

**Zeitschrift:** Swiss textiles [English edition]  
**Herausgeber:** Swiss office for the development of trade  
**Band:** - (1963)  
**Heft:** 3

**Artikel:** Letter from Germany  
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**DOI:** <https://doi.org/10.5169/seals-798661>

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# Letter from Germany

In Germany, this summer's fashion is as diverse and varied as everywhere else in the world. There has been absolutely no dictation from above with regard either to line or colour.

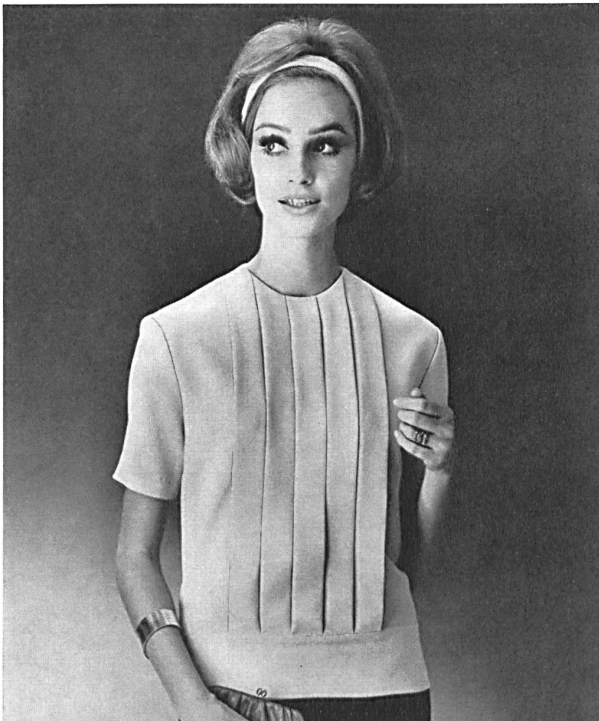
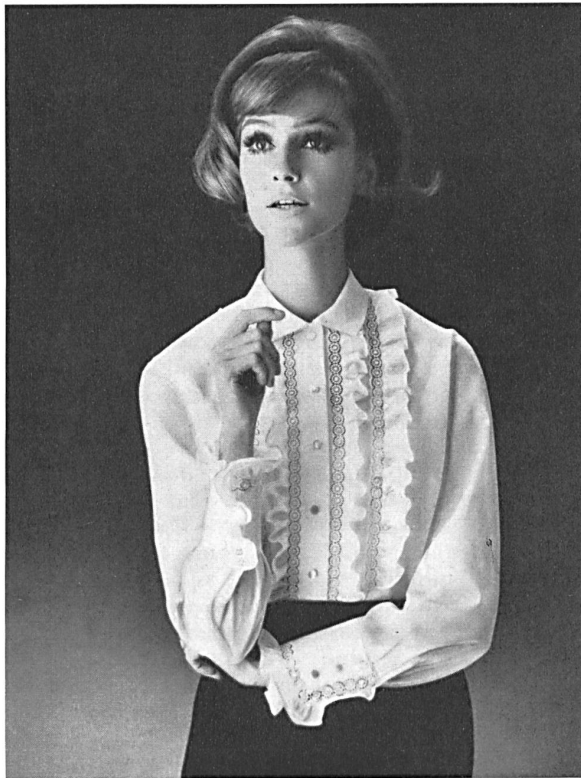
The experts consider this general trend with mixed feelings. The ready-to-wear manufacturers and the retailers are naturally quite happy about it, as this lack

of directives considerably reduces the big risk always attending the launching of a new season's fashion. On the other hand, they realize very clearly that the new merchandise loses one of its most telling sales points. Women are no longer obliged, as is usually the case every new season, to scrap the larger part of their wardrobes in order not to be out of fashion. This is appreciated by

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2



1. METTLER & CIE S. A., SAINT-GALL

Tissu fibranne type lin  
Zellwollgewebe im Leinencharakter  
Modèle Woco, Baden-Baden  
Photo Lautenbacher

