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Confidence Pays



The Swiss Fashion Club

The aim of this group, which today comprises eighteen members, is to create a smart modern—that is to say functional, practical and at the same time attractive—sports and leisure fashion with a common inspiration. The idea is to avoid the multiplication of trends and to promote members' production more easily in a rapidly developing field, in which joint action should make it possible to achieve worthwhile results.

The guiding principles

Right from the very beginning, the organizers of the club selected as their theme of inspiration for the cut and decoration of their creations the quietness and severity of line and surface at present prevailing in the graphic arts. As in today's strictly functional architecture devoid of unnecessary detail, the severity of style has to be given life with colour—colours that are bright, youthful and gay but used with restraint and discernment. Not just any shade, anywhere, anyhow, but a few ranges or «chains», in which all the tones go well together as well as with other chains. For the summer 1965, the chains chosen are «dawn», consisting of fuchsia, deep pink and pale pink, «pasture» with yellow, greeny-yellow and deep green, and «glacier waters» consisting of three shades of blue verging on turquoise, all of which are for the ladies, with in addition, for the men, «pebble», i.e. black, white and grey and «nocturnal beach»: navy blue, dark beige and light beige.



1



2

1 Original «presenting of the colours» in a clearing in the forest.

2 During the fashion parade, on the swimming pool lawn.

3 During the open-air display (Wieler swimsuit in «Helanca» tricot with tunic in nylon charmeuse; Heberlein print).

4 During the showing in the hotel lounges (model for garden and swimming pool by Willy Roth, Berne and Zurich, in Selection Pontesa rustic cloth, by Robt. Schwarzenbach & Co., Thalwil).

3



4





Vollmoeller Ltd., Uster

Three-piece outfit for travelling, in thrown-cotton Jacquard tricot

Confidence

The skill of Swiss manufacturers in fashions for winter sports and leisure pursuits is universally recognized. But would they be equally good at creating summer fashions? To tell the truth, some were rather hesitant, but the firm resolve of the leaders swept aside all objections, put heart into the waverers and enabled Swiss manufacturers to show that they too were capable of creating excellent summer fashions.

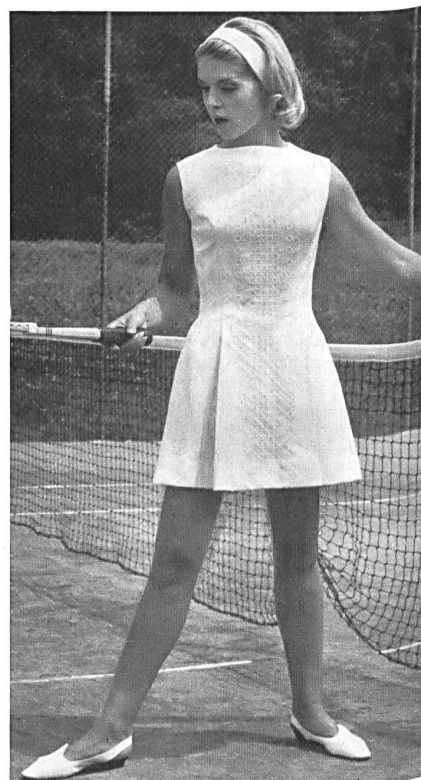
The success met with among members of the press was complete; the main question now is to see how the ideas of the S.F.C. will work out commercially since, after all, the members

Heinz Karasek Ltd., Zurich

After-tennis outfit in glacé lambskin.

Victor Tanner Ltd., St. Gall

Fully-fashioned, bulky knit pure wool tennis pullover.



Union Ltd., St. Gall

Embroidery. Model by Vollmoeller in « Helanca » and Terylene tricot.

Tissage Bleiche Ltd., Zofingen

Fabric elasticized in the weft, with warp in wool and weft in « Helanca » by Heberlein & Co. Ltd., Wattwil. A « Croydor » model by Respolco Ltd., Zurich.



