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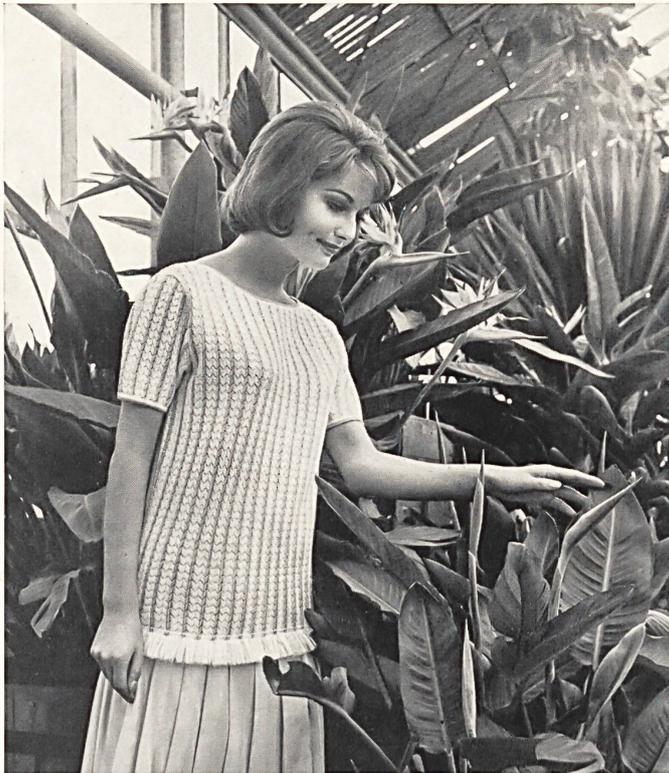
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## Boutique style pullovers with sheen effects

It is not surprising that the accepted idea of after-ski wear has been enlarged, for the smart woman long ago realized that the casual chic of the pullover opened up a whole host of interesting new possibilities. This is what led to the extension of the after-ski idea into the new «after-sport» style. The new «Perlapont» models in shiny viscose

Switzerland after its launching in the boutiques of Italy. The subdued sheen of «Perlapont» enables this material to stand on its own merits without any need for trimmings to set it off. The smart, sporting look is emphasized by simple lines, either in a fancy knit or in a crochet style with fringed edges or edges in contrasting colours. «After-sport»



Fringes at the hem are the only trimming on this «Perlapont» pullover in relief tricot.  
(Model Rebi Ltd., Mendrisio)  
Photos Tenca, Zurich



Pullover and jacket combined, in a coarse «Perlapont» knit, the viscose rayon that has the look of a silky straw with a discrete shiny effect. This model is trimmed with edgings in contrasting colours.  
(Model Rebi Ltd., Mendrisio)

rayon with the look of silky straw are admirably suited to this new fashion trend. Owing to their casual appearance, they go just as well with slacks as with a skirt. It should be pointed out that in addition to the wearing qualities of rayon, they have the handle and consistency of artificial straw. «Perlapont» is worked mainly in a loose knit, the style that has recently become so popular in

pullovers are worn for the leisure hours spent in relaxing after physical effort; they are therefore unlikely to risk being spoiled, for care will be taken of them for the lovely, precious things they are. Like the pure silks, provided they are chemically cleaned, they will keep their cut, their size and beauty for a long time.

(Société de la Viscose Suisse, Emmenbrücke)