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New York Letter

THE PRESTIGE AND GLAMOUR OF IMPORTS

All the St. Gall textiles imported into the United States, whether fabrics or embroideries on cotton or silk organdy, possess the same two outstanding features—fineness and exceptional quality. As the 1959-60 season will show a definite revival of organdies, cotton voiles and embroideries of all kinds, these Swiss textiles have assumed even greater interest than usual this year for buyers of the better American ready-to-wear houses.

American couturiers, ready-to-wear manufacturers and designers, from New York to Los Angeles, could perfectly well satisfy all their fabric needs right here on the spot

for the United States possesses many big weaving mills regularly launching a host of new fabrics on the market each season. Nonetheless, as in Paris and other capitals, the better ready-to-wear manufacturers and couturiers in America appreciate the quality and originality of Swiss fabrics and embroideries. They need them to give their creations that distinctive note. All the big New York collections aimed at the upper crust of American society regularly include a number of models trimmed with Swiss embroideries or made of Swiss cotton fabrics. This is not merely a matter of tradition, it is above all because the absence of these imported articles would leave a gap in the nevertheless wide range of high-quality fabrics.



L. ABRAHAM & Co. SILKS Ltd., ZURICH
"Follette" silk muslin.
Model Count Sarini for Elizabeth Arden, New York.

In embroidery, the creator's imagination is necessarily somewhat restricted by demands of a technical nature. It is particularly heartening therefore to see St. Gall embroideries continually renewing themselves. New effects are obtained by the introduction of subtle differences in the yarns, by the contrast between widely spaced stitching of fine yarn, alternating with close stitching in thicker yarns giving an attractive relief to the design. A good example of American-Swiss co-operation and reciprocity in this field is the use of the new American metallic yarns Mylar and Lurex in Swiss embroidery, particularly in the sumptuous fabrics for winter evening gowns, but also in lighter fabrics for summer cruises. Batistes, satins, organdies and other fine fabrics often have openwork and figured grounds which bring out the design of the classical embroideries in a completely new and decorative way.

The fine fabrics of St. Gall also continually benefit from the latest advances of finishing and printing techniques.

Where does one go in New York to find these St. Gall specialities? There are countless firms belonging to the Swiss Fabric Group as well as a number of independent concerns, some of which we briefly note below.

Nelo Fabrics, New York stocks a remarkable collection of the finest plain, figured and printed cotton fabrics, whose outstanding qualities are familiar to connoisseurs.

M. E. Feld & Co., Inc. New York, importers of the products of Naef, Flawil, has a wide range of embroideries, admirably suited to children's frocks, teenagers' dresses and bridal gowns as well as blouses and lingerie. A new speciality available to decorators only is the St. Gall decoration embroidery.

Mettler & Co. shows a unique selection of fine cotton fabrics—striped, multicoloured, woven, Jacquard or with openwork—as well as satins, striped mousseline crêpes and a number of novelties unmistakably inspired by the 1925 fashion.

At Jacques Verron's Inc., New York, Walter Schrank presents flowered embroideries of very original design on silk and cotton organdies and figured batistes as well as embroideries on cotton duchess satin, crêpes, polka dot poplins with soft coloured scallops for teenagers' dresses.

Fisba Fabrics, New York (Len Artel) offers interesting novelties for cruises and beachwear in figured and printed cotton fabrics, a voile of a new texture, like a light crêpe, with polka dots or oriental designs for blouses, day and evening dresses, as well as Jacquards, ottomans, fancy openwork or corded fabrics and tricot type openwork fabrics.

Forster Willi & Co., New York has a fine selection of allowers and edgings in organdy and cotton voile. Re-embroidered applications of the same colour give relief to these fabrics. This firm's range also includes embroideries enhanced by figured ground fabrics which renew the effect of traditional designs, white and glossy embroideries on mat mousselines, embroideries in Lurex yarn on striped batistes and Jacquard piqués, string embroideries



L. ABRAHAM & Co. SILKS Ltd., ZURICH
"Follette" silk muslin.
Model Count Sarmi for Elizabeth Arden,
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giving relief to light fabrics and embroidered motifs for cutting out and inserting in pretty smoked and light grey shades.

Reichenbach at Coudurier, Fructus, Devigne's Inc. in New York presents new "Minicare" batistes in 51" widths with bands for blouse or dress fronts, finely embroidered in écreu or greyish yarn, the effect being similar to that of Appenzell hand embroideries. The designs are charming: fruits, flowers, trellis work and interlacing. There are floral embroideries on figured grounds, big openwork wheels in broderie anglaise, edgings of sprays of flowers for bridal and ball gowns, as well as for smart dresses for tropical climates, embroidered edgings of sprays of flowers on criss-cross openwork fabrics and "Recolinen", a silky cotton fabric similar to fine handwoven linen.

Thus, with traditional fabrics, St. Gall succeeds each season and for every change of fashion in creating interesting novelties for the couture and better ready-to-wear houses of the big fashion centres in America and all over the world.

Th. de Chambrier