

**Zeitschrift:** Swiss textiles [English edition]  
**Herausgeber:** Swiss office for the development of trade  
**Band:** - (1959)  
**Heft:** 1

**Artikel:** New York letter  
**Autor:** Chambrier, Th. de  
**DOI:** <https://doi.org/10.5169/seals-798518>

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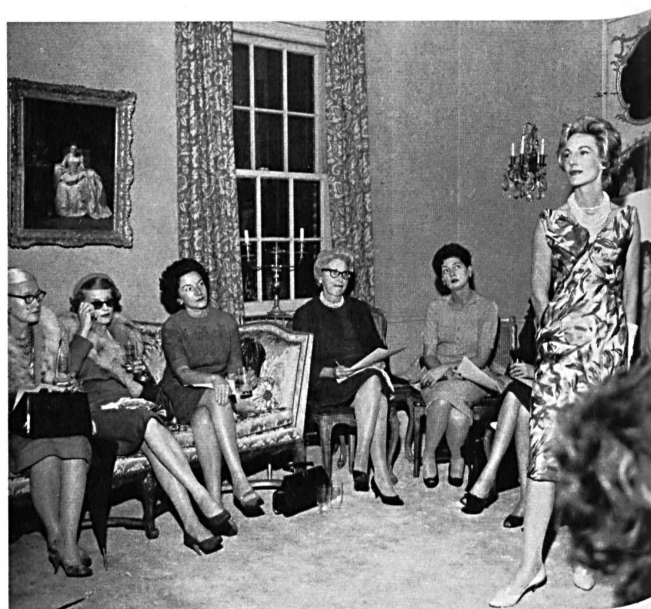


## New York Letter



Le Consul général de Suisse à New York, M. Hans W. Gasser.  
Mr. Hans W. Gasser, Swiss Consul general in New York.  
Photo Edward Ozner, New York.

Pendant la présentation chez M. Hans W. Gasser ; de g. à d. :  
During the show at Mr. Hans W. Gasser's ; from l. to r. :  
Rosamund Gilmartin, of Tobe Reports. Muriel Johnstone, promotion  
director of J. Magnin. Terry Mayer, designer of David Crystal.  
Margaret Ingersoll, fabric editor of Vogue. Eve Orton, fashion and  
fabric editor of Harper's Bazaar.  
Model by Adele Simpson.



Pendant la présentation à Détroit.  
During the show in Detroit.  
Photo Photograph House, Detroit.

The seasons seem to follow each other in increasingly rapid succession each year. Nowadays the big fashion houses and ready-to-wear firms show their spring fashions as early as the month of October. Every day, under the heavy fall sky, spring fashion shows take place revealing their first secrets to a very select body of spectators composed of buyers from the big stores and firms specialising in the sale of models or connected in one way or another with fashion.



Organdi  
avec applications  
de fleurs brodées.  
Organdie with appliquéd  
embroidered flowers.  
Model by Bianchi of  
Boston.  
Photo Richard Litwin.



One of the reasons why spring comes so early for American couture is that the warm climates of the southern states, the Bahamas and the West Indies attract an increasingly large number of permanent residents and winter vacationers each year. Today tropical cruises and vacations in Florida are within the means of the vast majority of the American population. Thanks to high salaries and vacations with pay, not only heads of firms but also employees and their families can afford winter holidays in the southern sun. For this they must equip themselves with light, cool clothes, discarding until their return from vacation, their heavy woollens and winter furs. Consequently the shops are already full — in good

