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Today's fashion

Today no winter wardrobe is complete without at least one cotton windjack. The great popularity of these garments proves that they are not only fashionable but eminently practical garments. These water-repellent cotton anoraks are deliberately simple in cut and very sporting in appearance. There are models with attached

hood, very low yoke, half-belt, side pleats or vents, and kimono or raglan sleeves, as well as models with turned-up cuffs, generally trimmed with knitted braid.

The new winter fashion is determined above all by individual taste and gives ample scope for the wearer's personality to show, thus avoiding any risk of becoming outdated too rapidly. In designing the windjacks shown opposite, the manufacturers were influenced above all by the need to maintain the fashion trends within moderate limits, but at the same time by the wish to devote especial care to cut, workmanship and the selection of the designs and colours. More and more, the effect is given mainly by the fabric; consequently these models must be made with an eye to the material used.

These windjacks are cut in cotton fabrics of the highest quality, with water-repellent and crease-resistant finishes. They offer protection from the coldest winds, without nevertheless hampering cutaneous respiration in any way, so that they represent the last word in comfort for garments of this type; the practical, comfortable and appropriate cut, allowing complete freedom of movement, also contributes to their success.



GUGELMANN & CIE A.G., LANGENTHAL
Water-repellent cotton fabrics.
Modèles « WELLSIT », Kneubühler & Cie, Zofingue.
Photos Max Roth, Zurich

