

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1957)
Heft: 2

Artikel: Letter from Germany
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DOI: <https://doi.org/10.5169/seals-798412>

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Letter from Germany

OTTO STEINMANN & Cie A.-G., WOHLLEN
« OSCOSA »

Weisse Strohborste.
Tresse de paille blanche.

Modell/Modèle: Käthe Schneider-Steigert,
Frankfurt/M.

Photo Eric





REICHENBACH & Co., SAINT-GALL

« Resupra », bestickte Popeline.
Popeline « Resupra » brodée.

Modell/Modèle : Wollenschlaeger & Co., GmbH,
Baden-Baden.



FORSTER WILLI & Co., SAINT-GALL

Taille aus weisser Aetzguipure.
Corsage de guipure blanche.

Modell/Modèle : Charles Ritter, Lübeck-Hamburg

Photo Hermann Niese

The words « holidays » and « travel », used together, are particularly evocative in this country. Every year, more and more people are feeling the call of the south. Switzerland, Italy and in recent years Spain too are the principal centres of attraction. In April already, the number of German tourists who had crossed the frontier was several times greater than during the corresponding period last year.

It is not surprising therefore that the fashion industry and trade should be taking every opportunity to cash in on the present craze for holiday travel. For countless busy women, the holidays are a welcome opportunity to bring out everything in their wardrobes and to indulge in the pleasure of spending just as much time as they like over dressing and taking care of their appearance. The fashion houses and the « boutiques » know what to expect as they are used to hearing their clients dilating at length upon their special holiday requirements.

Together with the shirtwaist dress, which is as indispensable as ever and in just as great demand, made in hundreds of variations, in crease-resistant Swiss cottons — poplins, satins, batistes, etc. — the practical models in Swiss jersey, so ideal for all occasions, are all the rage. So much so in fact that certain shrewd businessmen in Munich, Frankfurt, Dusseldorf and Hamburg have opened up special boutiques exclusively for Swiss jersey. Each of these attractive and originally decorated boutiques has its own workroom attached for the reproduction of the models on display, whether made to measure for the individual customer or in large quantities for the big buyer. Here it is possible to find everything imaginable in the way of jersey garments, from suits to cocktail



A. NAEF & Cie, FLAWIL

Weisse Guipure Applikationen auf gelbem Organza.
Applications de guipure blanche sur organza jaune.

Modell/Modèle: Toni Schiesser, Frankfurt/M.

Photo Eric

FORSTER WILLI & Co., ST. GALLEN

Rosenstickerei auf grauem Organza.
Roses brodées sur organza gris.

Modell/Modèle: Charles Ritter, Lübeck-Hamburg

Photo Hermann Niese



dresses, from coats to hats and gloves. Jersey is also sold here by the yard in every possible quality from cotton jersey, admirably suited for very fine permanently pleated skirts, to straw jersey, Jacquard jersey and brocaded jersey.

For the most exacting women, whose whole life is fashion and who think nothing of taking away with them on their travels half a dozen cocktail and evening dresses, the fashion houses have designed truly dreamlike gowns in chiffon, embroidered organza and embroideries of St. Gall. Charles Ritter of Lubeck and Hamburg, for example, is outstanding again with a host of lovely creations in sumptuous Swiss embroideries, chiné taffetas and Jacquard taffetas worn with attractive coats in tussore.

Hats too are making great use this summer of the products of Swiss manufacturers. In the hands of clever and imaginative milliners, these original soft and pliant straw braids are transformed into dainty bonnets, caps or toques, often trimmed with Swiss ribbons. These hats are so graceful and light that they will appeal to even the most inveterate hat-hater.

Emily Kraus-Nover

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

Cocktail Kleid aus Chiné-Taft und Abendmantel aus hell lila Wildseide.

Robe de cocktail en taffetas chiné et manteau du soir en soie sauvage mauve.

Modell/Modèle: Charles Ritter, Lübeck-Hamburg

Photo Hermann Niese



ROBT. SCHWARZENBACH & Co., THALWIL

Taft-Jacquard, rosé-weiss gestreift.
Taffetas jacquard rayé rose et blanc.

Modell/Modèle: Charles Ritter, Lübeck-Hamburg

Photo Hermann Niese



ROBT. SCHWARZENBACH & Co., THALWIL

Sektfarbene Leinengewebe.
Tissu de lin couleur champagne.

Modell/Modèle: Charles Ritter, Lübeck-Hamburg

Photo Hermann Niese