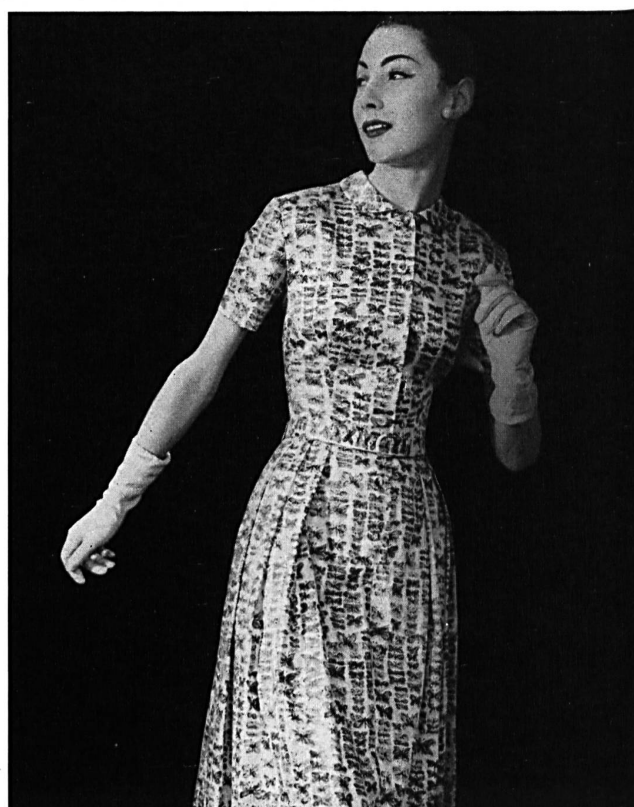
time for Christmas — of everything needed for the warmer climates of the south: cotton dresses, beach wear and accessories, and evening dresses in light fabrics, organdies and embroideries to take the place of the black silks, velvets and lamés worn in town. For dancing in the open air in palmy patios under the starry January sky, cool brightly colored fabrics are a must.

In the United States therefore the prettiest « spring » models are launched while winter is still at its height. They are designed especially for the season of cruises, which is already in full swing by Christmas; these models then set the fashion for the coming spring and summer. The importance of these winter cruise-cum-spring fashions is

Organdi brodé / Embroidered organdie.  
Model by Hannah Troy.



Surah de coton soyeux avec papillons verts et jaunes imprimés.  
Silky cotton surah with green and yellow printed butterflies.  
Model by Mc Mullen.



doubled for a very natural reason : every woman who has worn these light dresses under tropical skies in the winter will want to buy new ones for the spring, which makes two opportunities for buying clothes instead of one ! Then again certain shades of colour are more suitable to one climate than another ; fabrics and prints that were just the thing for Miami or Havana will look out of place on a beach in Maine or New England in the summer, where they would appear too exuberant in design and color.

Winter fashions for the tropics are therefore becoming a distinct branch of regular spring and summer fashions. For winter cruising, women will want fabrics that are more colorful, with bolder brighter designs than for their summer vacations. It is all a question of climate and sunshine. A special style, all of its own, is therefore being developed for winter in the south. The summer fashions will follow the main trends, keeping the same quality of fine fabrics, but on the whole they will be more moderate, better suited for wear in temperate and northern climates than in the south.

What are needed then are more light fabrics, a type of creation produced to perfection by the weaving mills of Switzerland and the embroidery concerns of St. Gall, which are admirably geared to specialised work, their products being highly appreciated by all the important

ready-to-wear manufacturers, from New York to California and Boston to Miami.

A number of these fine creations were seen at the fashion show of winter and summer resort wear, which was recently held under the auspices of Mr. H. W. Gasser, Swiss Consul General in New York, at his own private residence. This fashion show was the first presentation of a number of American models made of Swiss embroideries and cotton fabrics. This collection of the Swiss Fabric Group, at present touring the United States, under the leadership of Miss Rosemary Sheehan will be shown in thirty different towns.

One of the outstanding features of the Swiss fabrics in this collection is the magnificent warm, vibrant coloring of the beautifully finished prints. The plain fabrics too are made in warm, luminous fashionable shades, often enhanced with the discreet sheen of metallic threads woven or embroidered into the light cotton.

This year the number of novelty cotton fabrics with fancy effects seems even greater and more varied than ever. There are figured voiles with ribbon stripes, satin, Jacquard, ribbed, openwork, mottled and dotted fabrics as well as opaque or transparent fabrics, for day and evening wear. Some organdies are richly embroidered and scalloped as if by hand. One bridesmaid's dress is

in a mauve organdy with broderie anglaise motifs arranged in scattered sprigs, the raised motifs and the eyelet holes providing attractive contrasts. The hems of the dress and tunic are scalloped and complete the very finished look of the embroidery. Embroideries of this kind are all the rage and very smart for dresses for the younger set, for dancing and graduations.

Novelty fabrics are ideally suited for the creation of smart but practical outfits for the beach. This is particularly true of the towelling fabrics printed in Switzerland with a degree of perfection seldom achieved in this kind of material. One white outfit printed with brightly colored branches comprises a tunic swimming costume, with shorts, a coat and a beach bag to match.

Handkerchiefs show great variety, and a very new note is struck by their original use for making fine bridal shoes and hat trimmings. Great use is made of embroidered fabrics and broderie anglaise organdies for summer or winter capelines and toques.

