

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1959)
Heft: 3

Artikel: Men's fashions in Stockholm
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-798555>

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

Download PDF: 03.04.2026

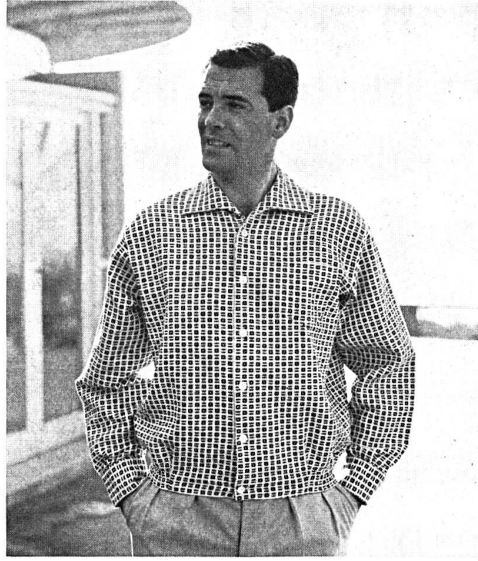
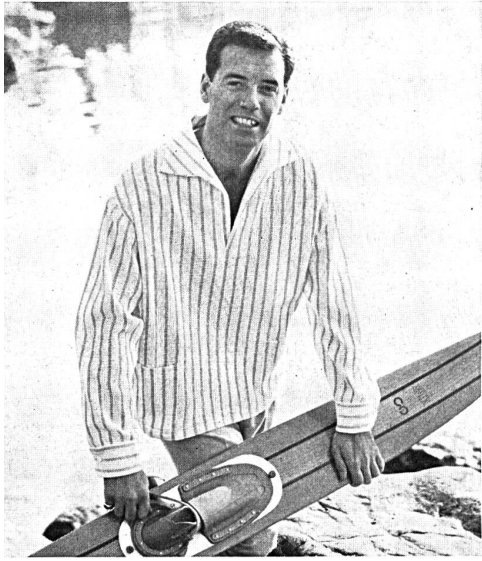
ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>

«LUTTEURS»
 LES FILS FEHLMANN S. A.,
 SCHÖFTLAND

A new porous cotton fabric, in a tulle weave, all the rage this summer; dries very quickly, requires no ironing.

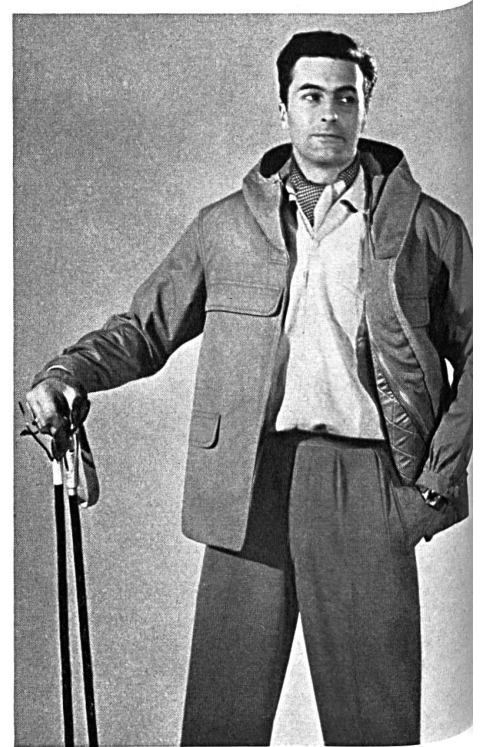
«LUTTEURS»
 LES FILS FEHLMANN S. A.,
 SCHÖFTLAND

Attractive, simple blouse, smart and sporting; elasticised waistband. A light, comfortable garment for all casual occasions.
 Photos Guniat



Men's Fashions in Stockholm

In June, eleven European countries took part in a very interesting display of men's fashions in Stockholm on the occasion of the Congress of the European Clothing Association. During the fashion parade, which was held in the Town Hall, the many representatives of the trade and daily press were able to compare the men's wear designed by big ready-to-wear firms in Germany, Austria, Belgium, Denmark, Finland, France, Italy, Norway, the Netherlands, Sweden and Switzerland.