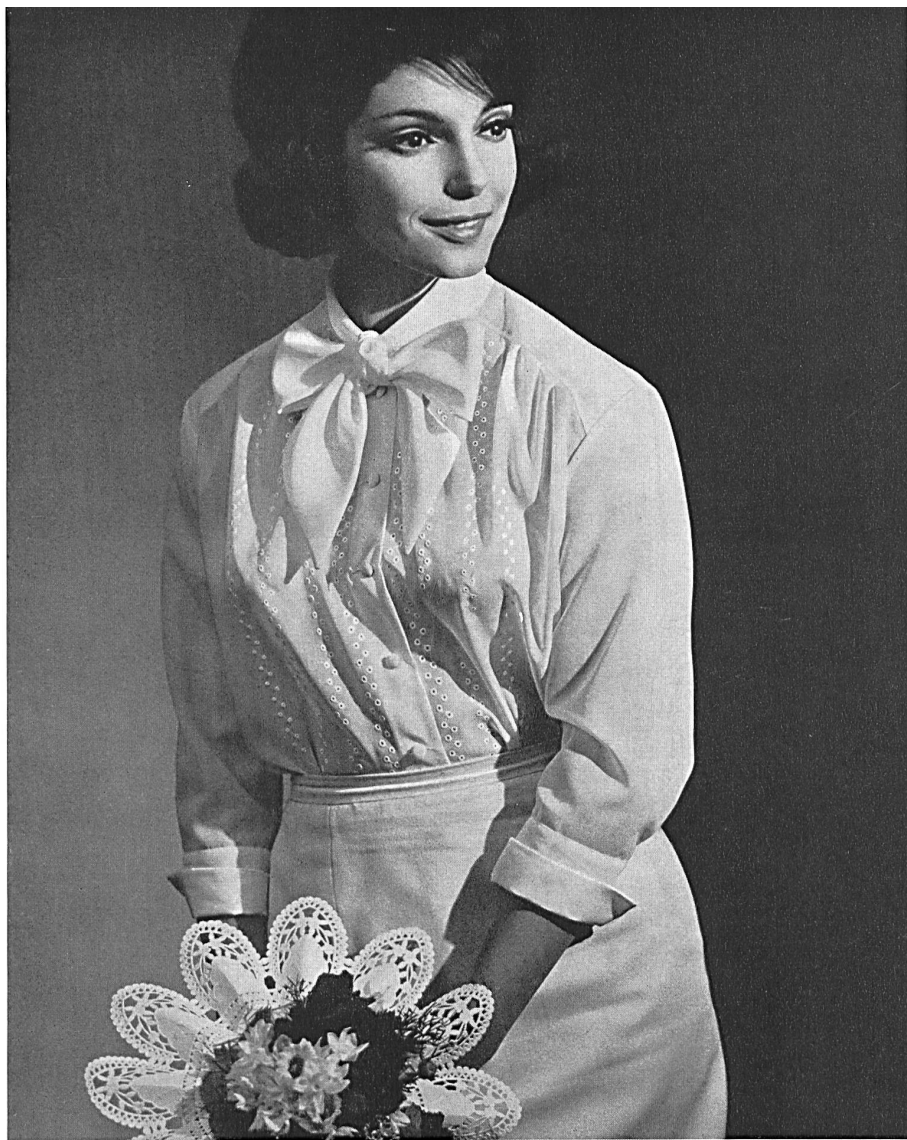
2. REICHENBACH & CIE S. A., SAINT-GALL

Batiste « Minicare »  
FORSTER WILLI & CO., SAINT-GALL  
Broderie / Stickerei  
Modèle Wollenschläger & Co. G.m.b.H.,  
Baden-Baden  
« Minicare » Joseph Bancroft & Sons Co. A.G.,  
Zurich

