

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1956)
Heft: 1

Artikel: Letter from Germany
Autor: Kraus-Nover, Emily
DOI: <https://doi.org/10.5169/seals-798577>

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: 01.04.2026

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

Letter from Germany



**FORSTER WILLI & Co.,
SAINT-GALL**

Hellgelber Organza mit Heckenrosenzweigen bestickt.

Organza jaune clair brodé de branches d'églantier.

Modell/Modèle :
Jean Groh, Frankfurt a.M.

FORSTER WILLI & Co., SAINT-GALL

Roter Organza in rot und grün bestickt.
Organza rouge brodé rouge et vert.

Modell/Modèle :
Jean Groh, Frankfurt a.M.

**FORSTER WILLI & Co.,
SAINT-GALL**

Olivgrüner Organza mit
beiger Stickerei.
Organza olive avec broderie
beige.

Modell/Modèle :
Jean Groh, Frankfurt a.M.





RUDOLF BRAUCHBAR & Cie, ZURICH

Reinseidener Taft in gelb mit schwarzen Blüten.
Taffetas pure soie jaune à fleurs noires.

Modell/Modèle :
Toni Schiesser, Frankfurt a.M.

FORSTER WILLI & Co., SAINT-GALL

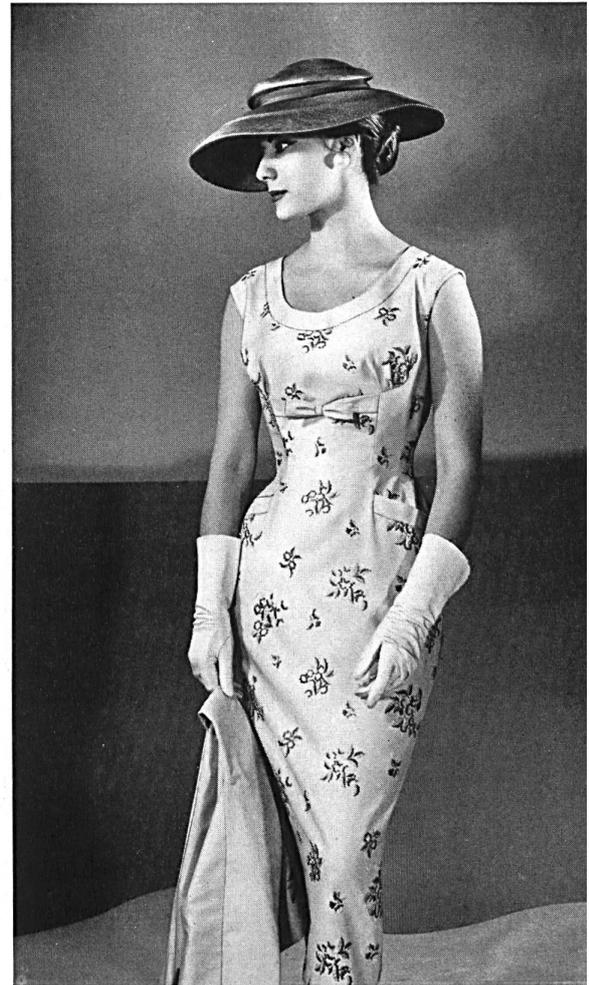
Sektfarbener Duchesse-Satin mit Rosen bestickt.
Satin duchesse champagne brodé de roses.

Modell/Modèle :
Jean Groh, Frankfurt a.M.

motifs in gay colours, striped poplin and satin decorated with embroidered bouquets or rosebuds, and coloured poplin decorated with bands of white broderie anglaise (Forster Willi, Rudolf Brauchbar, Stoffel).

The lovely fabrics of Switzerland play an important part in the collections of all the well-known German fashion houses, such as Heinz Schulze-Varell (Munich), Charles Ritter (Lübeck) or Toni Schiesser (Frankfurt). The latter, in addition to her youthful summer dresses, presents outfits of a quiet elegance in turquoise or sable Swiss linen, embroidered in the same shade with woollen flowers or branches in relief (Forster Willi). The gathered and draped ankle-length evening dresses, with full skirts, in chine taffeta and embroidered organza are a veritable feast for the eyes.

In his new collection, Jean Groh (Frankfurt) takes particular delight in presenting precious embroidered silks from St. Gall (Forster Willi). With organza in « Dior red » embroidered with silver-grey branches flecked with red, or in yellow embroidered with yellow wild roses, or in olive embroidered in beige, and a magnificent duchesse satin decorated with bunches of machine embroidered



FORSTER WILLI & Co., SAINT-GALL

Beige Popeline türkis und braun bestickt.
Popeline beige, brodée turquoise et brun.

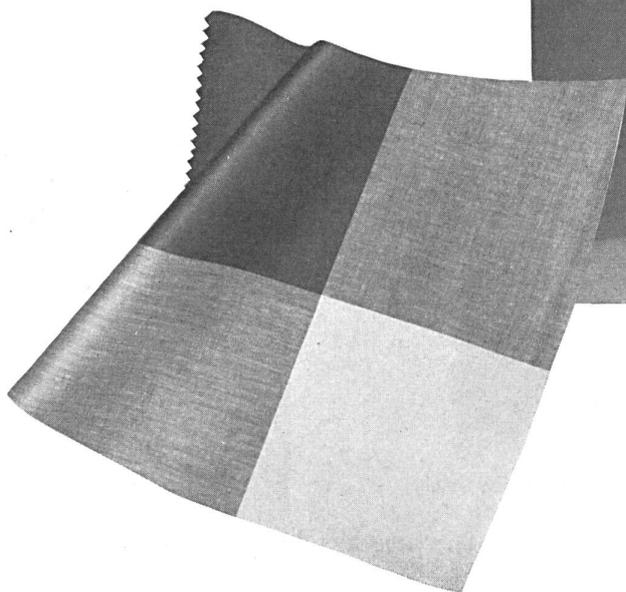
Modell/Modèle :
Toni Schiesser, Frankfurt a.M.



