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## Silk ribbons and fashion



Dior



Dior



Nina Ricci



Lanvin Castillo



Patou



Patou

The Swiss silk ribbon industry, with its commercial centre at Basle, has been exporting its products for almost four centuries. Thanks to their high quality, these ribbons have been able to keep their privileged position on world markets, in spite of strong foreign competition. Among the reasons for their exceptional quality, let us just mention the spirit of enterprise and novelty that inspires producers and their teams of technicians, the love of a job well done, skilled manpower and the existence of highly developed allied industries such as dyeing and finishing. All these factors have helped the silk ribbon industry to overcome so successfully the various difficulties facing it: replacement of natural silk by rayon and later — partly — by nylon, obstacles to trade due to the economic situation, the competition of countries which have taken up the manufacture of ribbons, of ordinary quality however.

From rich and heavy luxury ribbons to the most simple, Swiss industry produces a wide range of ribbons capable of satisfying the most varied needs and all fashion requirements.

The luxury of a satiny or moiré ribbon is indispensable on the black of today's fashions just as a deep black velvet ribbon is ideal for setting off woollens and silks. Dior presents a series of little black wool cocktail dresses trimmed with black moiré ribbons, sometimes very wide. Rows of bows are used to decorate balloon skirts, sleeves and the backs of bodices. Nina Ricci ties a narrow velvet ribbon to a necklace of five strings of pearls and lets the long loose ends trail to the ground over an evening dress. Lanvin Castillo sews white ribbons onto the skirt of an evening dress in violet velvet. Patou shows models entirely made of plaited ribbons or ribbons juxtaposed in strips. Heim decorates the top of a youthful tulle dress with embroidery formed of narrow satin ribbon and sparkling stones. We bring to a close here a list that could go on and on and which has amply proved that silk ribbons form an integral part of present-day fashions.

Pour certains de nos lecteurs, nous reproduisons sur ces pages  
encore quelques modèles des collections d'été 1960