◀ L. ABRAHAM & CIE, SOIERIES S. A.,  
ZURICH

Crêpe « Charleston »  
Edelkrepp  
Modèle Woco, Baden-Baden  
Photo Lautenbacher

UNION S. A., SAINT-GALL  
Voile « Minicare » brodé / bestickt  
Modèle Georg Schneider,  
Rinteln a.d. Weser  
Photo Gisela Them



UNION S. A., SAINT-GALL  
Plastron en cambric « Minicare »  
brodé  
Besticktes Plastron aus  
« Minicare » Cambric  
Modèle Georg Schneider,  
Rinteln a.d. Weser  
Photo Gisela Them

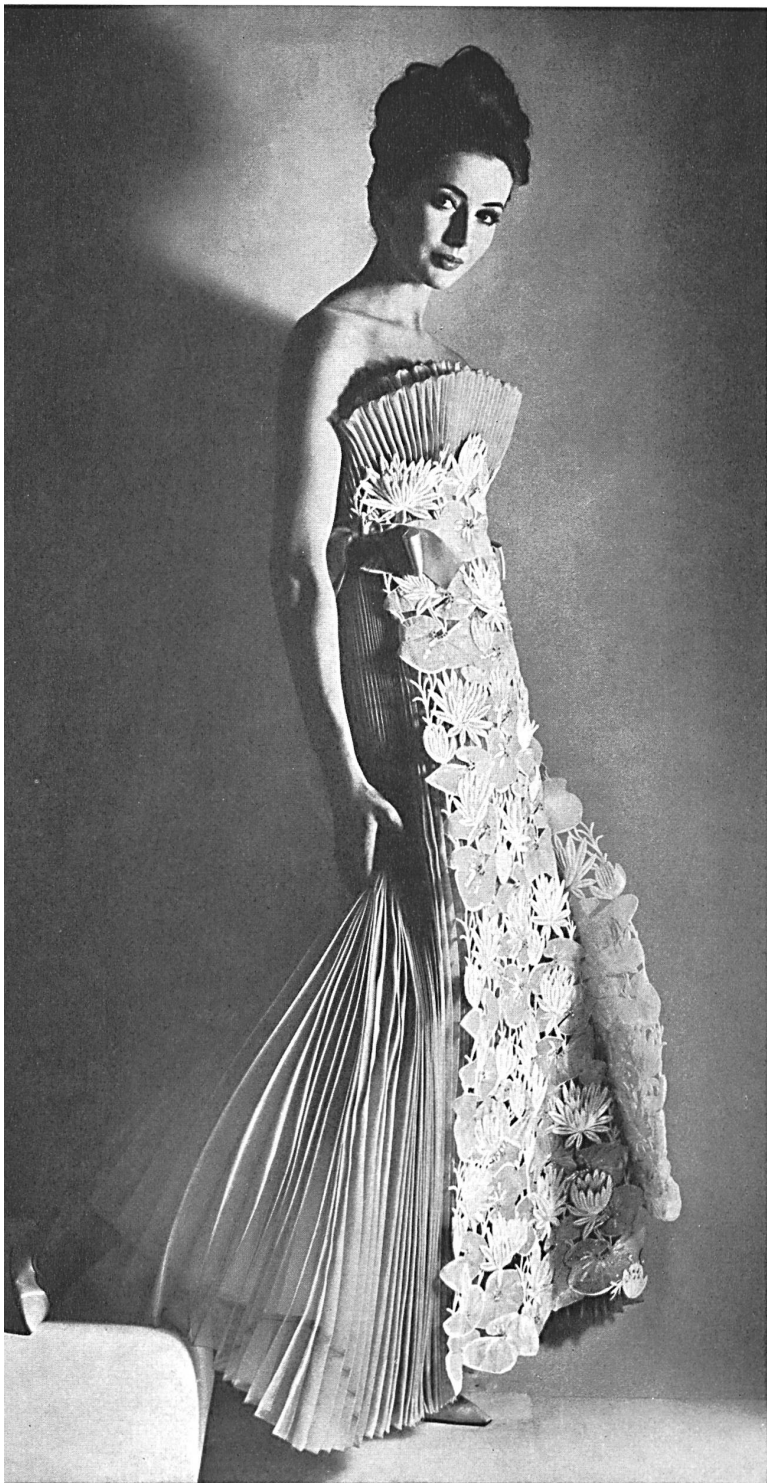




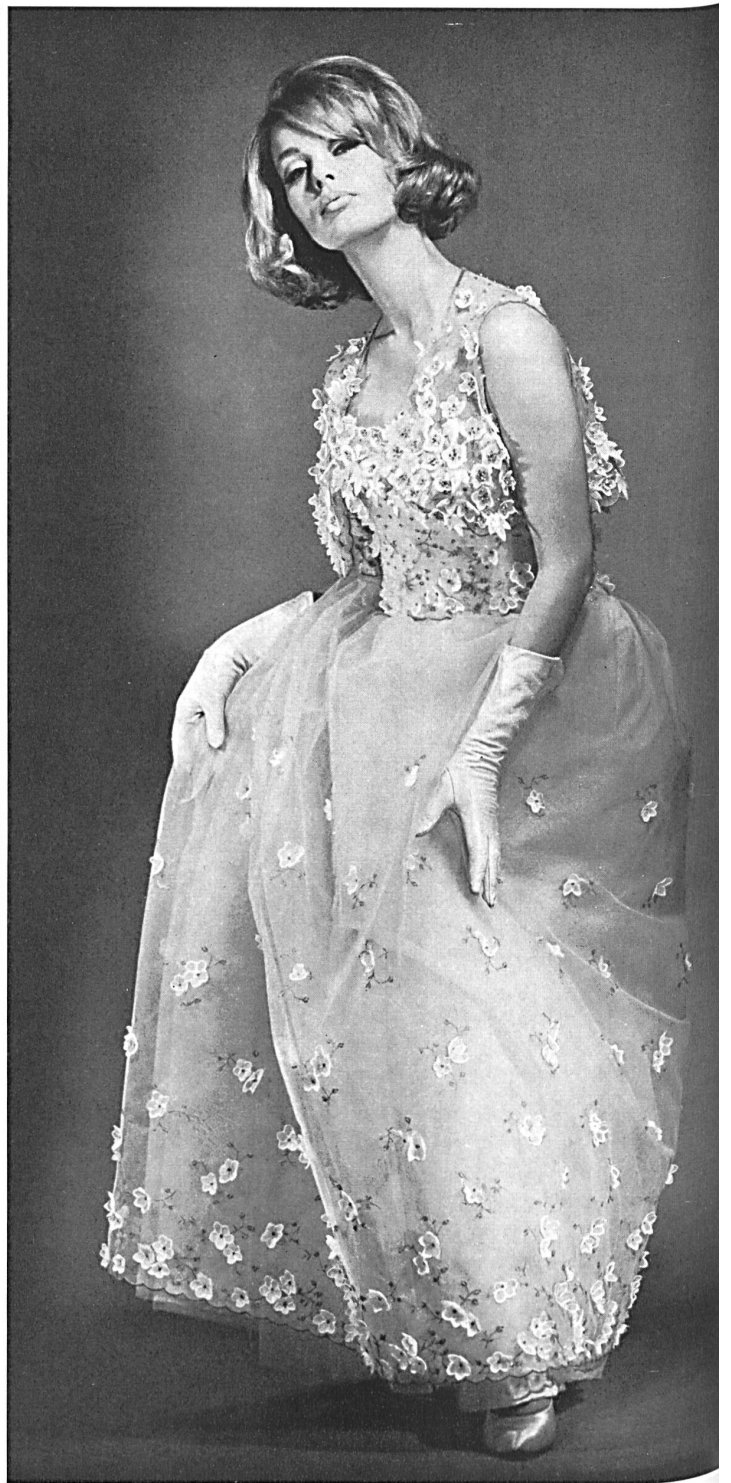
UNION S. A.,  
SAINT-GALL  
Broderie sur tulle  
Bestickter Tüll  
Modèle  
Toni Schiesser,  
Francfort M.  
Photo Gundlach

