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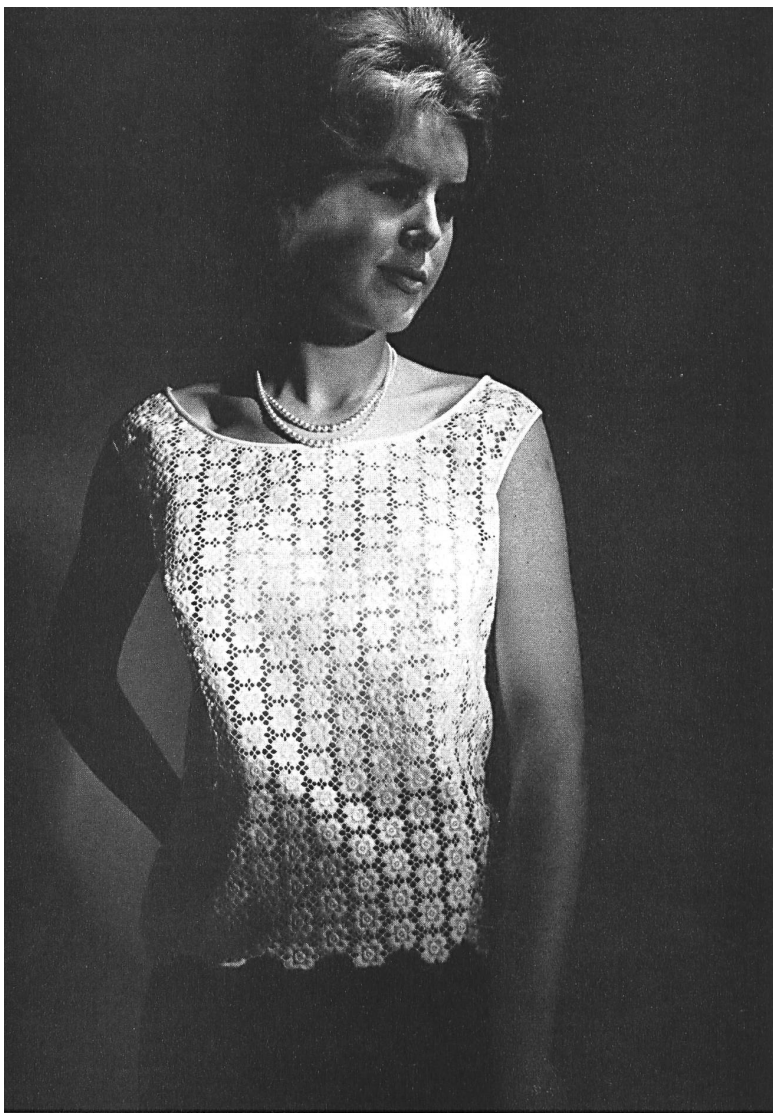
Letter from Germany

The clothing trade is the cause of many a headache. However the women's ready-to-wear clothing industry in Germany is now energetically tackling one of the main causes of contention and expense, not only for the shop-owners but also for their customers—alterations.

With the 1964/65 autumn-winter collections, a new system of sizes will be introduced, worked out on the basis of measurements carried out on a large number of women and girls in different parts of Western Germany.



ROBT.
SCHWARZENBACH & CO.,
THALWIL
Shantung pure soie, vert
émeraude
Smaragdgrüner Shantung,
reine Seide
Modèle: Toni Schiesser, Franc-
fort s/M.
Photo Hubs Flöter



UNION S.A., SAINT-GALL
 Broderie chimique
 Ätzenspitze
 Modèle: I. Foerster G.m.b.H., Naila

The results of this investigation showed at once why the clothing stores were always plagued with heavy costs for alterations, not to mention the difficulty of finding women to do the work, and why there were so many women who said they would never buy anything ready-made because they could never find anything to fit.

