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Autor: Kraus-Nover, Emily
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Letter from Germany



H. GUT & CO. A.G., ZURICH

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Bedruckter Azetat Duchesse Satin double face
Modèle Interobe, Bielefeld



FORSTER WILLI & CO., SAINT-GALL

Applications de broderie
Stickereiapplikationen
Modell Charles Ritter, Hamburg-Lübeck
Photo Wichmann



UNION S.A., SAINT-GALL

Broderie sur organdi
Organdy-Stickerei
Modèle Toni Schiesser, Francfort s/M.
Photo Hubs Flöter

There is no doubt about it — all over Germany this will be a summer for embroideries and lace. There is no time of the day or night, no place or occasion that does not give these much admired and eagerly sought after Swiss specialities an opportunity of being displayed to advantage in all their feminine charm.

They have taken every field of fashion by storm, even beachwear. Swimsuits and light shirt-type jackets in batiste and poplin are lavishly trimmed with ruching and flounces of white broderie anglaise. Loose sleeveless jackets of Madeira embroidery and chemical guipure, in turquoise, orange or yellow, are worn over the briefest of gathered and draped bikinis of the same materials: a striking contrast against the setting of sea and sand!

Thanks to their eminently practical minicare finish, white blouses of Swiss embroidery now form an indispens-

able part of nearly every woman's wardrobe, and especially of all who go out to work. Their attractive freshness and suitability on all occasions, their non-wilting qualities after a long working day, make them one of the most popular fashion articles.

The heavy string guipures with their rough, almost sporting look, have opened up new horizons for lace. They are used for quietly elegant suits and dress-and-coat outfits which are all the rage among discriminating women of fashion. Those in biscuit and champagne shades have a very summery appearance, while the dark blues are of a beauty that is at home in all seasons. This type of lace also appeals to the woman who cultivates a rather quiet, understated style and would not dream of being seen in frothy, foamy lace. Broderie anglaise on batiste has also been used recently for casual clothes, loose jumper dresses

ROBT. SCHWARZENBACH & CO.,
THALWIL

Crêpe mousse, pure soie — reine Seide
Modèle Kunau-Kleider, Rosenheim
Photo Hilla Korn

ROBT. SCHWARZENBACH & CO.,
THALWIL

Satin de Lyon, pure soie — reine Seide
Modèle Kunau-Kleider, Rosenheim
Photo Hilla Korn





WALTER SCHRANK & CO.,
SAINT-GALL
Guipure ficelle champagne
Champagnefarbene Schnürliquipure
Modèle Toni Schiesser, Francfort s/M.
Photo Hubs Flöter

UNION S.A., SAINT-GALL
Guipure bleu foncé
Dunkelblaue Guipure
Modèle Toni Schiesser, Francfort s/M.
Photo Hubs Flöter



with non-iron pleats in the skirts or slim two-piece outfits. Its scope has consequently been considerably widened.

As for the romantic, dainty cotton and silk organdies, embroidered and decked with magnificent superimposed embroidery, they continue to delight the eye at all the big parties, summer balls and international festivals, as well as the society weddings.

But Swiss embroideries and laces are in no way the exclusive prerogative of a privileged few, as was clearly shown by the great success of a big window display campaign organised by the Karstadt chain of stores this spring in over 40 branches throughout the Federal

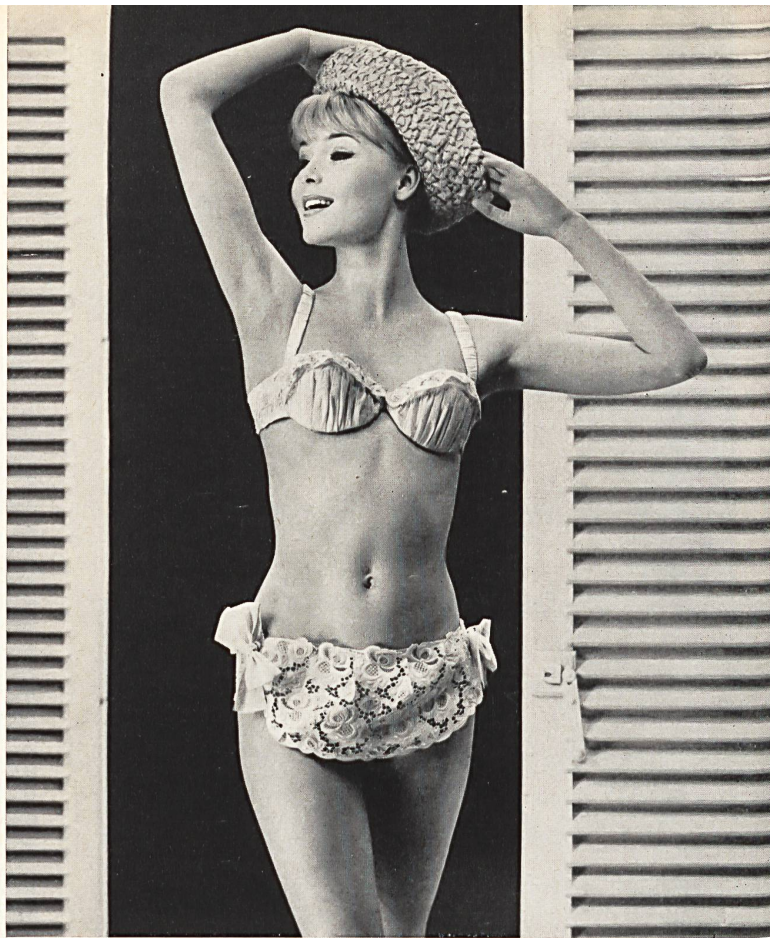
Republic and Berlin, including, among other towns, Hamburg, Düsseldorf and Wiesbaden. Under the title « Swiss Embroideries » and « The Cream of St-Gall Production », a host of ready-to-wear models, fabrics, collars, flounces, lingerie, blouses and handkerchiefs were most originally presented in eye-catching window displays.

The stocks available in Germany were hardly sufficient to keep pace with the demand thus created, especially as other big stores quickly caught on the idea and also began to offer their customers these much sought after embroideries.

Emily Kraus-Nover

UNION S.A., SAINT-GALL

Batiste Minicare avec volants de broderie anglaise
Minicare Batist mit Lochstickerei-Volants
Modèle Toni Schiesser, Francfort s/M.
Photo Hubs Flöter



FORSTER WILLI & CO.,
SAINT-GALL

Broderie anglaise
Lochstickerei
Modèle Toni Schiesser, Francfort s/M.
Photo F. C. Grundlach



STOFFEL & CO., SAINT-GALL

Batiste à bandes satin pastel
Batist mit pastellfarbenen Satinstreifen
Modèle Toni Schiesser, Francfort s/M.
Photo F. C. Grundlach

ROBT. SCHWARZENBACH & CO., THALWIL

1. « Arosa », tissu nouveauté jacquard en coton mélangé —
Nouveauté in Jacquard-Baumwollmischgewebe
 2. « Diavolezza », tissu nouveauté jacquard en coton mélangé —
Nouveauté in Jacquard-Baumwollmischgewebe
 3. « Diavolezza », tissu nouveauté jacquard en coton mélangé —
Nouveauté in Jacquard-Baumwollmischgewebe
- Modèles Hans Hermann, Munich



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