UNION S. A.,  
SAINT-GALL  
Broderie guipure  
champagne  
Champagnerfarbene  
Guipurestickerei  
Modèle  
Toni Schiesser,  
Francfort M.  
Photo Stephan





A. NAEF & CIE S. A., FLAWIL  
 Broderie découpée avec applications  
 Spachtelspitze mit Applikationen  
 Modèle Toni Schiesser, Francfort M.  
 Photo F. C. Gundlach



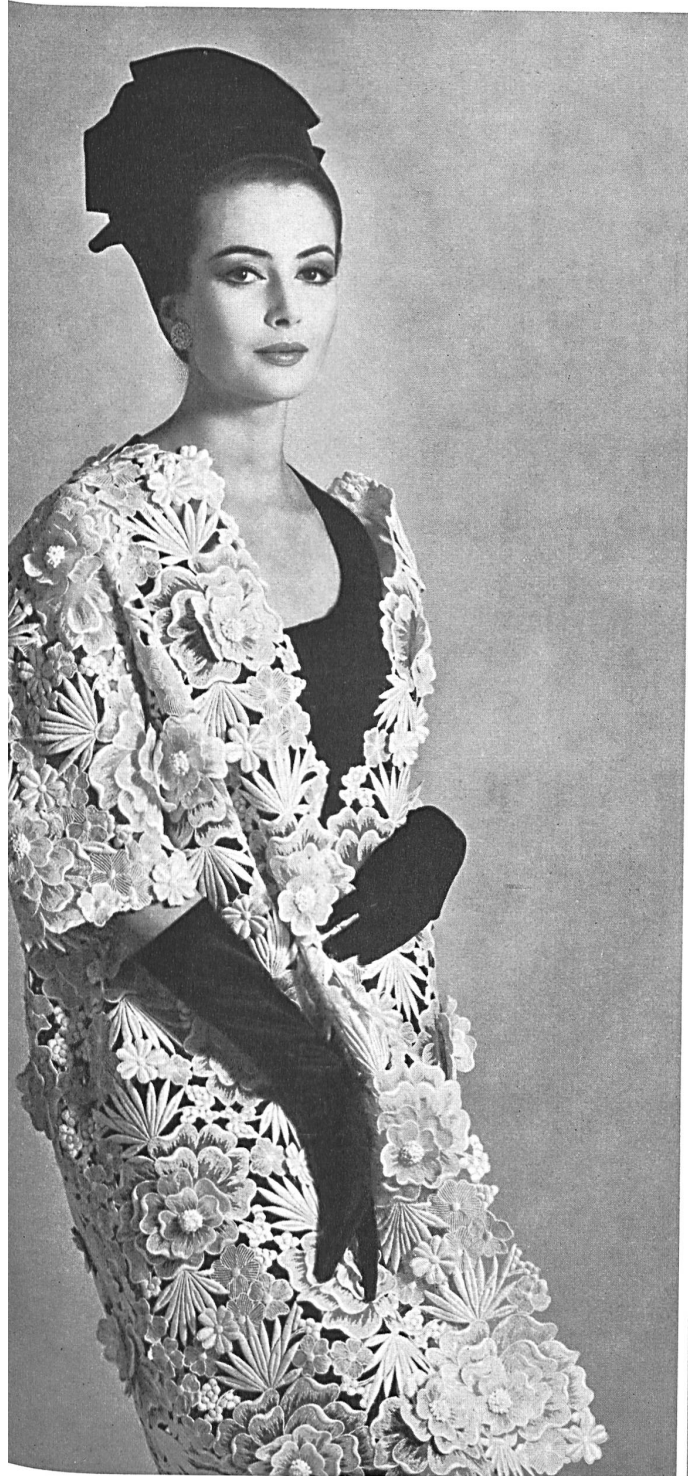
FORSTER WILLI & CO., SAINT-GALL  
 Tulle brodé avec fleurs appliquées  
 Bestickter Tüll mit aufgenähten Blumen  
 Modèle Toni Schiesser, Francfort M.  
 Photo Stephan

the vast majority of women (and their husbands too, no need to add !) but it is nevertheless a big handicap for the stores, especially as, once again this year, a rather reluctant spring has put a brake on women's natural desire to buy.

