

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1961)
Heft: 3

Artikel: "Mode et prestige" chez Longines
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DOI: <https://doi.org/10.5169/seals-798288>

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«Mode et Prestige» chez Longines

This spring, forty representatives of the Longines Watch Company, from twenty-seven different countries, met at St. Imier for three days for a general exchange of ideas. This meeting gave the managers of the firm, which has a tradition dating back almost a hundred years, an opportunity of putting its foreign agents into the picture concerning the latest trends in manufacture, research and organisation. Longines has never overlooked the fact that a watch is not only a utilitarian object but also a jewel, an invaluable adjunct of elegance. Therefore, leaving economic and technical matters aside for a moment, Longines put on for the benefit of those attending the meeting a presentation of the «Mode et prestige» collection, shown by charming mannequins wearing models created by St. Gall embroiderers and couturiers in collaboration with the Office for the Promotion of the Swiss Cotton and Embroidery Industry in St. Gall. This collection, which was specially dedicated to fashions and jewellery, bore eloquent witness to the continual creative efforts of the St. Imier firm. One striking piece on show was a new ladies' watch, one of the most expensive in the world, made of platinum and diamonds and valued at some 200,000 Swiss Francs (£ 17,000).

Mr. Maurice Savoye, Delegate of the Board of Directors and General Manager of the Longines Watch Co. Francillon Ltd., at Saint-Imier, being shown a luxury watch produced by his firm. The model is wearing a dress by Jeanpalmério, Zurich, with embroidery by Forster Willi & Co., Saint-Gall.



McGregor of Switzerland

The more demanding professional life becomes—in industry, business, the civil service, etc.—the greater the need for man to organise his leisure time profitably, hence among other things the extraordinary development of leisure wear. The present keen competition reigning on world markets is imposing a very heavy strain on industry, which can only hope to succeed by concentrating on a limited field. This is one of the reasons that led to the foundation of the firm of «Fashion and Leisure Ltd.» in Schöftland, on the initiative of the well-known shirt and sportswear factory Fehlmann Sons Ltd. (trade mark «Lutteurs», i.e. «Wrestlers»). This firm will be manufacturing under license the well-known American «McGregor» models of shirts and other leisure and sports clothes; at the same time, with the assistance of the Swiss skier and couturier, Willy Roth, it will also be creating its own models which will probably be purchased and featured by the American firm. Fashion and Leisure Ltd. will also export to Germany, Italy and the Scandinavian countries. Details concerning this new venture were made known to members of the press at a cocktail party given in Berne this spring. We shall probably have occasion later to return to the activities of this new firm, which goes in exclusively for men's fashions.