PROTECTOR S. A., BALE

Ski-jacket in double twist poplin, zip-fasteners in front and on the 4 pockets, porous removable lining in alaprene; hood sewn on to jacket, drawstring round the hem at the hips.
 Photos Tenca



PROTECTOR S. A., BALE

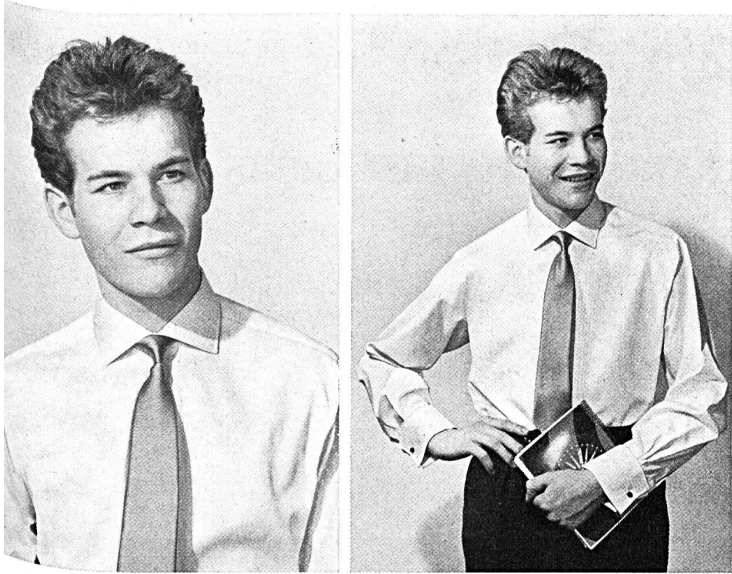
Light and porous nylon ski-jacket, stitched nylon lining on Fiberfill underlining; zip-fastener, hood sewn on to the jacket, drawstring round the hips.

SANCO A. G., ZURICH

Shirt in double twist sea island cotton poplin, mercerised and sanforised, fast colours, wide cut-away collar.

SANCO A. G., ZURICH

Double twist poplin shirt, sanforised, fast colours; conical cut-away collar, wide cuffs.



« RITEX », ROTH, ISELI & CO., ZOFINGUE

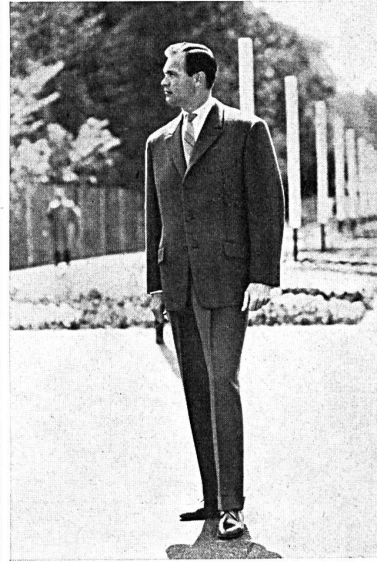
Double breasted suit, slightly emphasized waist, natural shoulders.
Modèle Ritex-anatomic.

The articles presented by 5 manufacturers of the last-named country made an excellent impression and the Swedish press praised the good taste and fine workmanship of these models.

On these two pages we reproduce some of the models presented at Stockholm by the Swiss firms referred to above.

« RITEX », ROTH, ISELI & CO., ZOFINGUE

Travelling coat in herring-bone tweed.
Modèle Ritex-anatomic



« PKZ », BURGER KEHL & CO. A. G., ZURICH

Cotton poplin raincoat, with belt, wide collar, sewn sleeves, slit at the back, tartan lining.
Photos Guniat

« PKZ », BURGER KEHL & CO. A. G., ZURICH

Single-breasted sports jacket, 3 buttons, slightly pointed lapels; narrow trousers with turnups in a silky worsted fabric.

