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**Autor:** Macrae, Margot  
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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.

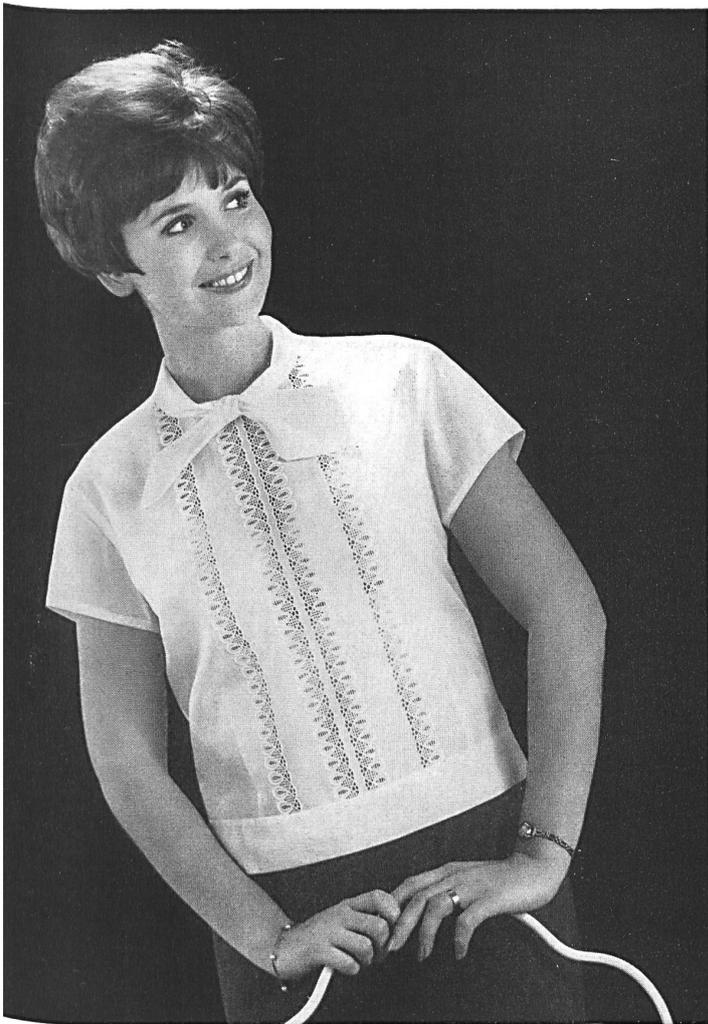
Margot Macrae



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



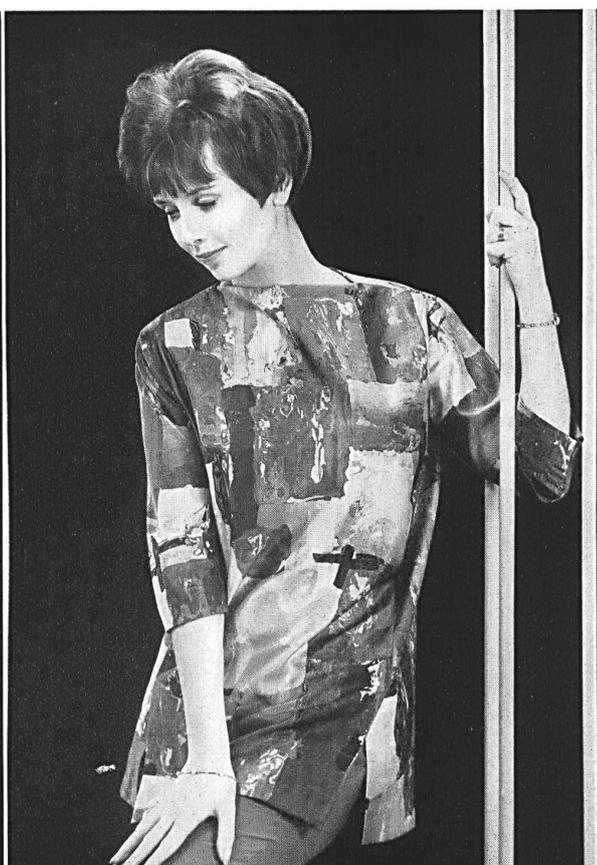
FORSTER WILLI & CO., SAINT-GALL  
 Grands motifs brodés, appliqués sur  
 organdi de soie blanc  
 Large embroidered motifs appliquéd on  
 white organza  
 Modèle: Simone Mirman, Londres  
 Photo Lewis & Ranshaw



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.

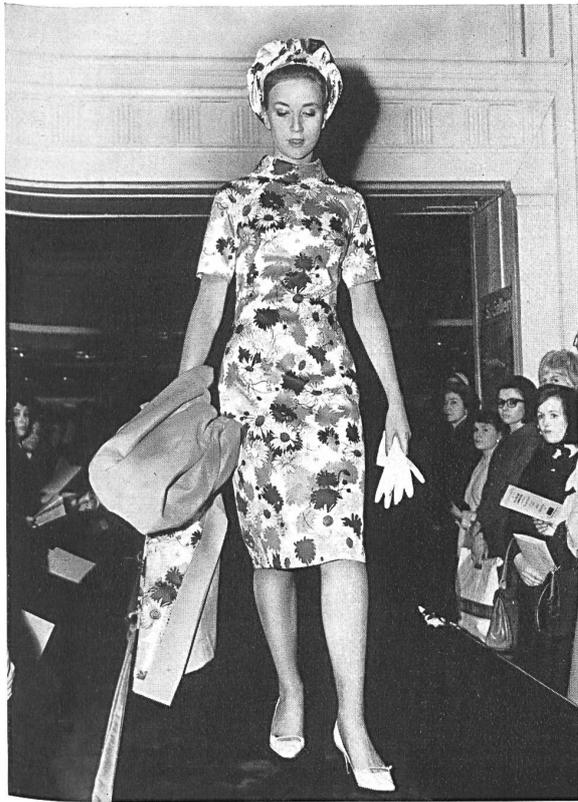
## Swiss handkerchiefs in London

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.