SWISS FASHION CLUB
FREIZEIT · SPORT · LOISIR

of this group are industrialists who manufacture in order to sell. It would be presumptuous today when supplies are both so abundant and so varied to expect a complete revolution in consumer tastes and habits. Furthermore, the members of the club do not expect anything of the kind and know that worthwhile results cannot be achieved in a day. Some of them have nevertheless already noticed encouraging signs on the market, either in the form of direct enquiries or in the form of copies or imitations of their ideas. We too have noted the appearance in various sectors of other manufacturers' models unmistakably inspired by the graphic line launched for the first time by the Swiss Fashion Club in Arosa in January 1963.



Casual Wear Ltd., Schoefftland

Very sporting outfit for the car, created by Willy Roth, Berne and Zurich. Stoffels stretch fabric, elasticized in the weft, by Stoffel Co. Ltd., St. Gall, in cotton and « Helanca » by Heberlein & Co. Ltd., Wattwil.

Stoffel Ltd., St. Gall

Stoffels crease-resistant, easy-care fabric, Siesta, in « Terylene » and staple fibre. « Strellson » leisure suit by Friedrich Straehl & Co. Ltd., Kreuzlingen.



Friedr. Straehl & Co. Ltd., Kreuzlingen
« Strellson » waterproof. « Easy-care »
100 % cotton Aquaperl fabric with
« Scotchgard » finish, by Stoffel Co. Ltd.,
St. Gall.

1 Schmid Ltd., Gattikon

Crease-resistant and easy-care, plain and fancy «Trevira»-Swiss Fashion fabric. Three-piece outfit for walking (woman) created by Geny Spielmann & Co., Zurich. Walking suit (man) by Ritex Ltd., Zofingen.

2 Sura Ltd., Reitnau

Youthful raincoat, in «Diolene» and cotton.

3 Respolco Ltd., Zurich

«Croydor» outfit for the rain. Featherweight crease-resistant and easy-care Aquaperl fabric by Stoffel Ltd., St. Gall.

4 Geny Spielmann & Co., Zurich

Garden outfit. Plain and colour woven pure silk shantung by Robt. Schwarzenbach & Co., Thalwil.

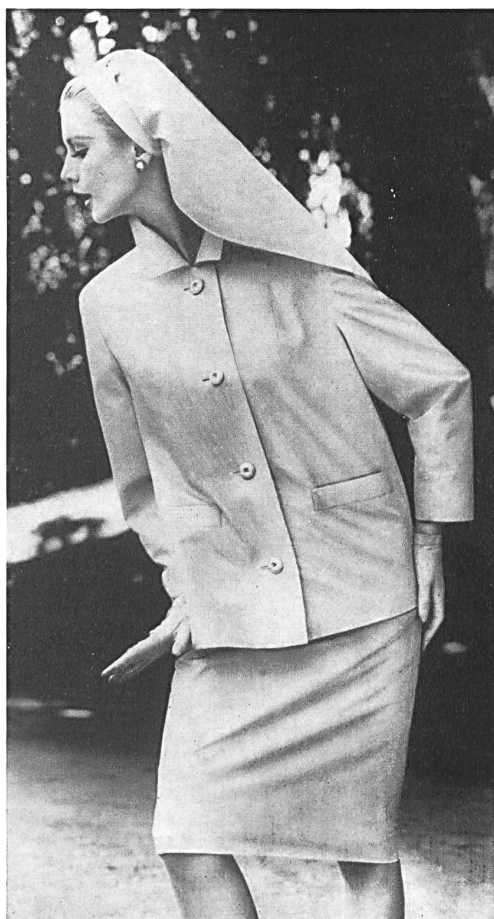
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1 **Tissage Bleiche Ltd., Zofingen**
« Buffalo-Twist » fabric in pure virgin wool.
Outfit for excursions by Ritex Ltd., Zofingen.