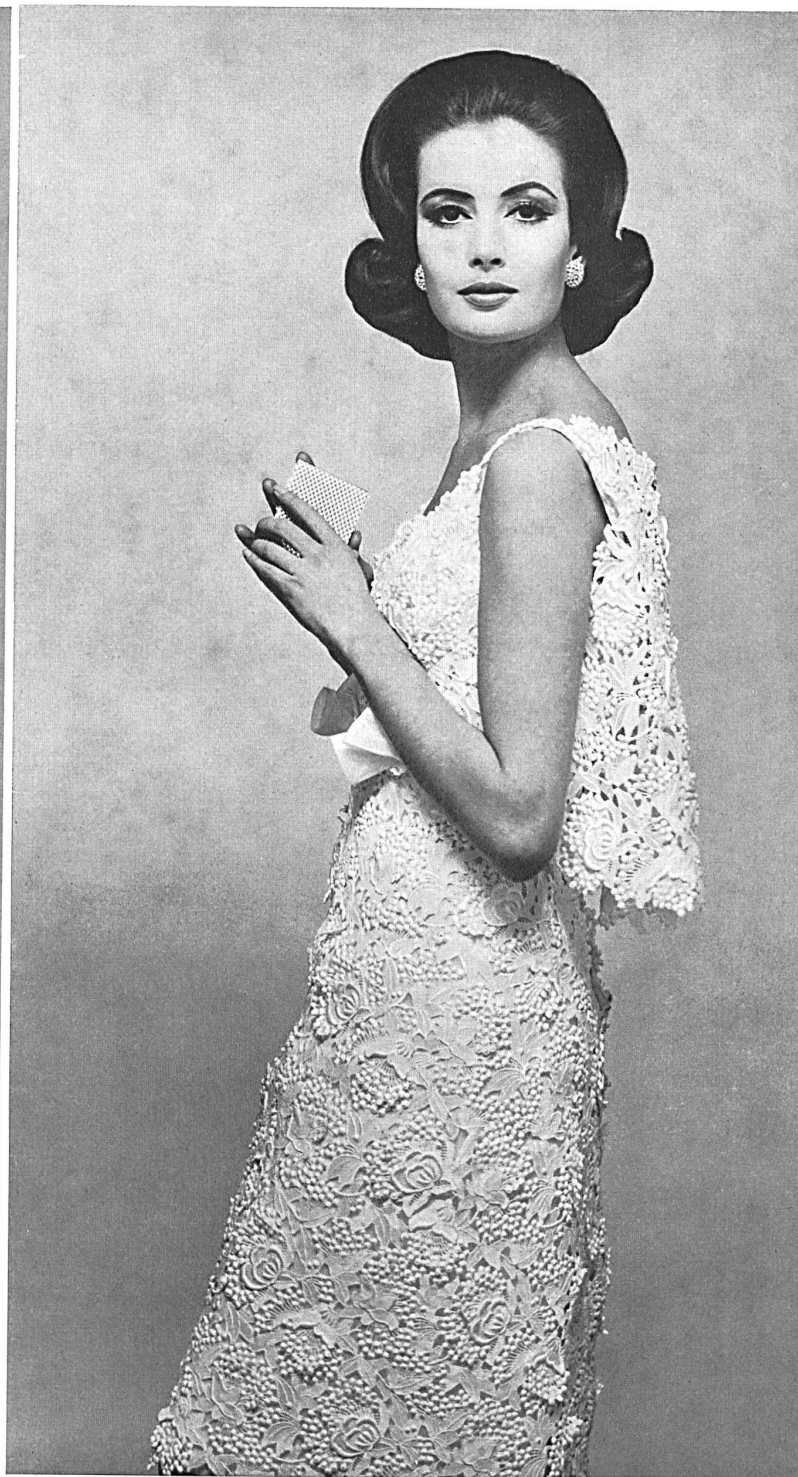
Except for clothing which absolutely needs to be regularly replaced, particularly attractive creations are

required to awaken a desire to buy in the field of textiles.

