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Autor: [s.n.]
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**Silk
ribbons,
today and
yesterday**



Youthful blouse in white batiste ; with pin-tucks and applications of washable silk ribbon with a floral design.
Ribbon: Senn & Co., Basle.

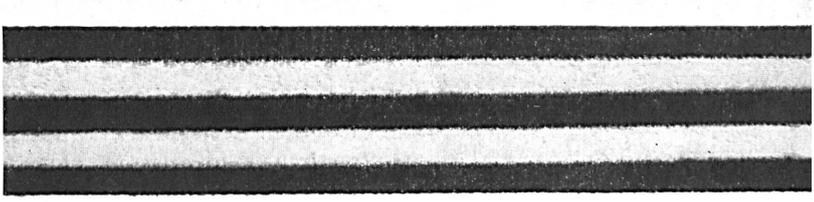
Model: Robert Haeny & Co., Saint-Gall.
Photo Guniat

Shirtwaist blouse in black poplin ; collar and cuffs decorated with washable silk ribbon with a floral design.

Ribbon: Senn & Co., Basle.

Model: Robert Haeny & Co., Saint-Gall.
Photo Guniat





Smart beret in white piqué felt, with a white and navy-blue striped velvet ribbon round the edge.

Ribbon: Seiler & Co. Ltd., Basle.

Model: Jules Brunschwig Son, Zurich.

Photo Lutz

The Swiss silk ribbons industry is one of the oldest and finest of the Swiss export industries. It exports approximately three-quarters of its total output, the rest being intended for the home market. For many years its principal markets have not varied except for one recent exception. First among its clients come the United States of America, followed by the sterling area countries, Great Britain, South Africa and, until October of this year, Australia too. Next among the main importers of Swiss silk ribbons come Canada, Sweden and Venezuela, to mention but a few. There are in all some eighty countries, and this dispersion ensures a certain stability to the industry in case of sudden changes in the situation.

Although Zurich has of recent years established both at home and abroad a sound reputation for itself as a fashion centre, the town of Basle too can lay claim to important industries closely connected with fashions. The silk ribbon industry, which was introduced almost four centuries ago, needed to be backed by a dyeing and finishing industry of the same high standards. During the last century, Basle, which had already for several hundreds of years been a famous centre for the manufacture of silk ribbons and dyestuffs, made a name for itself as a centre of the chemical industry.

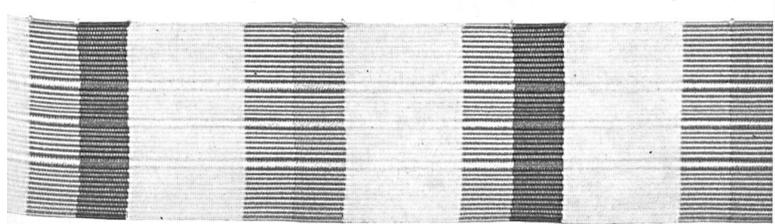


Gay poppy-red skirt, decorated with two strips of gros-grain ribbon with bayadère stripes.

Ribbon: De Bary & Co. Ltd., Basle.

Model: E. & R. Braunschweig & Co., Zurich.

Photo Guniat



White nylon charmeuse nightgown, Directory style, with nylon lace at the neck and wrists; crease-resistant nylon satin ribbon tied at the neck in a large bow with long trailing ends.

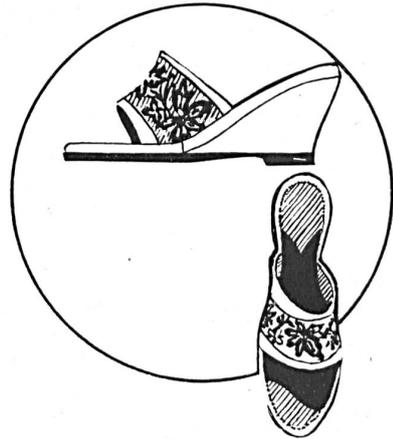
Ribbon: De Bary & Co. Ltd., Basle.

Model: G. Muller-Renner Ltd., Kreuzlingen.

Photo Guniat



The industries working for fashion must be very adaptable both in the creative and technical fields. Anyone wishing to keep existing outlets and extend them must not only keep up with the times but even be one step ahead. The possibilities of use of silk ribbons change from season to season and every change calls for new finishes, new colours and new patterns. Often too, as has happened already with the invention of rayon and a few years ago with the introduction of nylon, the whole production system has had to be radically changed and the machinery modified. When fashion no longer favours ribbons, there are hard times in store for ribbon manufacturers and workers, as was the case, for example, during the French Revolution, the First Empire and after the 1914-1918 war, when the tendencies of Romanticism were replaced by a monastic severity and a style bordering on uniformity. During these crises, the manufacturers were only able to save their industry by turning their efforts towards the manufacture of ribbons for industrial purposes.



These attractive slippers are decorated with a wide satin ribbon with a gold brocaded Jacquard design.

Ribbon: Hans Moser & Co. Ltd., Herzogenbuchsee.

Model: Bally's Shoe Factories Ltd., Schönenwerd.

Drawing: Jean-Louis Schneeberger, Zurich

All these difficulties were unable to defeat the Swiss silk ribbon manufacturers or to exhaust their creative imagination and cut them off from technical progress. This is shown very convincingly by the great number of attractive novelties that have been snapped up by the fashion industries and used for the creation of new models. Haute Couture, High Fashion, the ready-to-wear and lingerie industries and even footwear offer great scope for silk ribbons, both now and for next summer; the Swiss silk ribbon industry will not be caught unprepared by this trend in its favour.



The best guarantees for the maintenance of the high standard of these products, whose reputation extends all over the world, are the workers who have been specialising in this trade for generations, and the determination of the ribbon manufacturers to maintain the traditional quality of their products whatever the state of business.

An idea for interior decoration : a velvet ribbon with original gold fluting, for lamp-shades.

Ribbon: Seiler & Co. Ltd., Basle.

Model: Engeler Lampen, Zurich.

Photo Guniat



The Swiss silk ribbon industry since several years possesses its own press department at Waldmannstrasse 8, Zurich, Tel. (051) 34 40 12, which also fulfils the functions of an enquiry office where buyers may obtain information concerning the different types of ribbons. This office also keeps a collection, continually brought up to date by the manufacturers, of all the qualities of ribbon in stock.

