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Letter from London

When Trade is Art

FORSTER WILLI & CO.,
SAINT-GALL

Organdi de soie brodé
Embroidered organza
Modèle de John Cavanagh,
Londres



« And trade is art and art's philosophy,
In Paris. There's Silk, for instance, there,
As worth an artist's study for its folds
At that bronze opposite. »

No one has ever expressed the fact that trade is art better than Englishwoman Elisabeth Barrett Browning 100 years ago, and not only in Paris is trade seen to be art, but in every great fashion city of the world, where design is married to the fabric and where the art of the fabric designer is essential to the creative force of the fashion-maker.

Nowhere is the designer more generous in paying compliment to this fact than in London, where in the spring-summer 1964 fashion collections, the undeniable admiration for the perfection and beauty of the Swiss fabrics and laces was shown in the generous use of them in wearable and lovely haute couture garments.

For fashion is not a frivolity, however changeable the mood but an art and collection time in every international city is the culmination of six months creative design and search for just the right fabric to go with it. Designers fly to St.Gall in search of inspiration in the wealth of lovely materials available and return with renewed stimulus for not only have their own ideas been absorbed and perfected, but every textile house contributes its own signature of perfection and gives again fresh flights of fancy to the designer's mood — the result to be seen at the next collections presented, the merging of two brilliant minds, the designer himself and the fabric creator to whom he has entrusted his commissions.

Artists, too, contribute greatly in this merging of ideas — artists of the past giving of their sense of colour and artists of today seeking to bring their talents to the world of fashion. « Artists Series » by Arnold Mettler of St.Gall is a case in point — the finished yardage of fabric as worthy of a frame as the original painting itself.

With the 1964 spring and summer fashion shows swinging us deliciously back into the thirties, at least in part, it can easily be seen that the demand for the glamour and nostalgic fragility of lace and embroidered sheers will increase, and now is the time for those designers who want to make women look their prettiest to take advantage of a visit to St.Gall with a visit to the magnificent collection of laces and embroideries founded by the passionate idealists Leopold Iklé and John Jacoby-Iklé during the last century, but now embracing a comprehensive

survey of lace from its origin in the 16th century right up to the present day. Here those who seek perfection and ideas will find them for this is the greatest lace collection in the world.

With textiles now Switzerland's number one industry, one notes cotton, at present one of Britain's biggest imports from Switzerland, has swept up during this century, and especially since the war years, from its once lowly place as a purely household requisite to the exalted position it now commands, largely due to the endless search for perfection of finish — « Swiss finish » today a legendary reputation.

Now the Swiss textile industry has proudly taken its place in England in the manufacture of almost every article required in the home or in men's and women's wear — haute couture creations, après-ski wear, boutique garments, wholesale and ready-to-wear men's shirts and ties, as well as rainwear, and is in great demand for



Modèle de
Ronald Paterson, Londres
exécuté en organdi de soie
et guipure de Saint-Gall



FORSTER WILLI
& CO.,
SAINT-GALL
Organdi de soie
brodé en bordure
Embroidered
organza edging
Modèle de
Hardy Amies,
Londres

*Hardy Amies
LONDON*

interior decor-whilest the revival of the romantic sheer handkerchief brings the imports up to millions, especially for the great London stores.

World famous store Marks and Spencer, under the clever fashion guidance of Hans Schneider, send their buyers regularly to St.Gall, buying literally over a million yards of embroideries and fabrics a year, while pattern makers such as world renowned « Simplicity Patterns » suggest « Swiss Fabric » to their buyers as the fabric they can thoroughly depend on.

In London, one can walk the famous streets of Regent Street and Bond, stroll through the famous shops of Knightsbridge, such as Harrods, Harvey Nichols and Woollands, and find such loveliness as Stehli silks, Mettler and Stoffel prints, Alex Bauer circular embroideries, Abraham's cloqués and the fashionable matelassé, wonderful guipures from the great Swiss lace makers, striped linens, plaited straws and basket weaves for decor, and the chenille embroidered laces from Forster Willi



UNION S. A.,
SAINT-GALL
Laize brodée sur tulle
Embroidered allover on
net
Modèle:
Ronald Paterson,
Londres
Photo Roylee
Photovision Co. Ltd.

with the beautiful Union of St.Gall embroidered guipures so suitable for the haute couture.

Now, with the London social season beginning, the well-known Court and society dressmakers are kept busy for the social occasions. Royal garden parties lie ahead, the frantic dressy week of Ascot races, the debutantes' balls and parties all demand beautiful clothes and as one recognises the cut of a Hartnell, Cavanagh, Hardy Amies, or a Mattli or Belinda Bellville model, one finds instantly

recognisable very often the added beauty of Swiss fabric or lace for no fabric in the world holds its perfect shape and cut more easily than « Swiss » and no one accepts this fact more readily than English dressmakers.