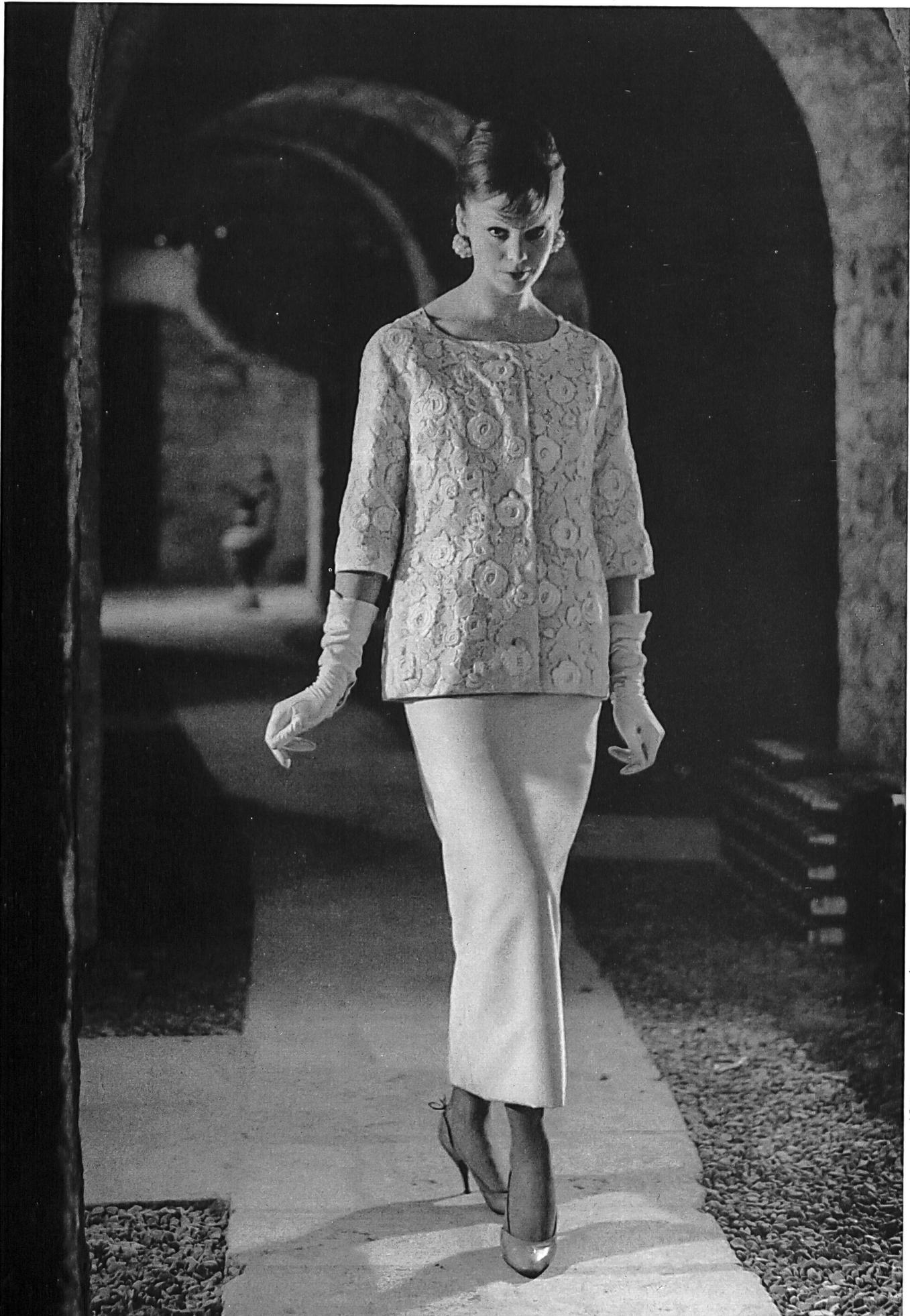


PIERRE CARDIN

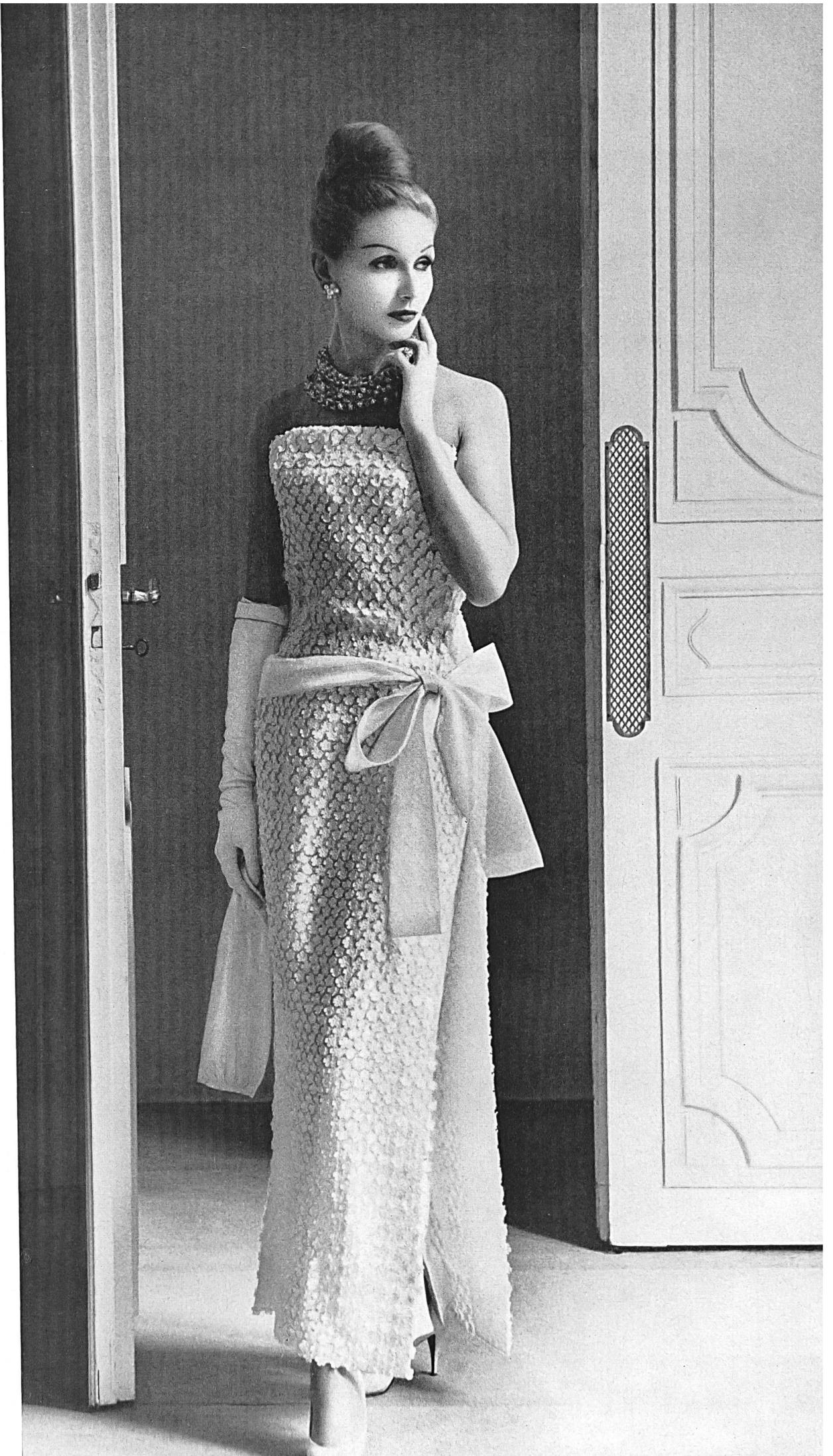
Tissu « Lascara » de Weisbrod-Zurrer Fils, Hausen s. A.  
Photo Achille B. Weider

PIERRE CARDIN

Guipure riche de Forster Willi & Co., Saint-Gall  
Grossiste à Paris : Pierre Brivet S. à r. l.  
Photo P. A. Constantin



HUBERT DE GIVENCHY  
Photo Kublin



PIERRE CARDIN  
Guipure sur organdi découpée à la main de  
Forster Willi & Co., Saint-Gall  
Grossiste à Paris : Robert Burg & Cie  
Photo Joseph Grove



HUBERT DE GIVENCHY  
Photo Kublin