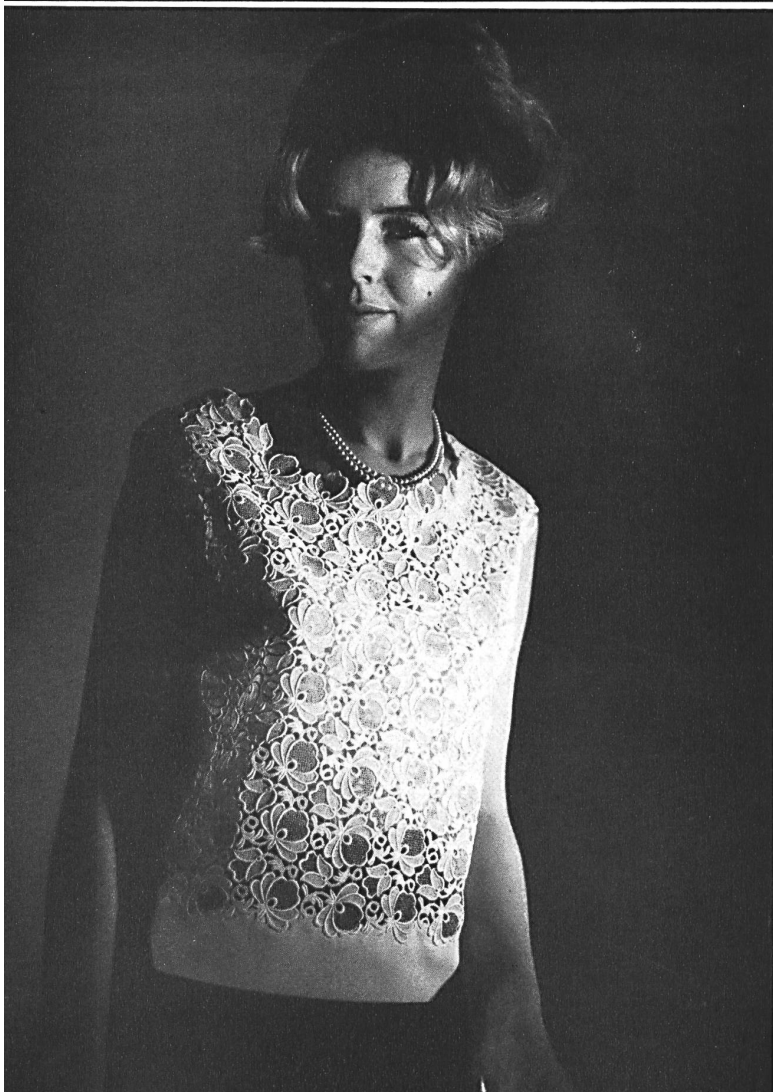
According to this new series of measurements, not even half the women in Germany could hope to find anything to fit them in the eight standard sizes existing until now. The picture clothing manufacturers had of the different categories of average German woman proved to be totally false or at any rate outdated. The recent survey showed in fact that 30 % of the women have a narrow pelvis, 45 % have normal hips and only 25 % are on the plump side. And German women had always been thought to have large hips !

Now the experts have devised a new system consisting of 84 standard sizes (instead of about two dozen as previously). In trade circles, the optimists hope that in the not too distant future the slogan of a Munich ready-to-wear clothing store: « Choose, try on and wear it home ! » will apply to some eighty per cent of all customers—to their own great joy and the even greater joy of retailers !

*

That combinations of skirt and blouse or pullover and two or three-piece outfits in jersey are so popular is to a certain extent due to the fact that they very seldom need alterations— and when they do, only minor ones. In these two fields, Switzerland supplies a remarkable series of articles, whether classical poplins for sports blouses, embroidered blouse fronts with continually new designs in fashionable shades, chemical guipures that are always so smart or the ever elegant models in jersey or pure wool wevenit.

Jersey and wevenit also play a big part in the large sector of leisure clothing, which is becoming more and more popular, because this very becoming and at the same time very practical style of clothing is ideally suited



UNION S.A., SAINT-GALL
 Broderie chimique
 Ätzenspitze
 Modèle: I. Foerster G.m.b.H., Naila



« RECO », REICHENBACH & CO. S.A., SAINT-GALL

Satin brodé, avec applications de broderie chimique

Bestickter Satin mit Atzapplikationen

Modèle: Wilh. Büngener, Lage

costs, even to the extent of patiently putting up with long hours of tiresome fittings.

Here the embroideries and laces of St. Gall are unrivaled, thanks to their exclusive, inimitable character and the prestige they confer on those who wear them.

But on beaches too, where bikinis and cowboy jeans with stitching and rivets set the fashion, slim dresses with plunging décolletés, in Swiss poplin with embroidered edgings and pleated flounces in contrasting colours, are equally eye-catching, especially when matched with large bags in the same material.

This is where the two facets of a young woman's personality come into conflict. As for Switzerland, whether the outcome of this duel favours the Far West or the elegance of embroidery, what does she care? For in both cases, the fabric comes from Switzerland.

Emily Kraus-Nover

to the needs of modern woman. Whether one likes it or not, there is no getting away from the fact that the woman stylishly dressed according to the strictest dictates of fashion from hat to shoe complete with gloves is less and less often to be seen outside the pages of fashion magazines or the seasonal showings. The woman of today leads a very active life. Cars and planes encourage her to travel and there are very few who are completely idle. Her wardrobe must therefore not take up too much of her time.

Glamorous and ethereal creations are needed only for very special occasions. Then, fabrics cannot be too precious or too delicate. It becomes a matter of supreme importance to a woman to outshine her « friends » at all



« RECO », REICHENBACH & CO. S.A., SAINT-GALL

Crêpelaine

Modèle: Rothkirch, Hildesheim

Photo Isolde Strauss



UNION S.A., SAINT-GALL
Broderie sur coton
Baumwollstickerei
Modèles: Toni Schiesser, Francfort/M.
Photo Stephan