In the salons of the couture houses with their rich clientele, this role has definitely fallen, this season, to the lovely cocktail coats in St. Gall embroidery. Toni Schiesser (Frankfurt-on-Main) shows some in every imaginable variation; Charles Ritter too (Hamburg-Lübeck) goes in for this attractive style. There are coats



A. NAEF & CIE S. A., FLAWIL  
 Broderie découpée avec applications  
 Spachtelspitze mit Applikationen  
 Modèle Toni Schiesser, Francfort M.  
 Photo F. C. Gundlach

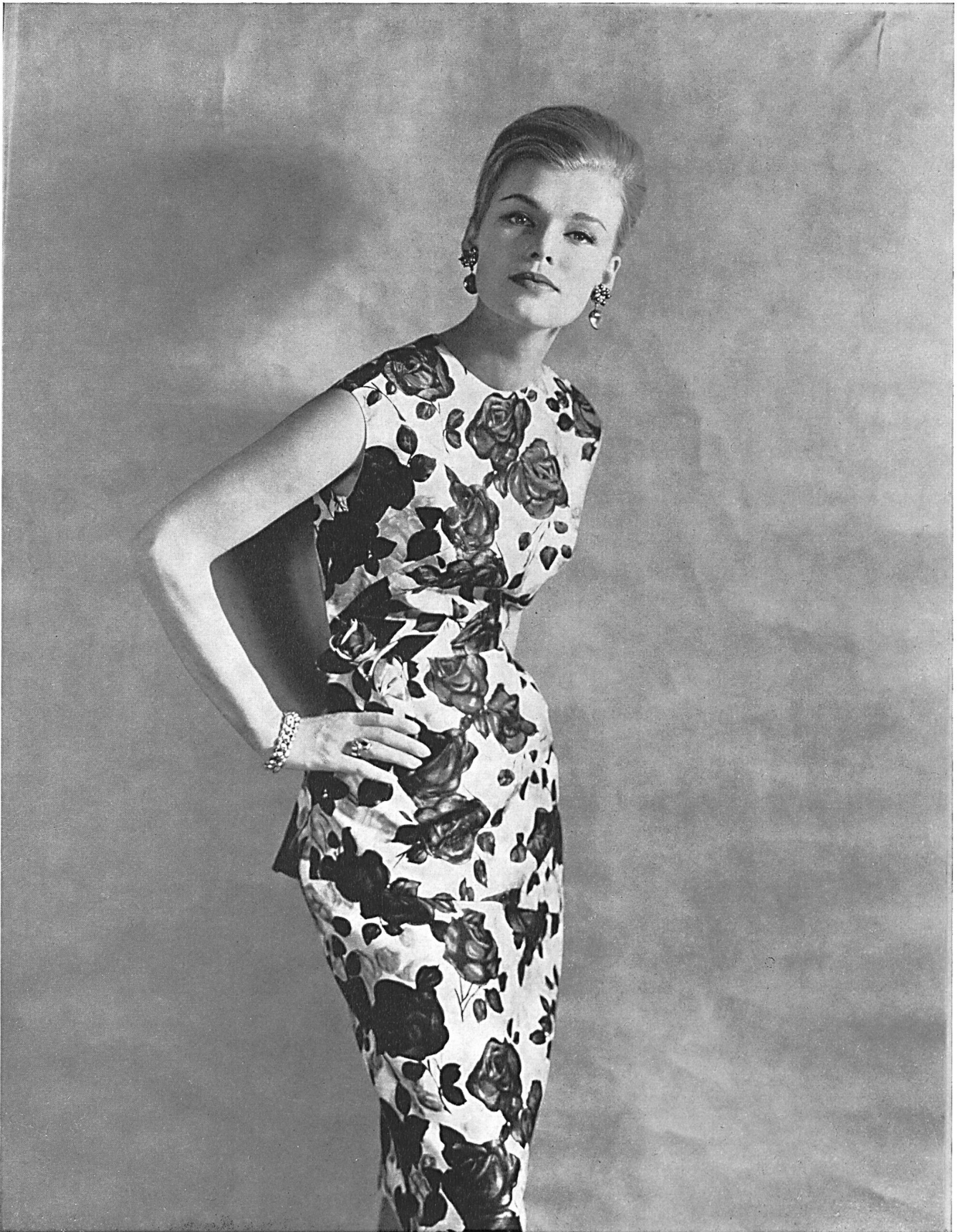


FORSTER WILLI & CO., SAINT-GALL  
 Guipure / Ätzstickerei  
 Modèle Toni Schiesser, Francfort M.  
 Photo F. C. Gundlach

in gossamer embroidery on tulle with appliqued flowers, others in lavish open-work embroidery or in precious guipure, with two or three tiered superimposed effects. In white, they are worn over narrow black silk jersey or crêpe dresses with a quiet, distinguished look; in black they are set off by low plunging creations in white silk jersey. Charles Ritter also completes a corn-coloured,

draped chiffon dress with a guipure coat in the same colour framed with honan yokes. These outfits possess a delicate air of chic which, in spite of the luxury of the material, never seems overdone.

While we are on the subject of chiffon, it should be mentioned that this material has lost none of its popularity in this country. Plain, in white, black or delicate



TISSAGES DE SOIERIES NAEF FRÈRES S. A., ZURICH  
«Gonda», soie imprimée / bedruckte Seide  
Modèle Tcha-Modelle, Schwäbisch-Gmünd  
Photo Stwolinski

pastel shades, it is skilfully draped, with all the taste that only the great couturiers possess, for flowing cocktail or evening dresses. Chiffon printed with very wide floral designs or delicate foliage motifs is superimposed on twill, taffeta or shantung printed in the same designs for dresses, vaporously wrapped in an unlined coat.

