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New York Letter

L. ABRAHAM & CIE, SOIERIES S.A.,
ZURICH

Basra brodé

Embroidered Basra

Robe de cocktail de : / Cocktaildress by :
Count Sarmi pour Elisabeth Arden,
New-York



How is it when American textile production has developed to such an extent and is becoming more and more perfect each year that there is still such a big demand in the United States for imported fabrics and those of Switzerland in particular ?

Thanks to great technical advances, which improve and embellish both the raw fibre and the finished fabric, as well as to the amazing development of synthetic yarns, the United States today produces an astonishingly wide and varied range of fabrics. Even the ordinary articles for everyday use have gradually acquired new qualities that were formerly found only in the most expensive materials. Ingenious finishing processes tend to make fabrics more practical: less easily soiled, crease-resistant and

washable, with the added advantage of requiring no ironing. They can also be given a more silky handle with a lighter texture and at the same time be made warmer to wear.

The increased production of the last few years has resulted in a quantity of new mixed fabrics being put on the market, and American technical research is concentrating mainly on producing new mixtures of synthetic

L. ABRAHAM & CIE, SOIERIES S.A.,
ZURICH

Super Miyako imprimé
Printed Super Miyako
Robe d'après-midi de : / Afternoon dress
by :
Count Sarmi pour Elizabeth Arden,
New-York



L. ABRAHAM & CIE, SOIERIES S.A.,
ZURICH

Taffetas chiné
Warp printed taffeta
Robe de cocktail de : / Cocktaildress by :
Count Sarmi pour Elizabeth Arden,
New-York



by the different manufacturers, and competition is extremely keen in all categories of fabrics from those for everyday use to the most exclusive specialties. One has only to look round the fabric departments in some of the big New York stores to realise this at once. Bloomingdale's, B. Altman, Gimbel's, Macy's, Lord & Taylor and Stern's, for example, have wonderful selections of American fabrics this year — beautifully printed cottons, silks and mixtures, with excellent finishes and distinctive textures.

And yet, in spite of the abundance of American home production, there is always a place for fine Swiss cotton fabrics, organdy voiles, embroideries and those inimitable new brocaded and silky creations designed with consummate skill. Far from being submerged by the mass of iri-

and natural fibres and discovering new finishing processes to enable these different materials to be properly combined and made more uniform in their reactions to weaving and wear.

There is almost a superabundance of fabrics on the market today, so rich and wide are the selections offered



L. ABRAHAM & CIE, SOIERIES S.A.,
ZURICH
Mousseline Rachelle
Robe du soir de : / Evening gown by :
Count Sarmi pour Elisabeth Arden,
New-York

descent American fabrics surrounding them, these imported articles are outstanding for the perfection of their finish, their originality, their quiet elegance and good taste. They are exclusive first-quality articles. The hosts of American women who make their own dresses with the help of the excellent American patterns, naturally tend to choose the best fabrics available, and it is these women who can be seen in the shops knowingly fingering the imported Swiss creations, which will give a high fashion look to the simplest dress, whether chemise or shirtwaist style.

