

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1955)
Heft: 3

Artikel: Letter from Germany
Autor: Kraus-Nover, Emily
DOI: <https://doi.org/10.5169/seals-798487>

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: 14.09.2025

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

Letter from Germany

The holidays are drawing to a close and everyone is taking up the threads of the daily routine again, full of energy and renewed vigour. For women however, the return to the daily grind is lightened by the fact that it coincides with the opening of the autumn season ; they have the consolation of being able to read the

fashion reports and study, with a critical eye, the photographs, completing the picture by window-shopping and visits to fashion parades.

Out of the multitude of different lines, the variety of trends and suggestions, three types stand out in the collections of the ready-to-wear manufacturers and cou-



Hans Fredeking K.G.
Berlin

Nylontüll von :
Tulle de nylon de :
*Schweizerische Gesellschaft
für Tüllindustrie A.G.,
Münchwil*

Chiffon von : / de :
Heer & Co. A.G., Thalwil
Photo Kürten

ture houses of Germany : the jumper, the tunic and the cassock. The general trend is very definitely towards sophistication, but not without a youthful emphasis. The body is moulded in soft fabrics, the waist where nature put it and the hips are emphasised by drapes, yokes or a low belt.

With regard to colours, there are a great number of browns from a dark « whisky » shade, « nicotine » (greenish brown), « mink » and « nougat » to camel hair. There are also many blues, as well as olive green, reds in every shade from bordeaux to coral, and beiges : cream, putty and champagne for the evening.

German fashion designers are reluctant to adopt black which has become so popular in Paris, Florence and New York. Women had welcomed colours with such enthusiasm in the spring and summer that designers are counting on a continuation of this tendency for the winter.

For coats, suits and the favourites — two pieces outfits and costumes — one sees mainly tweeds, shetlands and all kinds of fancy fabrics with coarse weaves. For the afternoon, silky linens, jerseys, mixed wool and silk fabrics predominate, in plain and Jacquard weaves. For cocktail dresses and evening wear, the line of demarcation between the seasons is becoming less marked.

One sees splendid guipures from St. Gall with very original designs — used not only for elegant silk blouses but also for gala occasion ball gowns which display to perfection the fineness of their filigree — as well as diaphanous organza embroidered at the edge.

The creations of Forster-Willi of St. Gall are represented in the collection of a well-known importer of novelties by — in addition to the articles we have just mentioned — lovely taffetas and pure silk duchesse satins, to which their soft colours and dainty embroidered



Fräulein Margit Nünke
« Miss Germany 1955 »
trägt ein Kleid von :
porte une robe de :
Ursula Schewe, Berlin
Bestickter Organdy von :
Organdi brodé de :
*Walter Schrank & Co.,
St. Gall*
Photo Schirner



Hauser-Modelle, Memmingen

Gerippte Seide von :
Soie côtelée de :
Heer & Co. A.G., Thalwil
Photo Stwolinsky

designs give a truly spring-like charm. Let us mention one delightful fabric for young girls, a pale pink poplin sprinkled with small rococo bows in narrow braid of the same colour. From the same firm, there are also jerseys, in black and in white, embroidered with rosebuds; these are used not only for twinsets but also for very flattering suits that can be worn with either a black or a white pullover.

Apart from the burning questions relating to fashion, there is the whole field — of considerable importance but less in the news — of Swiss quality fabrics, shirtings and marquissettes in particular. The demand for these practical articles is so enormous and the confidence of the customer in Swiss quality so great that representatives and wholesalers are always asking manufacturers to weave the words «Made in Switzerland» into the selvedge.

This demand for quality, which is deep rooted and has been developed by the years of war and subsequent privation and which cannot be satisfied merely by a charming

Herrmann Schwichtenberg, Berlin

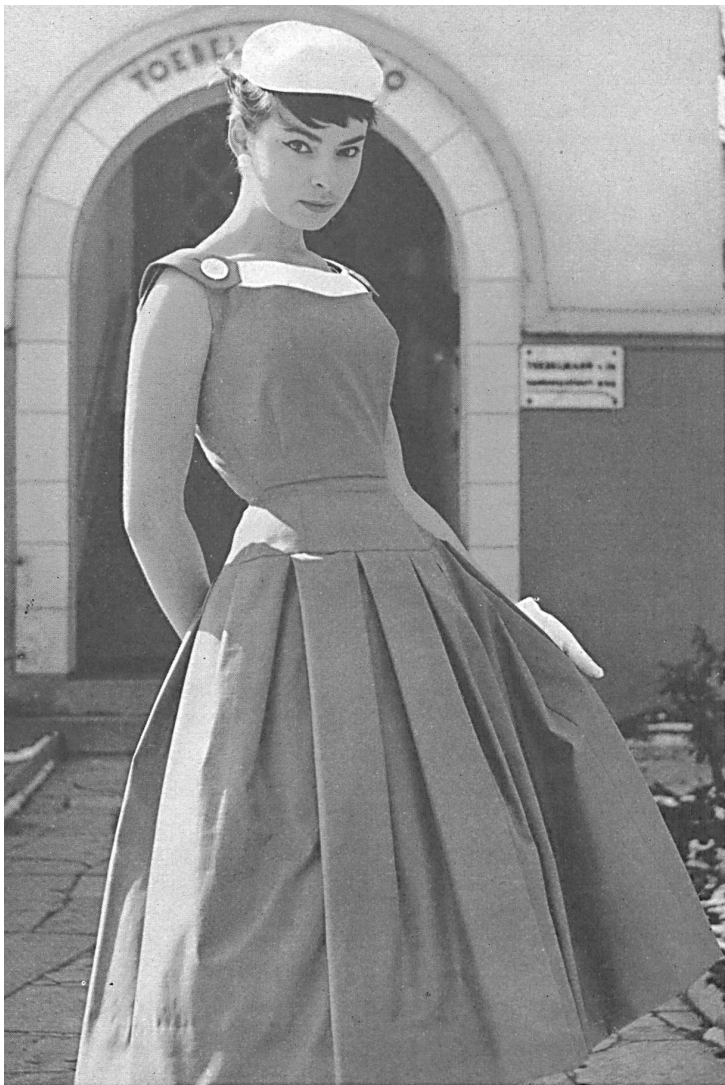
Weisser Organza von :
Organza blanc de :
L. Abraham & Cie, Soieries S.A., Zürich
Photo Kürten



Hauser-Modelle, Memmingen

Hellblauer Duchesse-Satin von :
Satin Duchesse bleu clair de :
Rudolf Brauchbar & Co., Zürich
Photo Stwolinsky





Lindenstaedt & Brettschneider, Berlin

Baumwoll-Satin von :

Satin coton de :

Rudolf Brauchbar & Co., Zürich

Photo Kürten

outward appearance, is as characteristic of the German market today as it was yesterday. All market surveys, all questioning of consumers and the experience of end of season sales always give the same result : there is hardly a housewife (and the bulk of customers are housewives) who would not be prepared to spend more — even if it meant going without something else — in order to get better quality.

Paying more does not of course prevent one from having some unpleasant surprises. But in this respect articles made in Switzerland enjoy a prestige that remains unshaken.

Emily Kraus-Nover



Matesco, Hamburg-Berlin

Baumwoll-Satin Jacquard von :

Satin de coton Jacquard de :

Rudolf Brauchbar & Co., Zürich

Photo Dohrendorf

Gehring & Glupp, Berlin

Modischer Wollflausch von :

Lainage pelucheux, nouveauté de :

Eulachtex A.G. vorm. Mielich & Co.

Räterschen b. Winterthur

Photo Kürten