1



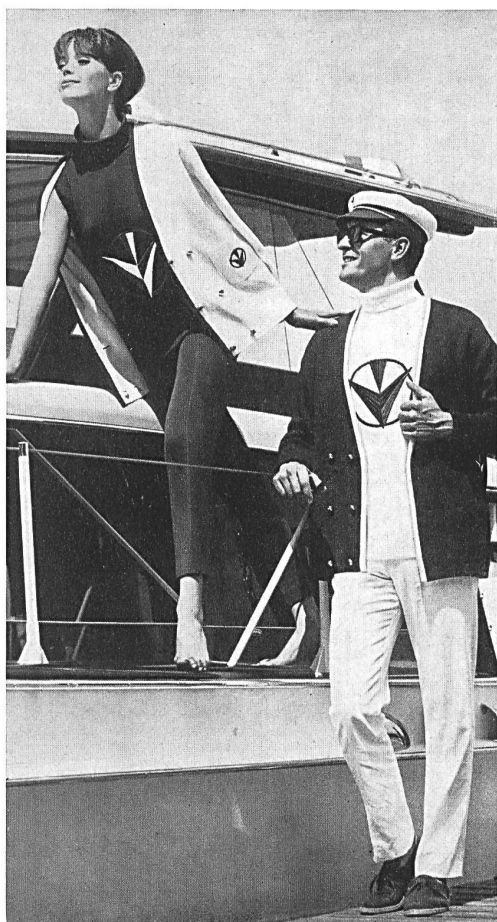
2 **Willy Roth, Berne and Zurich**
Boating dress, model created for McGregor Switzerland
and manufactured by Casual Wear Ltd., Schoeffland.

3 **Victor Tanner Ltd., St. Gall**
Yachting outfits. Three-piece outfit in acetate tricot (woman);
acetate pullover and woollen blazer (man). Embroideries
by Union Co. Ltd., St. Gall.

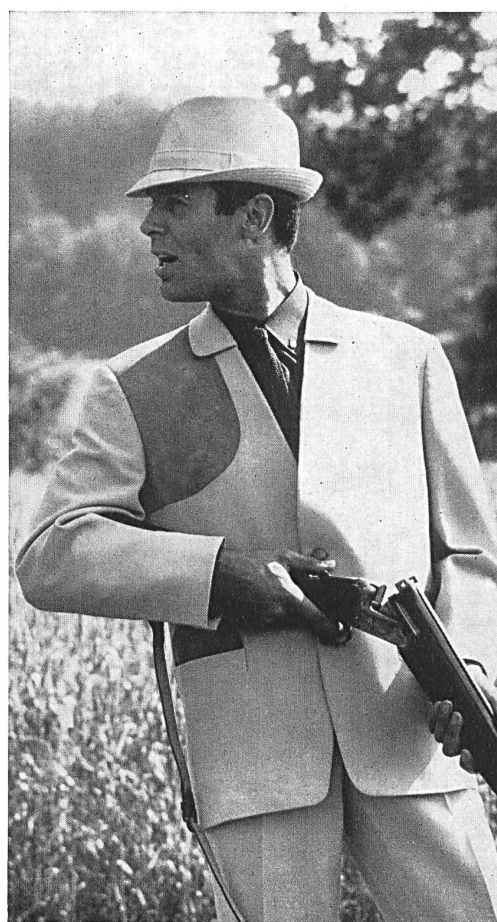
4 **Ritex Ltd., Zofingen**
Pigeon-shooting outfit. Elastic fabric by Schmid Co. Ltd.,
Gattikon in « Helanca »-Trevira by Heberlein & Co. Ltd.,
Wattwil.

