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In New York

Time for Fashion and Fun

A handsome Swiss Fabric & Embroidery Center window display, effective in its showing of fun and fashion at the Swiss National Tourist Office, has turned its face to fashion with highlights on equestrian events in Switzerland.

Three imaginary women spectators, represented only by their dresses (see illustration) are posed against a backdrop of black velvet and a photograph taken at a horse show.

From left to right, the three long evening gowns are



Office National Suisse du Tourisme
La vitrine du bureau des Chemins de fer suisses à New York
Swiss National Tourist Office
The window display at the Swiss Federal Railroads Office in New York



La vitrine du magasin de Lilly Daché à New York
The window display of the Lilly Daché shop in New York

as follows, the first made of frothy « Nelo » embroidery by J. G. Nef & Co. Ltd., of Herisau, the second a satiny cotton strewn with single giant flowers in allover pattern by the same firm, and the third a sparkling turquoise textured cotton by Stoffel & Co., St. Gall.

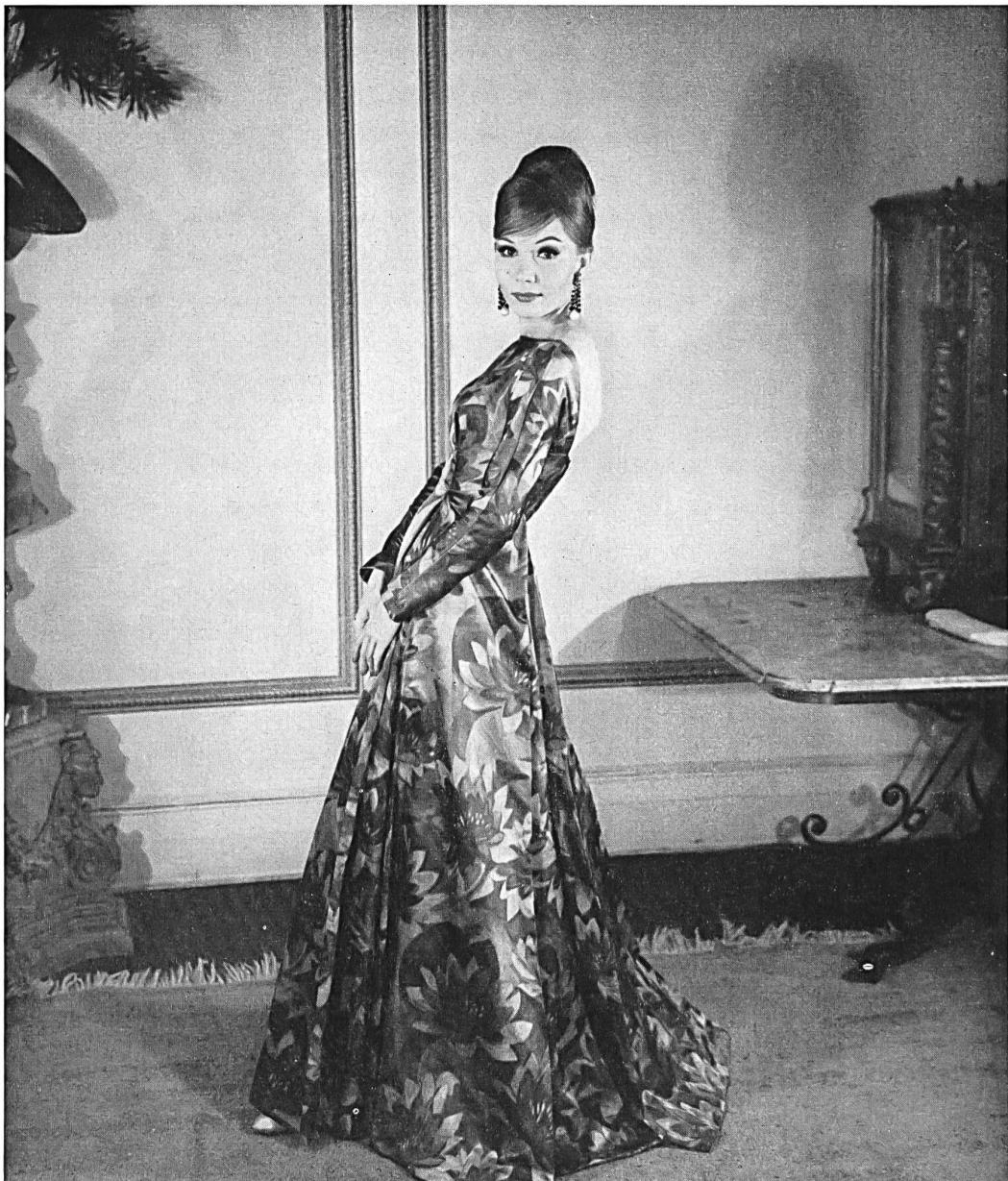
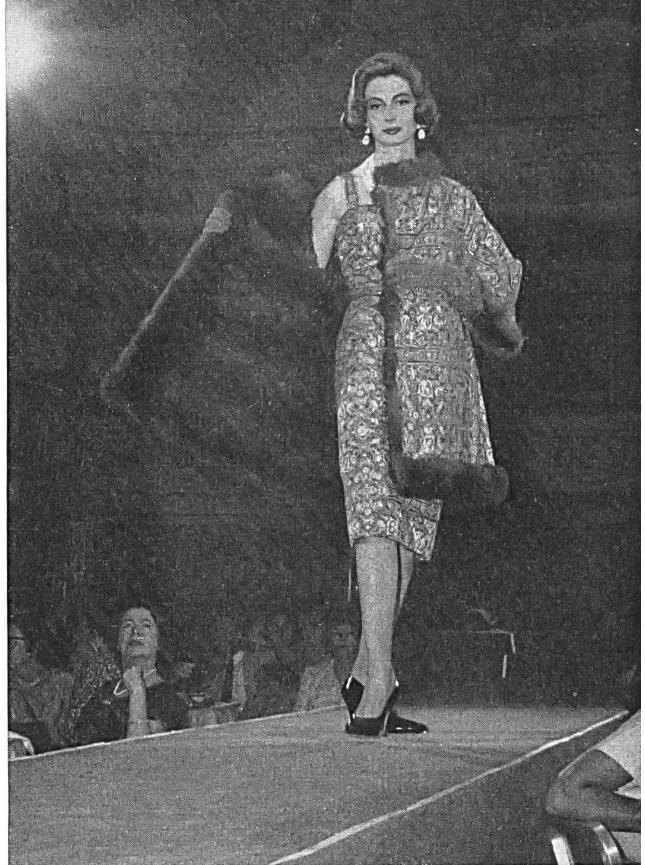
Meanwhile Lilly Daché, in her boutique, featured an original display of rich cottons by Mettler & Co. Ltd., St. Gall, thus stressing the importance of Swiss cottons for the 1960 fall fashions.

Finally, at the showing of the New York Fashion Designers Association, the well-known fashion designer Tina Leser showed as her indication of the present trend a fall suit for the theatre, made of Swiss cotton trimmed with fur. The fabric, also by Mettler, was a brocade in fall tints, worked with gold threads.

FROM THE SWISS FABRIC & EMBROIDERY CENTER, NEW YORK

METTLER & CO. LTD.,
SAINT-GALL

Brocart de coton lamé or
Cotton brocade with gold threads
Model Tina Leser, New York



RUDOLF BRAUCHBAR
& CIE LTD., ZURICH

Satin duchesse chiné, pure
soie
Pure silk, warp printed
duchesse satin
Model Scaasi, New-York