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“Young Fashions” Competition at St. Gall

Organized by the Office for the Promotion of the Swiss Cotton and Embroidery Industries in St. Gall, this competition between various European fashion schools was held this spring for the fourth time. The purpose of these competitions is not only to give young men and women who have chosen fashion as a career an opportunity of putting their talents to the test and comparing their ideas with those of young people from other countries, but also to show the great variety of uses to which the top-quality fine cottons and embroideries from St. Gall can be put.

This year, each of the competing fashion schools had to design and make ten set models in cotton fabrics and embroideries placed at their disposal by the organizers. The programme covered the whole range of clothing from beach outfits to bridal gowns. The materials used by the competitors, i. e. the fashion schools of Hanover, London, Lugano, Milan and Vienna, included in particular



The “grand finale” of the showing

structured and colour-woven cotton fabrics, plain cotton ottomans and poplins, embroidered cotton batiste and organdie, dotted Swiss on batiste, printed cotton satin, embroidered cotton satin, guipure and embroidered edgings, etc.

During the showing, at which the young designers modelled their own creations, the five models of each category were shown one after the other, and the jury awarded points right away.

The school from Vienna won first prize, with a total of 1951 points (maximum possible 2400) followed closely by Hanover (1936 points), then London, Lugano and Milan.

The cup, which had been won twice by the Hanover school, is now in Vienna in the possession of the Schloss Hetzendorf Fashion School. In addition to supplying the fabrics and embroideries, the St. Gall industries had given each of those taking part a charming gift to take home as a souvenir.

Hats off to the Promotion Office for its wonderful idea and the great success it met with!

The jury: from left to right. Mr. H. Oestergaard (dress designer), Berlin; Mrs. Biki (couture/ready-to-wear), Milan; Mr. H.P. Juda (Publisher and chief-editor of The Ambassador), London; Mrs. Doris Forster (embroidery industry), St. Gall; Mrs. Trudi Kühne (cotton industry), Herisau; Mr. Peter Müller (Publisher and chief-editor of Die Bekleidung), Vienna.

Presentation of the dresses for shopping

Professor Otto Liewehr, Head of the Vienna Fashion School, accompanied by his students, receiving the first prize from Mr. Bruno Meyer, Head of the Publicity Centre of the Swiss Cotton and Embroidery Industry in St. Gall (left)

