed with ruching, and bags, scarfs and neckerchiefs in light fabrics. The dresses and suits repre-

sented a large section of the American clothing industry, since the wholesale prices of the models shown ranged from \$12.50 to \$190.—.

The firms taking part in this parade of spring and summer elegance came from different parts of the United States, as widely apart as New York, Dallas (Texas) and Los Angeles. The accessories were supplied by the best New York firms.

This annual New York fashion show was organised by Mr. Stanley Brown for the SWISS FABRIC GROUP, Inc., New York, which represents the interests of the Swiss cotton industries; as usual only the retail trade and members of the press were invited. It was thus a



Leisure Designed, Inc., New York

Flockprinted beige "Reco-flock" organdy by Reichenbach & Co., St. Gall

open-work embroideries to brocaded broadcloths, from embossed fabrics to those with woven pleats, from plain voiles to fabrics with permanent pleats.

Original effects combine colour printing with flocking in designs that are both rich and unusual. All these variants in technique and interpretation make it possible for the better American ready-to-wear manufacturers to use exclusive fabrics, created for only one particular firm. Swiss manufacturers are able to provide these fabrics because they are organised for a high quality

Tina Leser, New York

"Fisba" fancy cotton fabric checked in yellow and sprinkled all over with self-colored woven dots by Christian Fischbacher Co., St. Gall



veritable preview of what will be worn this coming summer. Not only were the fabrics outstanding for the variety of their textures, but the prints were in very modern designs and their colours far in advance of current fashions in the United States; they bring to New York the most recent and original ideas from Paris, for Switzerland works largely for the Parisian Haute Couture from which it draws its inspiration.

The mention of Swiss cotton fabrics immediately conjures up visions of filmy organdies and classic embroideries. But Swiss production is so varied at the moment and so new, that one finds not only sheer fabrics light as tissue paper, but also a great variety of more opaque fabrics suitable for summer suits, light raincoats and traveling coats. It ranges from the lustrous and plain batistes to the soft and shimmering cotton satins, from



Elfreda-Fox Inc., New York

“Nelo Satinosa” a polished and
satinized cotton fabric by
J. G. Nef & Co., Herisau



William Fox, New York

“Nelo Satinosa” a polished and
satinized cotton fabric by
J. G. Nef & Co., Herisau

production, which is all the more adaptable as it does not go in for the system of mass production.

The firms taking part in this Fashion Show are only a fraction of those that import their fabrics directly into the United States.

Among the well-known New York firms that import Swiss fabrics only, mention may be made of Lanella Corporation, with its light flannels in cotton and wool for casual dresses, children's underwear and dressing gowns, Ottavia, Inc. which has revived in New York the fashion for Swiss frame-embroidered curtains, M.E. Feld & Co., representing and importing embroideries and organdies exclusively from Switzerland.

Among the numerous Fashion Shows that take place in New York at this time of the year, that of the Swiss Fabric Group struck a note of youthful elegance thanks to the qualities of Swiss cotton fabrics as well as to the American designers and ready-to-wear clothing manufacturers who have a flair for using them to their best advantage.

Dorothy Dickerson Inc., New York

“Recoflock” white organdy with
black flockprint by
Reichenbach & Co., St. Gall



Sally Victor Inc., New York

“Fisba” white flockprint on steel
gray organdy by
Christian Fischbacher Co., St. Gall

The designers of high fashion and ready-to-wear clothes taking part in the Swiss Fabric Group Fashion Show were :

From New York City :

Pierre Balmain Inc.; Jane Derby Inc.; Elfreda-Fox, Inc.; Ann Foster (Div. Ely & Walker); William Fox; Grabois; Alexander S. Gross & Bro., Inc.; Murray Hamburger & Co.; Philip Hulitar, Inc.; Junior Accent, Inc.; Junior Formals, Inc.; L'Aiglon Apparel, Inc.; Lawrence of London; Tina Leser; Martini Designed, Inc.; Norcliff, Inc.; Esther Reifer; Nettie Rosenstein, Inc.; Claire Schaffel; Adele Simpson, Inc.; Will Steinman, Inc.; Hannah Troy, Inc.; W. B. Foundations, Inc.

