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St. Gall embroideries and cottons in couture

For the first time, the Office for the Promotion of the Swiss Cotton and Embroidery Industries took part in the traditional fashion parade organized by the Swiss Masters Tailors Association, which was held in the Congress Palace in Zurich. The Zurich Association of the Silk Industry, the Association of Swiss Cloth Manufacturers and the Association of Swiss Worsted Mill Owners also took part in this show, but the highlight of the display was the contribution of St. Gall, whose products play such an important part in Swiss exports. The great interest shown in these embroideries and cottons was due not only to the extraordinarily skilful use that had been made of them but also to the beauty of the fabrics, which included a yellow twine guipure by Union Ltd., a white embroidery on organza with superimposed effect by Union Ltd., some remarkably fine prints from the « Artists' series » by Mettler Ltd. and the magnificently coloured cotton fabrics of Chr. Fischbacher Co., all of St. Gall.

With the spirit of initiative that it owes to its dynamic and enterprising manager, Mr. Bruno Meyer, the Office for the Promotion of the Swiss Cotton and Embroidery Industries had the good idea of commissioning one of Switzerland's leading fashion designers, Mr. Fred Spillman, who is also well known abroad, particularly in the United States. Fred Spillman, who follows neither Paris nor Florence but sets his own very personal and elegant fashion in Basle, achieved some really remarkable results with embroideries and cottons, which was no surprise to those who know him and his work. He made particularly successful use of the cottons. We were especially struck by a blue cotton suit given a very youthful look by its full skirt, as well as a mauve transformation dress with Indian inspired designs for wear in town as well as on the beach, with a summer coat and a detachable skirt. There was also a black sheath with strass straps, which a printed skirt converted into a daydress; and for the evening there was an extremely chic yellow guipure dress. Spillman's originality and imagination were in no way checked by the richness of one of the loveliest St. Gall embroideries we have ever seen. This flamboyant yellow marvel he lined in pale green, and emphasized the design of the flowers with paillettes and glass beads, so that the beauty of the embroidery is set off by a sparkle of tiny shimmering stones. The narrow, sleeveless dress has a round neckline and is worn with a loose short-sleeved coat. « Grande classe » is the name of a long white bridal gown, whose almost classical line contrasts strangely with the originality of the embroidery sewn with superimposed drops. Impeccable cut, perfect couture, imagination and fine materials proclaiming St. Gall's reputation throughout Switzerland and the world!

Gingi Beck



UNION S.A., SAINT-GALL
Yellow twine guipure
Modèle Fred Spillmann, Bâle
Photo Moeschlin & Baur, Bâle

UNION S.A., SAINT-GALL
White embroidered organandy
Modèle Fred Spillmann, Bâle
Photo Moeschlin & Baur, Bâle