 **SWISS FASHION CLUB**
FREIZEIT - SPORT - LOISIR

3



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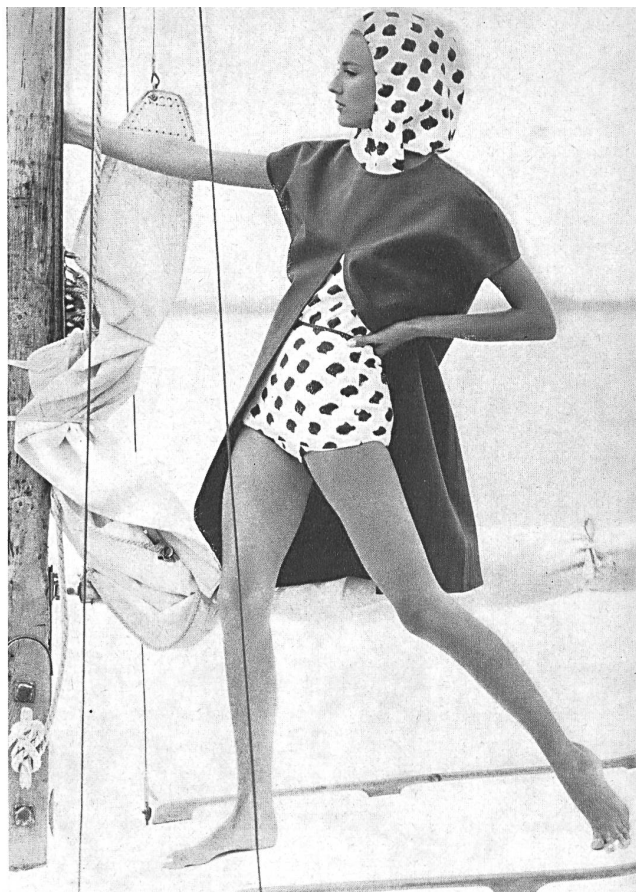
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The collections

In spite of the differences inherent in a production ranging from the suede golfing suit to the nylon swimsuit, the collections presented by the S.F.C. showed remarkable unity thanks to the way in which all manufacturers readily adhered to the general lines laid down. The main concern of all was the emphasis on comfort, coolness, suitability for the occasion and season. It may well be imagined therefore that light easy-care fabrics in cotton, synthetic fibres or mixtures predominated together with elasticized fabrics, without excluding wool however. And when we say fabrics, we are also thinking of knitted articles. There were many possibilities of transformations naturally for the garments to be worn out of doors, and especially in mountain or seaside regions where atmospheric conditions may change from one minute to the next.

Thus the swimsuits are completed by jackets, tunics and peplums, stockings with rubber soles, and hoods; there are after-tennis outfits, a considerable number of convertible separates, combinations of suits and rainproof coats... all soft, light and practical. Embroidery is now definitely a part of the summer sportswear scene; it is even found on knitted fabrics.



Stoffel Ltd., St. Gall

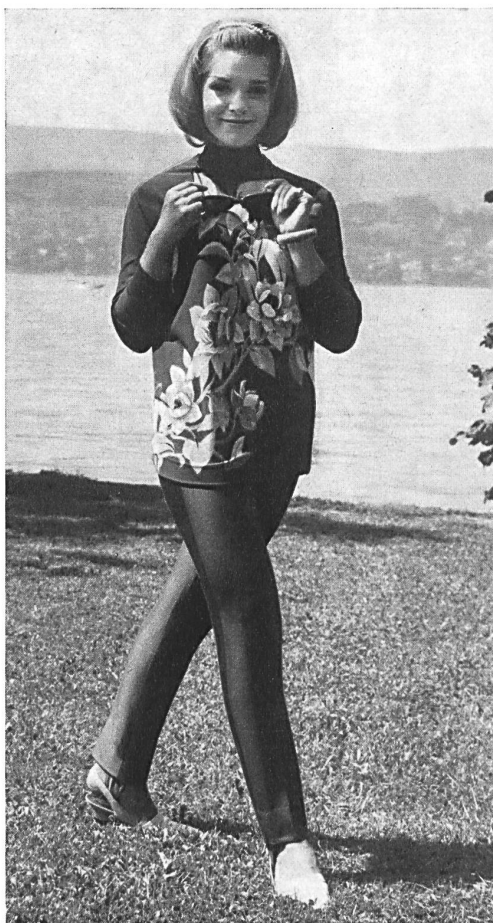
« Minicare » cotton satin. Models by Lahco Ltd., Baden. Embroidery by Union Co. Ltd., St. Gall.

Heberlein & Co. Ltd., Wattwil

« Helanca »-Set, printed nylon (pullover) and « Helanca » and yarn-dyed cotton (slacks). Beach outfit by Vollmoeller Ltd., Uster.

