

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1963)
Heft: 4

Artikel: Spotlight on swiss knitwear
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-798679>

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

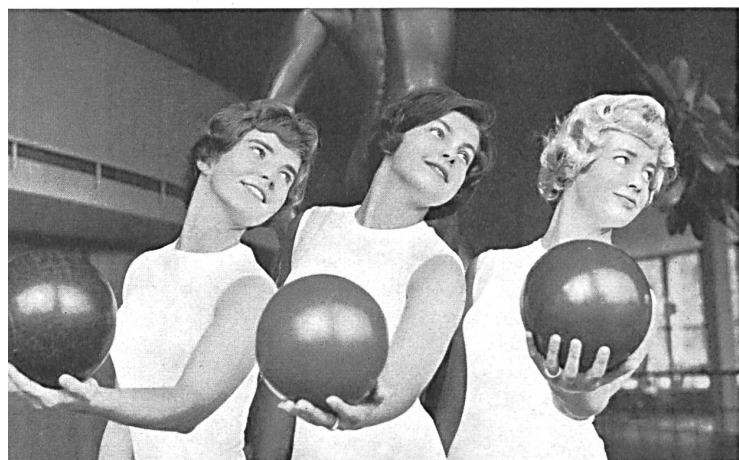
Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

Download PDF: 04.04.2026

ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>

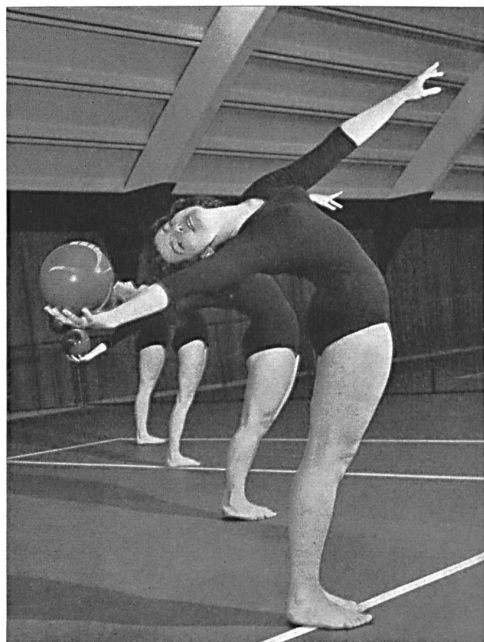
Spotlight on Swiss Knitwear



Trois jeunes filles du groupe « Malmöflickorna »
 Three girls of the « Malmöflickorna » group
 Tres muchachas jóvenes del grupo « Malmöflickorna »
 Drei junge Mädchen aus der Truppe der « Malmöflickorna »

Not only the beauty of the models shown, but also the attractive way in which they were presented and the youthful charm of the mannequins, all contributed to the success of the two fashion parades organized by the Swiss Association of Hosiery and Knitwear Manufacturers in cooperation with the Société de la Viscose Suisse at Emmenbrücke and Heberlein & Co., Ltd., at Wattwil. The showings were put on by students from the « Malmöflickorna » school situated in Malmö (Sweden), where a course in « beauty gymnastics » is given, which is not

Une attitude particulièrement gracieuse des jeunes sportives suédoises
 A particularly graceful pose by the young Swedish gymnasts
 Una graciosísima actitud de las jóvenes deportistas suecas
 Eine besonders anmutige Stellung der jungen, sportlichen Schwedinnen

