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New York Letter



METTLER & CIE. S.A.,
SAINT-GALL

Robe d'après-midi en piqué
nid d'abeilles de coton, por-
tée par Claudette Colbert
dans son nouveau film
« Parrish »

Afternoon dress of waffle
piqué woven cotton, worn
by Claudette Colbert in her
new film « Parrish »

For over thirty years, cotton and embroideries from Switzerland have attracted the attention of the most eminent American designers from coast to coast. During all this time, none of those who have worked with these high quality fabrics have ever lost their high regard for them nor have the women who have once worn them.

Greater emphasis is now given to contrast rather than to related effects. Furthermore with each Swiss cotton and embroidery producer exercising his own individual tastes and special skills, the range is becoming still broader and the assortment wider, thus providing that « difference » which designers and buyers constantly seek.

« FISBA », CHRISTIAN FISCHBACHER CO., SAINT-GALL

Tissu pour blouses avec dessins jacquard
Jacquard woven blouse fabric
Modèle Gregory & Goldberg Inc.



American collections for spring and resort wear are enhanced therefore by a variety of sophisticated and charming Swiss cottons and lavish embroideries. Below we give some of the highlights of the collections of a cross-section of the manufacturers on Seventh Avenue. Ferdinando Sarmi, well known for his exquisite taste, groups his creations in delicate embroidered Swiss sheers into a romantic garden of flowers. A group of Swiss cotton brocade short formal dresses designed by Philip Hulitar has metallic touches. Pauline Trigere has used a white all-over appliqué Swiss organdie embroidered in blue or red leaves to make a charming model with a full skirt. Another young looking style, a sheath dress with a two-piece look, is made in mimosa and white Swiss embroidered border design worked in horizontal effect. Sophie of Saks Fifth Avenue, who designs exclusive practical clothes as well as romantic types has recently completed designing the wardrobe for American film and stage star Claudette Colbert in her new film « Parrish ». In her spring collection she uses Swiss floral ribbed cottons as well as a cotton with the appearance of tweed ; she also displays a short dress showing her great fondness for Swiss eyelet embroidery. Jo Copeland also uses Swiss eyelet embroidery for two masterfully designed models, one in red and re-embroidered, the other in écreu and white. Scaasi, one of America's youngest designers presents a street-length ensemble in a matchless Swiss guipure embroidery and short formal dresses of the same material. As for Adele Simpson's dressy Swiss cotton styles, they are a veritable garden of mixed flower prints. One, a raspberry and pink floral design on corded Swiss cotton, is designed in two-piece effect ; the other a woven Swiss cotton in brown and blue has a dropped waistline and is finished with a sash and front bow. Handsome and fragile white Swiss organdie makes up a group of long and short formal dresses at Christian Dior, New York; with tiered skirts edged in black taffeta, they coordinate with short matching loose-fitted jackets. The same



JACOB ROHNER LTD., REBSTEIN

Broderie deux-tons
Two-tone embroidery
Modèle Gregory & Goldberg Inc.



« RECO », REICHENBACH & CO., SAINT-GALL

Satin de coton côtelé imprimé

Printed ribbed cotton satin

Modèle David E. Gothe, dessiné par Miss Irène



« NELO », J. G. NEF & CO. S. A., HERISAU

Coton imprimé — Printed cotton fabric

Modèle Tanner of North Carolina, Inc.



A. NAEF & CIE. S. A., FLAWIL

Garnitures brodées — Embroidered trims

Modèle Celeste Frocks, Inc.



TACO A.G., ZURICH

Crêpe de coton imprimé
Printed cotton crepe
Modèle Martini Designed, Inc.

house also presents a model in green textured cotton, shaped at the waistline and bursting into umbrella-gored fullness.

A group of cocktail dresses with easy silhouettes by Ceil Chapman uses Swiss cottons with a silky glow. They are shining examples of popular styles worn by stage and film stars as well as chic women in the metropolitan scene. An exquisite all-over blue flower pattern embroidered on sheer white organdie is made into a short formal dress at Hattie Carnegie's for the spring collection. This model, with a simple sleeveless top and belled skirt,

was designed under the supervision of Tony Carnegie.

« Looking completely right anywhere » is the theme for a large group of Swiss cotton cocktail dresses at Lanz of California. These include slim sleeveless styles with rainbow colored horizontal stripes. Another model is made entirely of ribbed black cotton. At R & K Originals — one of America's largest popularly priced houses — Swiss voiles have now become classics. For summer these exquisite pastel and black voiles will billow and swirl in styles that are destined to become best sellers. Voile is found again at the George Hess Company made up into

cool, comfortable styles, which are appealing for hot summer days. These attractive models are popular in price and popular too for every hour of day and after dark. Pat Premo of W.J. Schminke & Associates of Los Angeles, has designed a simple strapless dress in a cotton plaid for resort wear with a full-pleated skirt that flares out like a fan, coordinating with a plain short jacket. For the Aywon Dress Company Sabena has designed a group of voile dresses in various shirtwaist styles that answer as many needs as there are hours on a clock and turn easily from business to pleasure. Miss Marie of Irving Grabois has also designed a group of colorful printed Swiss voiles.

Tina Leser has the knack of designing lavish and delightful styles and is well known for her high style collections which always include a group of Swiss cottons. For this resort and spring collection she shows several in different styles. Two models have colorful floral designs; another a big pink and green, smartly squared pattern.

Swiss fabrics are also extremely popular for blouses. Sampson-Katzenberg Blouses for example uses embroidered Swiss panels and frills, H. Gross & Company presents two large groups of Swiss batiste blouses in classic style, while Gregory & Goldberg shows a group of cotton batiste blouses decorated with eyelet embroidery as well as a group of shirt-blouses in Swiss cottons with



FORSTER WILLI & CO.,
SAINT-GALL

Guipure lourde - Heavy Guipure
Modèle Sarmi, Inc.



FORSTER WILLI & CO.,
SAINT-GALL

Tissu fin brodé — Embroidered
sheer
Modèle Hannah Troy, Inc.

colorful jacquard designs. Edith Lances, who before opening her own salon worked for Saks Fifth Avenue, has designed a group of Swiss eyelet swimsuits with matching beach coats. Sylvia Pedlar also uses Swiss batistes for her Iris line of lingerie — appealing nightgowns, peignoirs, little jackets and petticoats.

Lavish use of organdie, guipure and other embroideries is made by the leading wedding gown designers, Bianchi, Priscilla Bridals of Boston, Miss Marie of Pandora Bridals, Murray Hamburger, Miss Annette of Embassy Bridals, and Cahill Ltd. of Los Angeles, which makes great play of Swiss appliqués on white organdie.

Makers of styles for young women, teenagers and children also use organdie in profusion, for example

Craadele, Yolande, Helen Lee of Alyssa Originals, Bentex Company and Elena Dress Company of Boston, the last named showing over forty models in organdie and all-over embroideries in bouffant styles designed by Helen Diran.

The same materials, organdies and embroideries are also used for hats at John Frederics and Sally Victor, while Christian Dior Shoes, New York presents, a group of shoes made of cottons from Switzerland.

Swiss Fabric and Embroidery Center