The new Swiss cotton fabrics — brocaded, with open-work weave or pleated effects — are given great prominence

#### «SWISS FABRIC GROUP»



Model by Adele Simpson.  
Photo Richard Litwin.



Piqué de coton et rubans brodés.  
Cotton piqué with embroidered ribbons.  
Model by Gaston Mallet.  
Photo Richard Litwin.



Ensembles de plage et de bain avec dessins aztèques.  
Beach outfits with Aztec designs.  
Models by Tina Leser.

by the representatives of St. Gall firms in New York. They are admirably suited not only for wear in the tropics but also for town outfits in the summer, for traveling and the varying climates of the different states.

*Th. de Chambrier*

Swiss Silks in the U. S. A.



L. ABRAHAM & CO.  
SILKS LTD., ZURICH

Ensemble en « Palova ».  
« Palova » theatre costume.  
Model by  
Ben Zuckerman, New York.



L. ABRAHAM & CO. SILKS LTD.,  
ZURICH

Basra broché or.  
Gold brocaded Basra.  
Model by Pauline Trigère.



L. ABRAHAM & CO. SILKS LTD.,  
ZURICH

Ensemble du soir en faille de soie.  
Silk faille evening ensemble.  
Model by Pauline Trigère.



L. ABRAHAM & CO.  
SILKS LTD., ZURICH

Robe du soir en Basra broché.  
Brocaded Basra evening gown.  
Model by Count Sarmi for  
Elisabeth Arden.



L. ABRAHAM & CO.  
SILKS LTD., ZURICH

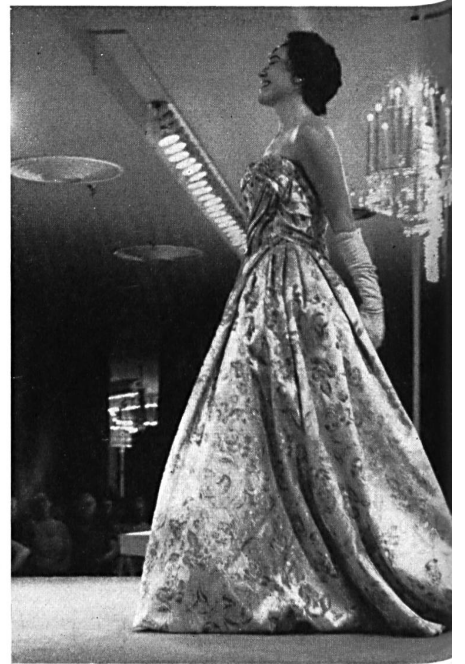
Robe du soir en Basra.  
Basra evening gown.  
Model by Count Sarmi for  
Elisabeth Arden.

Tissus de : Fabrics by :

L. ABRAHAM & CO.  
SILKS LTD., ZURICH

dans une vitrine de / in a window  
display at  
Bergdorf-Goodman's, New York.





## St. Louis (Missouri)

In St. Louis, the biggest city in the State of Missouri, Stix, Baer & Fuller recently presented their annual fall fashions at a very spectacular fashion extravaganza under the title of « Visa Internationale ». This showing gave St. Louis women an opportunity of seeing a representative

selection of the latest fashions, particularly those of European origin ; thanks to the large number of dresses, suits, outfits, coats, etc. that were shown at this exciting presentation and the many different countries from which these fashions had come, even the most discriminating,



### MARTY & CO., ZURICH

Quelques modèles présentés à St. Louis.  
Some models shown at St-Louis (Mo).

Robe « Tournesols », avant-dernière à droite.  
Model « Sun Flowers », second from right.  
Photos Mack Giblin.

Fig. 1.

MARTY & CO., ZURICH

Robe de cocktail  
en chiffon de soie bleu.  
Blue silk chiffon cocktail dress.  
Photo Lutz.



most exacting women among the spectators had no trouble in finding something to suit themselves in spite of representing a wide variety of tastes.

Among the models from Paris, Rome, London, Florence, Los Angeles and other fashion centres, those of Swiss origin, made by Zurich firms, in particular Marty & Co. which is well known to readers of «Textiles Suisses», met with universal approval. On these pages we reproduce

some photographs of the Swiss creations, taken at the showing. A few days later, the same Swiss models were shown once again to the women of St. Louis at a second fashion show, organised by the «Globe Democrat» newspaper. An evening costume, «Sunflower», by Marty (fig. 1, second from the right), came in for special mention by this influential paper which referred to it as one of the most dramatic creations of the whole showing.