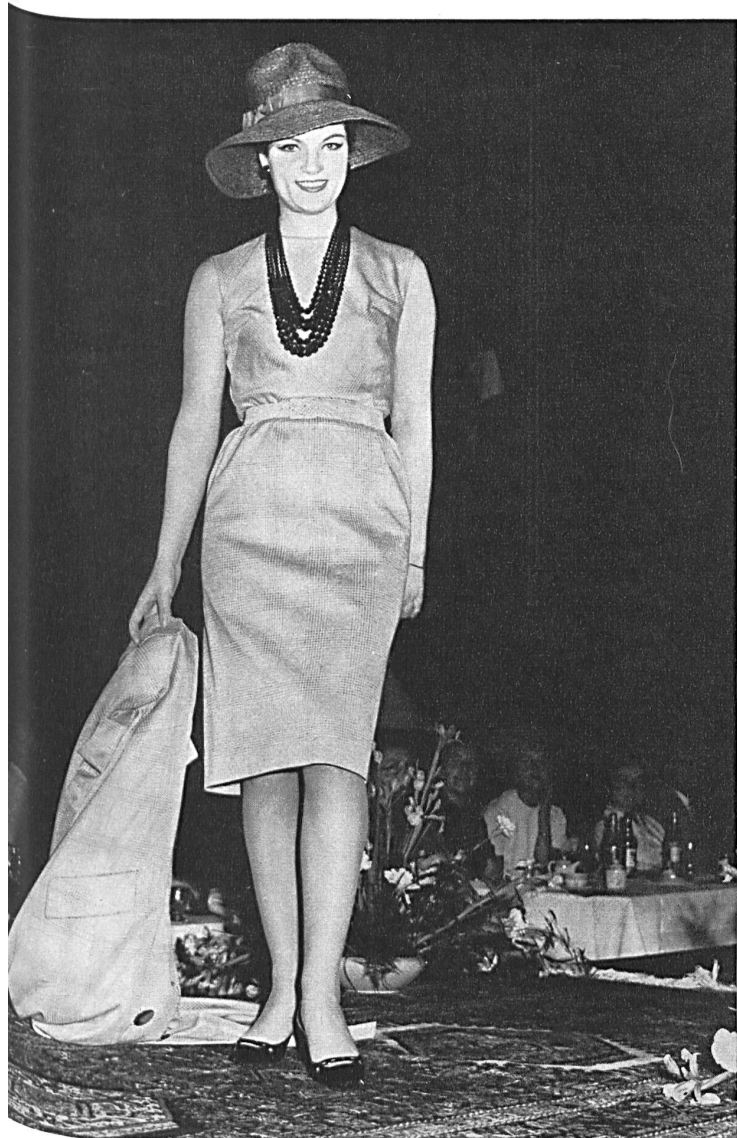


exactly gymnastics, nor exactly dancing, nor exactly... well, something a little hard to describe but that certainly has remarkable results! The parades, excellently organized by Mrs. Renée Hollenweger-Stubert, head of the Press Department of the Swiss Association of Knitwear and Hosiery Manufacturers, were held in Zurich and Berne.



Tenue en « Hélanca »/« Nylsuisse » pour marins d'eau douce
 « Helanca »/« Nylsuisse » outfit for freshwater mariners
 Vestido de « Helanca »/« Nylsuisse » para marineras de agua dulce
 Ausrüstung aus « Helanca »/« Nylsuisse » für Süßwasser-Schiffer

Suppleness, grace and elegance were the qualities required to model the articles displayed, most of which were designed for sport, swimming, the beach and gymnastics. The various creations in « Helanca/Nylsuisse », « Nylsuisse », « Ban-Lon/Nylsuisse » and other mixtures of chemical fibres with wool and cotton were a resounding success. The second part of the parade was reserved for the



Robe et manteau en jersey Conit/coton (Modèle VOLLMOELLER)
 Dress and coat in Conit/cotton jersey (a VOLLMOELLER model)
 Vestido y abrigo de malla jersey Conit/algodón
 (Modelo VOLLMOELLER)
 Kleid und Mantel aus Conit-Baumwolljersey
 (Modell VOLLMOELLER)



Deux-pièces en jersey laine blanc bordé de galons rouge et marine
 (Modèle TANNER)
 Two-piece outfit in white woollen jersey edged with red and navy-blue braid (a TANNER model)
 Dos piezas, de malla jersey blanca de lana rebordeada con galones rojos y azul marino (Modelo TANNER)
 Deux-Pièces aus weissem Woll-Jersey, mit roten und dunkelblauen Tressen eingefasst (Modell TANNER)

Tableau final du défilé de modes sportives
 The grande-finale of the fashion parade of sportswear
 Cuadro final del desfile de modas para deportistas
 Schlussbild der Sport-Modeschau

showing of travel and holiday wear as well as dresses, two-piece outfits and suits for the coming autumn, a category in which wool was well to the fore. Some twenty Swiss knitwear firms presented models from their current collections as well as a number of novelties.

While admiring the suppleness and grace of the Swedish girls, turned mannequin for the occasion, the spectators were also able to gain an idea of the high standard of Swiss knitwear and in particular its perfect suitability for sport and gymnastics.

