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Ici et ailleurs...
Here, there and everywhere...
De aqui y acullá...
Aus aller Welt...

Broderies de Saint-Gall.
Ricami di San Gallo.
Modèle Myricae, Rome.





JACOB ROHNER S. A., REBSTEIN

Natté coton brodé.
Embroidered basket-weave cotton.
Photo Lood van Bennekom, Amsterdam.

JACOB ROHNER S. A., REBSTEIN

Crêpe sable brodé.
Embroidered sand crêpe.
Photo Hans Dukkers, Amsterdam.



Swiss embroideries on display in Amsterdam

The firm of *Jacob Rohner Co. Ltd.*, at *Rebstein*, which is well known to readers of this periodical, organised a fashion parade in Amsterdam this autumn. It presented a number of models created by Dutch ready-to-wear manufacturers and a Milan firm and made from its own embroidered fabrics, particularly the Minicare 777 cotton fabric range. (This trade mark is used to designate specially finished fabrics that are crease-resistant, easy

to wash and require a minimum of ironing.) The parade showed clearly the great variety of uses to which embroideries are put today: evening dresses and coats, cocktail dresses and smart day dresses, blouses, etc. It should be noted that the ground fabrics of embroideries are extremely varied and that embroidered honeycomb piqué is particularly popular today.

Australia: A big fashion parade

Last August a very important fashion parade was held in the towns of Sydney and Melbourne. According to the trade journal « Australian Fashion News », it was « the year's biggest fashion event ». On the initiative of an Australian importer of fabrics, over fifty of the best ready-to-wear houses in Australia had created lovely models of European fabrics, using in particular many creations of the firm of



SEIDENWEBEREIEN GEBRÜDER NAEF A.-G., in
ZÜRICH

Arrivée des mannequins à Sydney.
Arrival of the mannequins in Sydney.

Starline façonné / Figured starline.
(Viscose - cotton - polyamid fibres).

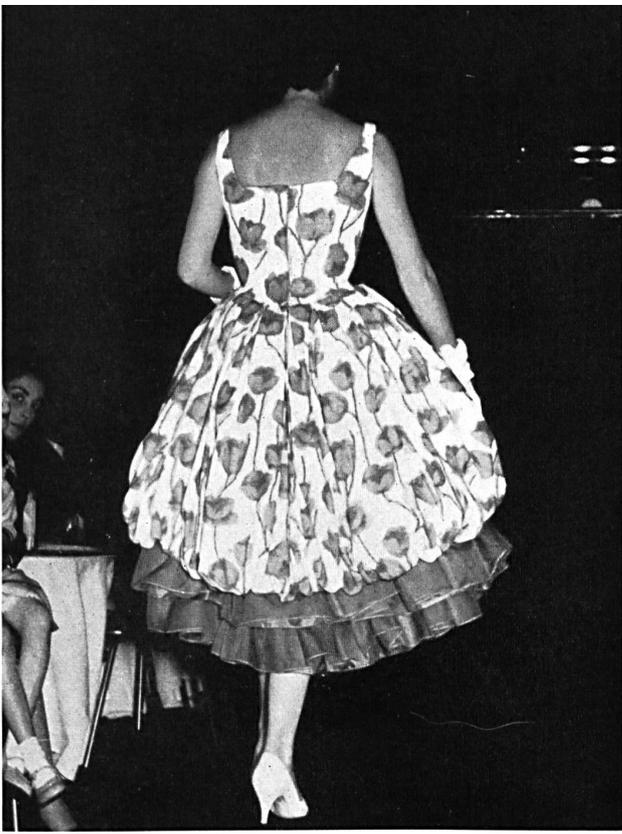


Bamra, pure soie imprimée.
Printed pure silk Bamra.

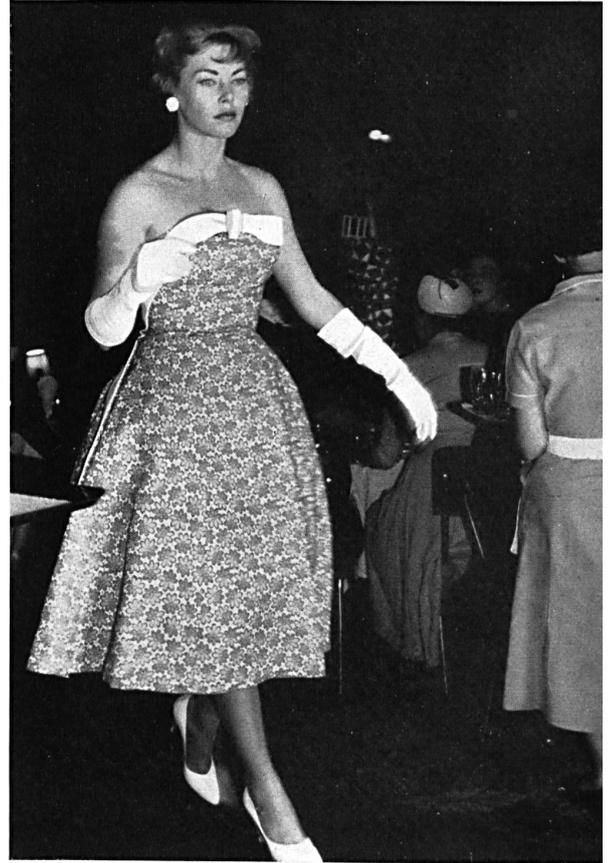


Bamra, pure soie imprimée.
Printed pure silk Bamra.





Toile Capri imprimée/Printed Toile Capri.
(Cotton - viscose.)



Boutique.
(Viscose - cotton - polyamid fibres.)

Luxor lamé, façonné ; infroissable.
Luxor, crease resisting figured lamé.
(Staple fibre - cotton - Lurex.)

such as printed and colour-woven cottons, pure silk prints, which attracted special attention, and some very attractive modern Jacquard fabrics.



ROBT. SCHWARZENBACH & CO., THALWIL

Crêpe « Amorosa ».

Model by Continental Modes Pty. Ltd., Sydney.