The tiered Dior-style dresses, in printed linen or bead embroidered honan and the Courrèges-style hostess ensembles, with long guipure pants, constitute another attraction for the smarter set.

The dotted Swiss beach outfits, which were all the rage for this category of consumer two years ago, are now

TISSAGES DE SOIERIES NAEF FRÈRES S. A., ZURICH  
Photo Stwolinski

«Gonda», soie imprimée et mousseline de soie imprimée du même dessin Gonda, bedruckte Seide und Seidenmusselin mit demselben Muster bedruckt  
Modèle Toni Schiesser, Francfort M.





L. ABRAHAM  
& CIE.  
SOIERIES S. A.  
ZURICH  
«Tundra»,  
soie flammée /  
Flamméseite  
Modèle  
Teha-Modelle,  
Schwäbisch-Gmünd  
Photo Stwolinski

featured in the windows of all the big shops. Naturally not quite so chic or lavish, they have nevertheless not altogether lost their exclusive look and certainly exert a great appeal on teenagers and young women planning their holiday wardrobes.

The suits and two-piece outfits in St. Gall guipure are now firm favourites for dressier occasions. In champagne, navy blue, black, nut-brown, white, silver-grey or ice-blue, completed by little toques or becoming capelines with broad brims in the same material, in exotic straw or silk, they all have a smart distinguished look.

We were also pleased and not a little surprised to see the extent to which the leading Berlin fashion houses have used Swiss embroideries and laces in their summer collections. A welcome novelty, adopted in Paris, is the attractive use made of edgings in chemical guipure.

Finally, let us also point out, in passing, that in men's fashions more and more evening shirts have fronts decorated with embroidery and even lace.

*Emily Kraus-Nover*