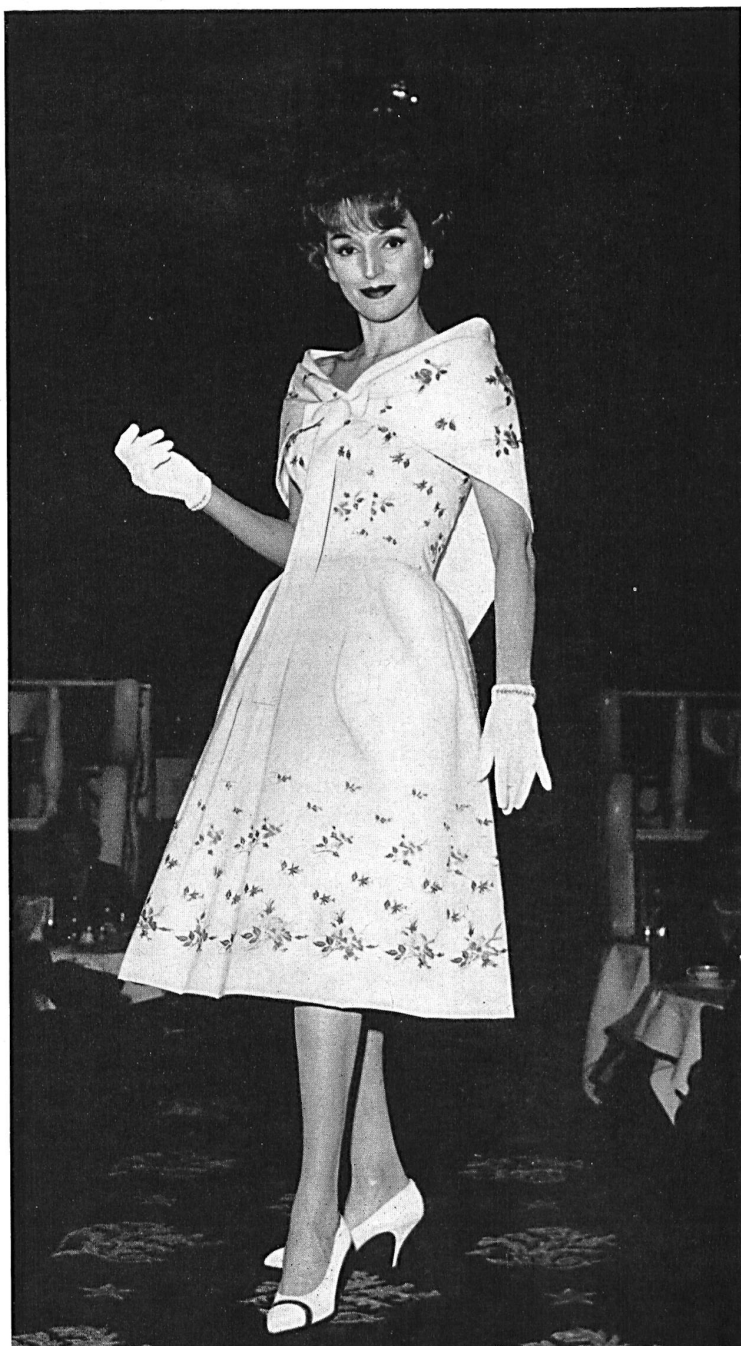
Not only are these Swiss fabrics outstanding for their quality, but — owing to the fact that their production is limited to small yardages compared with the massive production of American firms — they also have the advantage of a certain exclusivity. Each of these imported fabrics will be available to only a limited clientele. The same is true for the ready-to-wear manufacturers, who can consequently more easily reserve for themselves the sole rights to a design. Finally, the textile marvels of St. Gall, Zurich, Basle, etc. are created very close to the source of Parisian fashions. They are often inspired by the fantasy of Parisian couturiers, and it is these same couturiers who have established the reputation of these fabrics by choosing them each season for use in their collections. Swiss fabrics and embroideries are therefore always prominent in the new fashions, and this gives them yet another attraction for the American consumer. To form an idea of the great use made of Swiss embroideries and fabrics in the Paris collections, one has only to glance through the pages of "Textiles Suisses". These high-quality fabrics are ideal too for the medium and better categories of smart ready-to-wear collections in New York. The ready-to-wear manufacturers of this city as well as those of other big American centers choose Swiss fabrics and embroideries to add prestige to the best models in their collections. As a matter of fact, Swiss imports have enjoyed steadily increasing prestige for a very long time now, dating back in fact to the early days of the mechanisation of industry, when hand weaving and embroidery were superseded. The same care is devoted today to machine embroidery and weaving. This continuity of endeavour, this love of a job well done, have enabled Swiss creations to keep their important markets in America in spite of the recent amazing development of the American textile industry. We saw, for example, how successfully Swiss fabrics and embroideries were used to enhance the look of American ready-to-wear models at the last fashion parade of the Swiss Fabric Group in New York. The American branches of Swiss firms and the independent American agents and importers regularly introduce the loveliest creations of Swiss weavers and embroiderers into the United States so that it is not surprising to find, in all the better American collections, these textile masterpieces which, thanks to their outstanding quality, can be considered as without equal.

TH. DE CHAMBRIER

FORSTER WILLI & CO.,
SAINT-GALL
Broderie de couleur sur organdi
blanc
Colour embroidered white organdie
Modèle : Carrie Munn, New-York



FORSTER WILLI & CO.,
SAINT-GALL
Applications de broderie
Appliquéd embroidery
Modèle : Claire Schaffel, New-York



«NELO», J. G. NEF & CO. S.A.,
HERISAU
Broderie de couleur sur coton blanc
Colour embroidery on white cotton
fabric
Modèle : Claire Schaffel, New-York
Photo Irven Dribben