Photos
Pressebild Eric,
Frankfurt a.M.

roses, he has made some fabulous ensembles and evening dresses.

Jean Groh is the only German importer of novelties who is not content merely to sell exclusive fabrics to high fashion. In fact, he also uses these fabrics (the sole rights for which he obtains for himself throughout Germany for a whole season) to make his own models, which follow closely the latest Paris trends, which he adapts with much tact and fine feeling so as to make them acceptable on the German market without in any way detracting from their authenticity. This collection is then presented in the biggest towns of the Federal Republic, such as Hamburg,

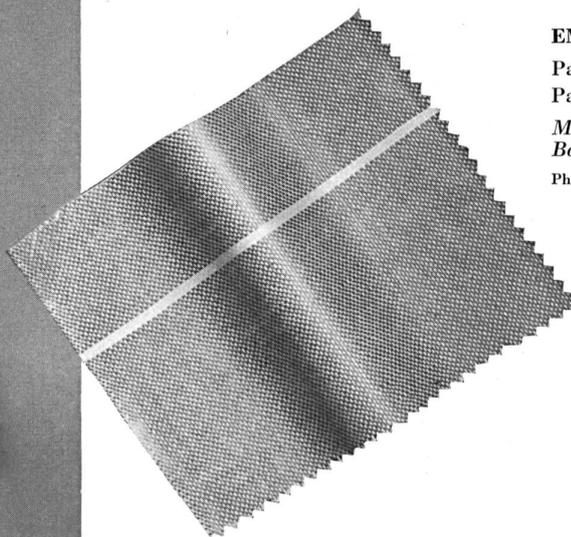


EMAR S. A., ZURICH

Schottenmuster, reine Baumwolle.
Ecoissais, pur coton.

Modell/Modèle :
Baroness-Röcke, Köln/Cologne.

Photo Max Wette, Köln



EMAR S. A., ZURICH

Panama gestreift, reine Baumwolle.
Panama rayé, pur coton.

Modell/Modèle :
Baroness-Röcke, Köln/Cologne.

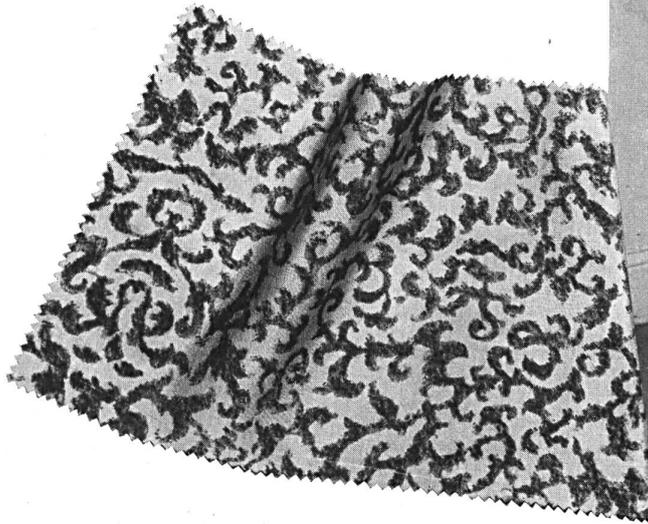
Photo Max Wette, Köln

L. ABRAHAM & Co., SEIDEN A.-G., ZURICH

Super Miyako imprimé/bedrukt.

Modell/Modèle :
Bodendiek, Berlin.

Photo Lotte Söhring, Berlin

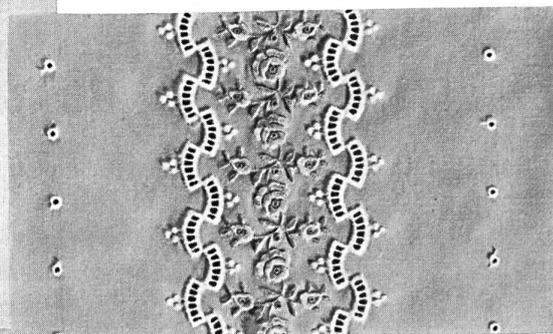


REICHENBACH & Co., SAINT-GALL

Bunt bestickte Popeline,
Popeline brodée en couleurs.

Modell/Modèle :
K. E. Spranger, Konstanz.

Photo Kabus, Konstanz



Munich, Frankfurt and Dusseldorf, and in this way gives the specialised customers of the house of Groh not only a view of the latest novelties in fabrics but at the same time invaluable suggestions for their use and a true picture of the latest fashions. In the first years after the war, the presentations of Jean Groh were, for numerous fashion houses, the only source of genuine information on fashions. At the same time the possibilities of using the fabrics and the particular charm of each material are shown to advantage in a way that could not be done in the ordinary type of fabric display. This was very clearly recognized this season with regard to the magnificent rich embroideries of St. Gall.

Emily Kraus-Nover.