From Los Angeles, California :

Georgia Bullock; Helga-Walter Oppenheimer & Co.; Lanz Originals, Inc.; Marjorie Michael; Lily Montez; Pat Premo; Val Desco of California.

From Dallas, Texas :

Nardis Sportswear; Rinaldo, Ltd.

The children's dresses were created by :

Caradele; Celeste Frocks, Inc.; Fairchild Frocks, Inc.; Norcliff, Inc.; Yolande Corp.

The lingerie was by :

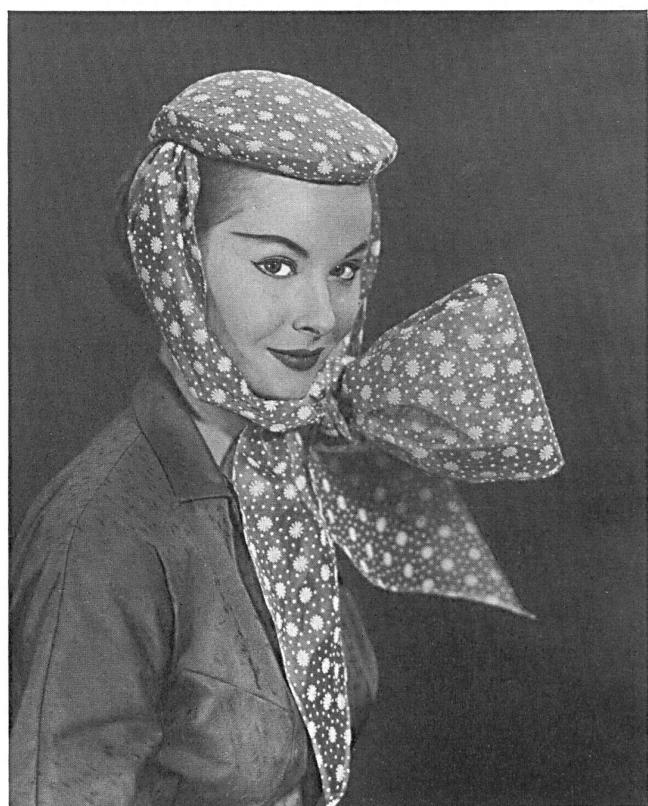
Iris Lingerie Co.; Norcliff, Inc.; John Norman.

The hats were created by :

Emme Millinery, Inc.; John Fredericks, Inc.; Sally Victor, Inc.

The accessories :

M. & M. Handbags; Flower Modes, Ltd.; La Trique Bros.; Fragrance Foundation, Inc.; Aronwickz Furs; Gant Madeleine, Inc.; Superb Glove Co.; International Handkerchief Mfg. Co.; Mespo Umbrella Co., Inc.; Polan-Katz & Co., Inc.; Gracetts Lingerie Corp.; Trilium Lingerie; Capezio, Inc.; Trifari; Gloves by Viola Weinberger; Belts by Calderon; Boutonnieres made especially for the show by Flower Modes.



Neckerchiefs in sheer organdy with red clover design had been created specially for the Fashion Show by Cilander of Hérisau, Switzerland, and were offered with the roses by Flower Modes as gifts to the guests. The hall was perfumed with Floral Scent by Fragrance Foundation.

All these different accessories as well as the dresses showed the variety of the uses to which Swiss organdies and fabrics may be put. Plain organdy draped curtains in pastel shades decorated the entrance to the stage, the backcloth of which represented a stylised Swiss landscape.

TH. DE CHAMBRIER

Sally Victor Inc., New York

Crown covered with “Recoflock”
handprinted organdy by
Reichenbach & Co., St. Gall



Sally Victor Inc., New York

“Fisba” black flockprint on pink
organdy by
Christian Fischbacher Co., St. Gall

