

**Zeitschrift:** Swiss textiles [English edition]  
**Herausgeber:** Swiss office for the development of trade  
**Band:** - (1961)  
**Heft:** 2

**Artikel:** St. Gall embroideries and cottons in couture  
**Autor:** Beck, Gigi  
**DOI:** <https://doi.org/10.5169/seals-798267>

### **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:** 08.02.2026

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



## 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 organza  
Modèle Fred Spillmann, Bâle  
Photo Moeschlin & Baur, Bâle