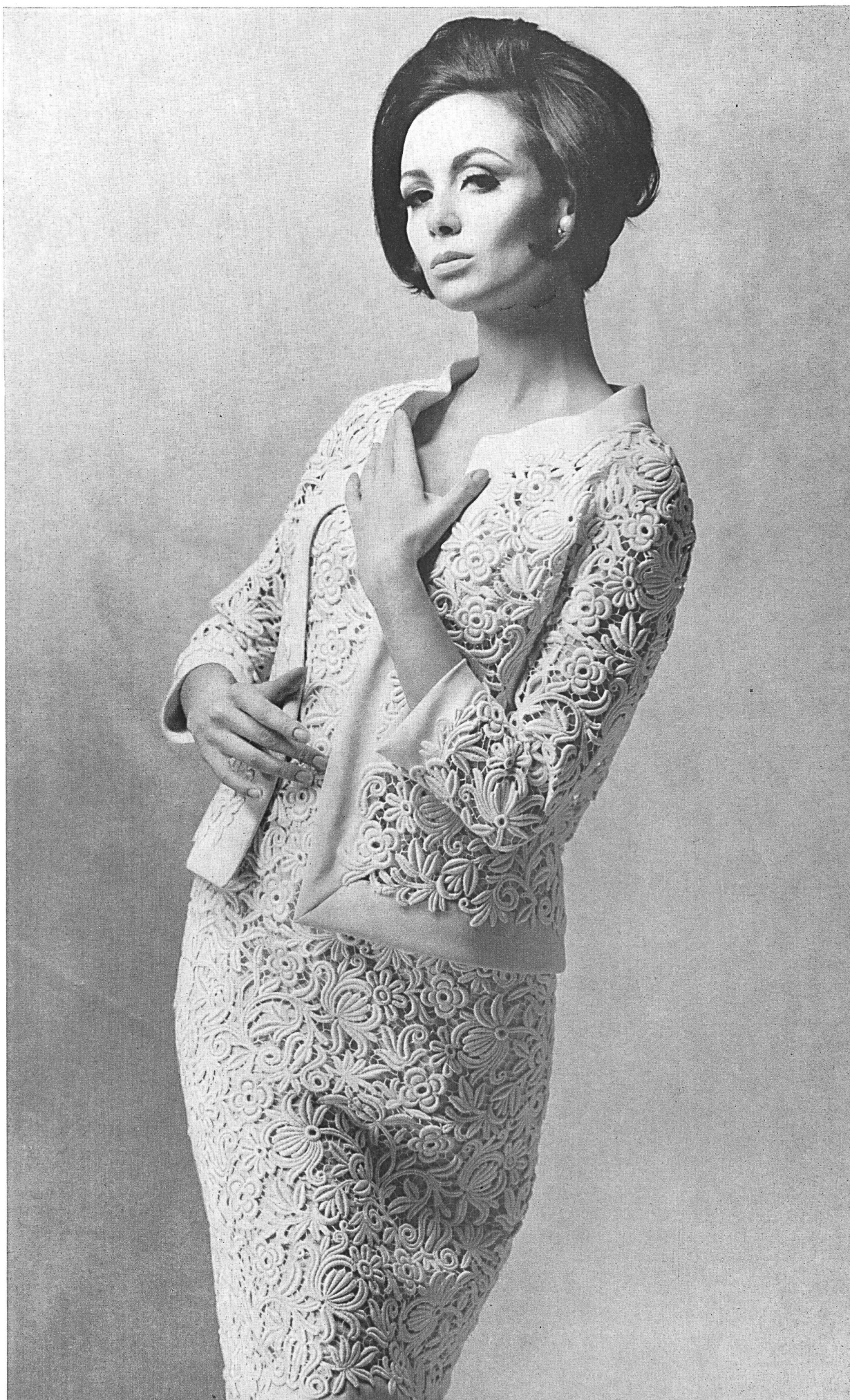
UNION S.A.,
SAINT-GALL
Broderie découpée noire
avec applications
Schwarze Spachtelstik-
kerei mit plastisch auf-
gesetzten Blüten
Modèle: Toni Schiesser,
Frankfurt/M.
Photo Stephan



FORSTER WILLI & CO., SAINT-GALL
 Guipure
 Guipure-Stickerei
 Modèle: Toni Schiesser, Francfort/M.
 Photo Stephan



FORSTER WILLI & CO., SAINT-GALL
 Calon brodé sur velours
 Bestickter Samtgalon
 Modèle: Toni Schiesser, Francfort/M.
 Photo Stephan



FORSTER WILLI & CO.,
SAINT-GALL
Guipure
Guipure-Stickerei
Modèle: Toni Schiesser,
Frankfort/M.
Photo Stephan



A. NAEF & CIE S.A.,
FLAWIL (SAINT-GALL)
Broderie chenille noire
Schwarze Chenille-Stickerei
Modèle: Toni Schiesser, Francfort/M.
Photo Stephan



A. NAEF & CIE S.A., FLAWIL (SAINT-GALL)
 Guipure
 Ätzstickerei
 Modèle: Toni Schiesser, Francfort/M.
 Photo Stephan



A. NAEF & CIE S.A., FLAWIL (SAINT-GALL)
 Broderie découpée avec applications
 Spachtelstickerei mit Applikationen
 Modèle: Toni Schiesser, Francfort/M.
 Photo Stephan



« FISBA », CHRISTIAN FISCHBACHER CO., SAINT-GALL
Guipure blanche avec applications
Weisse Guipurespitze mit Applikationen
Modèle: Toni Schiesser, Francfort/M.
Photo Stephan