For it is axiomatic that those who seek perfection in their own designs, are quick to recognise it in others who speak the same fashion language.

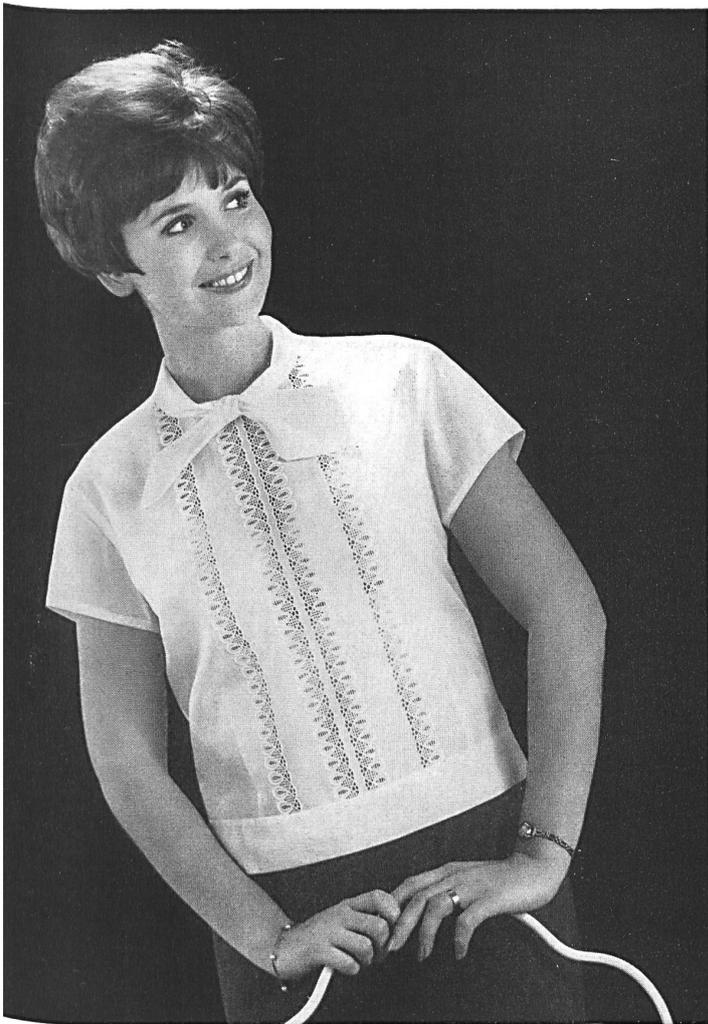
Margot Macrae



STOFFEL S.A., SAINT-GALL
Satin de coton
Modèles: Frederick Starke, Londres
Photo Michael Murray

FORSTER WILLI & CO., SAINT-GALL
Grands motifs brodés, appliqués sur
organdi de soie blanc
Large embroidered motifs appliquéd on
white organza
Modèle: Simone Mirman, Londres
Photo Lewis & Ranshaw

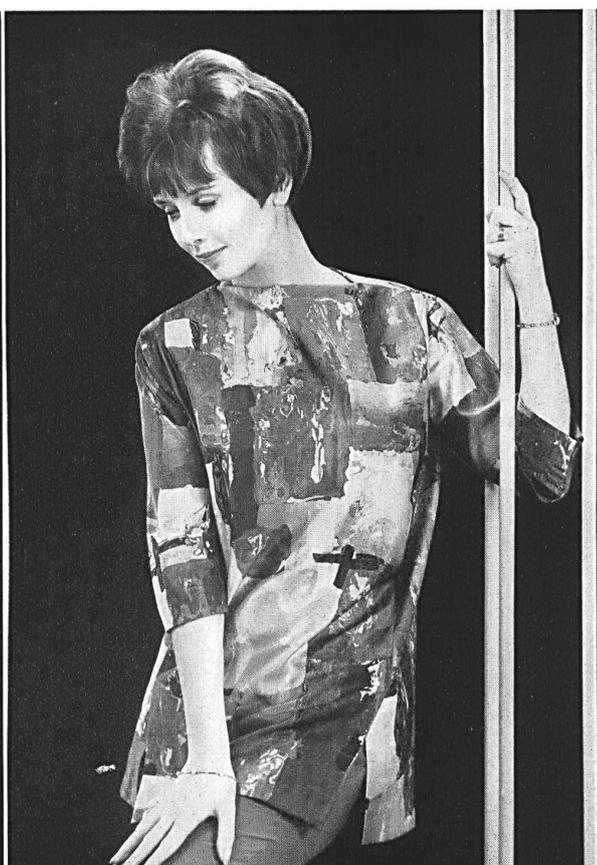




JACOB ROHNER S.A., REBSTEIN
(SAINT-GALL)
Batiste de coton brodée
Embroidered cotton batiste
Modèle: Elsie Whiteley Ltd., Londres
Photo Tunbridge



«NELO», J. G. NEF & CIE S.A.,
HÉRISAU
Broderie sur satin de coton d'entretien facile
Embroidered easy-care cotton satin
Modèles: London Pride, Londres
Photo John Cole at Studio Five



◀◀
TACO S.A., ZURICH
Impression au cadre sur pur
coton infroissable
Screen printed pure crease
resistant cotton
Modèle:
Franklin Fashions Ltd.,
Londres
Photo Tunbridge

◀
METTLER & CIE S.A.,
SAINT-GALL
Impression main multicolore
sur satin pur coton
Multi-coloured hand printed
pure cotton satin
Modèle:
Franklin Fashions Ltd.,
Londres
Photo Tunbridge



UNION S.A., SAINT-GALL
 Broderie guipure à motifs de raquettes
 Guipure embroidery in a tennis rackets
 design
 Modèle: Teddy Tinling, Londres



« ERHUCO », EUGSTER & HUBER S.A.,
 SAINT-GALL
 Broderie sur tissu « Sedusa » en pur « Térylène »
 « Sedusa », pure « Terylene » embroidered fabric
 Modèle: Teddy Tinling, Londres
 Photo Petty France



◀◀
 « WOCO », WINZELER
 OTT & CIE S.A.,
 WEINFELDEN
 Popeline de coton hydro-
 fugée, imprimée à la main
 Hand printed water
 repellent cotton poplin
 Modèle:
 Arcy Manufacturing Co.
 Londres
 Photo: Tunbridge

◀
 GUGELMANN & CIE S.A.
 LANGENTHAL
 Tissu de coton jacquard
 hydrofugé
 Water repellent jacquard
 cotton fabric
 Modèle:
 R. L. Harrison & Co. Ltd.
 Manchester
 Photo Tunbridge

Mouchoirs suisses à Londres

Notre photo montre une exposition de ravissants mouchoirs suisses brodés et en dentelle, organisée dans les vitrines du bureau de l'Office national suisse du Tourisme à Londres.

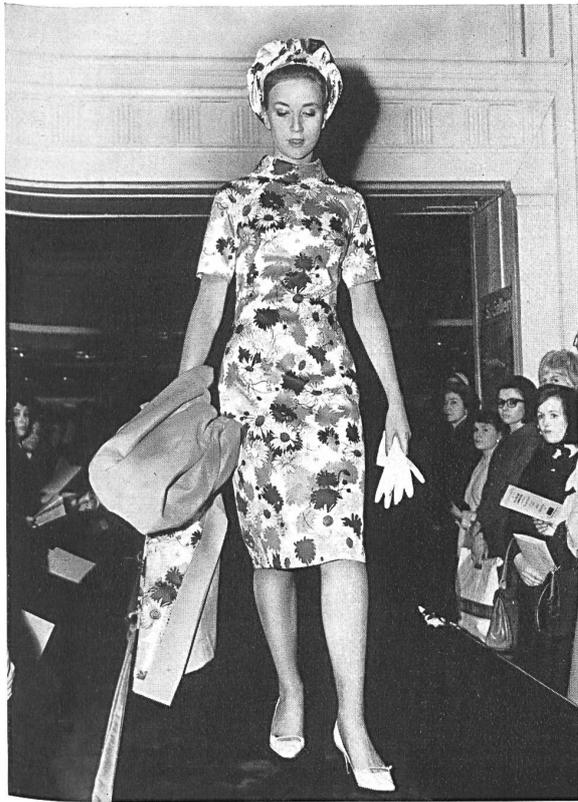
Swiss handkerchiefs in London

This picture shows a window display of exquisite embroidered and lace Swiss handkerchiefs in the Swiss National Tourist Office in the Strand, London, W.C.2.



Photos pages 119-123 :

Swiss Cotton Fabric and Embroidery Centre, London



Tissus de coton estivaux suisses en vedette

Bien des femmes aiment faire elles-mêmes leurs robes d'été, ce qui favorise la vente des tissus au mètre. Pour encourager cette tendance, M. E. Ryan, acheteur des tissus des magasins londoniens « Army & Navy Stores », a organisé des défilés, présentant des modèles faciles à faire soi-même et exécutés au moyen de tissus de coton suisses. Nous reproduisons ci-contre trois vues prises au cours d'une de ces manifestations, qui ont eu lieu devant environ 5.000 personnes.

Spotlight on Swiss summer cotton fabrics

A great many women prefer to make their own summer dresses, which favours the sale of fabrics by the yard. To encourage this trend, Mr. E. Ryan, fabric buyer for the « Army and Navy Stores » Victoria Street, London, organised a number of fashion parades showing « easy-to-make » styles in some of Switzerland's most attractive summer cottons. We reproduce here three photographs taken during one of these parades, attended by about 5.000 people.