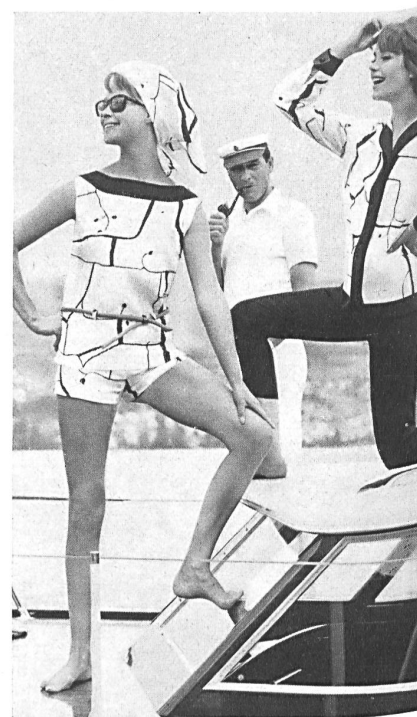
Pius Wieler Sons Ltd., Kreuzlingen

Swimsuit with beach coat in plain and printed tricot; « Helanca » and print by Heberlein & Co. Ltd., Wattwil.



Robt. Schwarzenbach & Co., Thalwil

Plain and printed pure silk shantung. Beach and garden outfits created by Geny Spielmann & Co., Zurich.



Organization

The work of the press was considerably simplified by the S.F.C. especially by its president Mr. J. Wille, and Mr. Schaad, in charge of the whole technical side. As usual, for each show the fashion reporters were accompanied by a different representative from the production sector, an idea allowing interesting contacts to be made. For its first summer display, the S.F.C. had selected the resort of Seelisberg, towering some thousand feet above the bluey-green menacing waters of the lake of Uri, in the very heart of Switzerland. A very wise choice, for the resort possesses the hotel facilities required for a meeting of some hundred people and at the same time offers the advantage of peace and quiet: the opening press conference and the presentation of the ranges of colours by the mannequins took place in a sunny clearing in the surrounding forest, while the fashion parade was held by the side of the hotel swimming pool. To these advantages was added the unforgettable crossing of the lake of Lucerne on a special steamer, on a really beautiful afternoon in July.

René Cadet



Pius Wieler Sons Ltd., Kreuzlingen

Swimsuit in « Helanca » tricot, and pullover in acetate. Embroidery on the swimsuit by Union Co. Ltd., St. Gall.

The Union Company Ltd., St. Gall

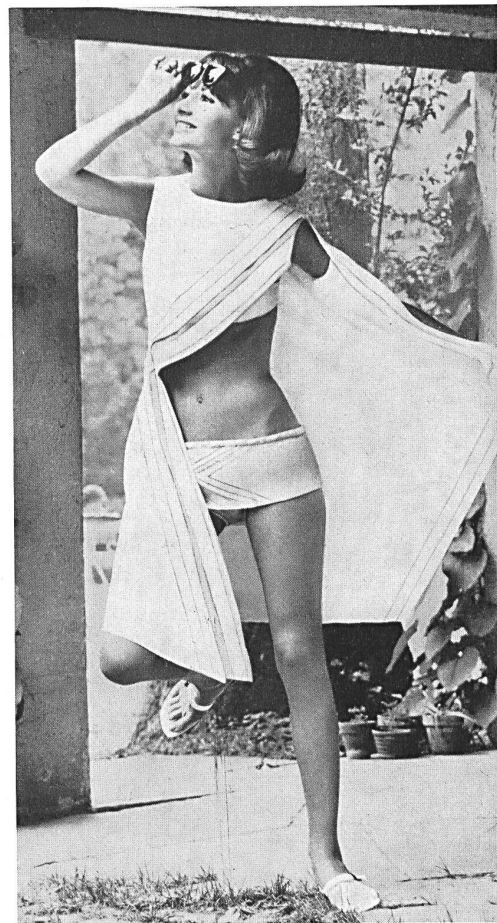
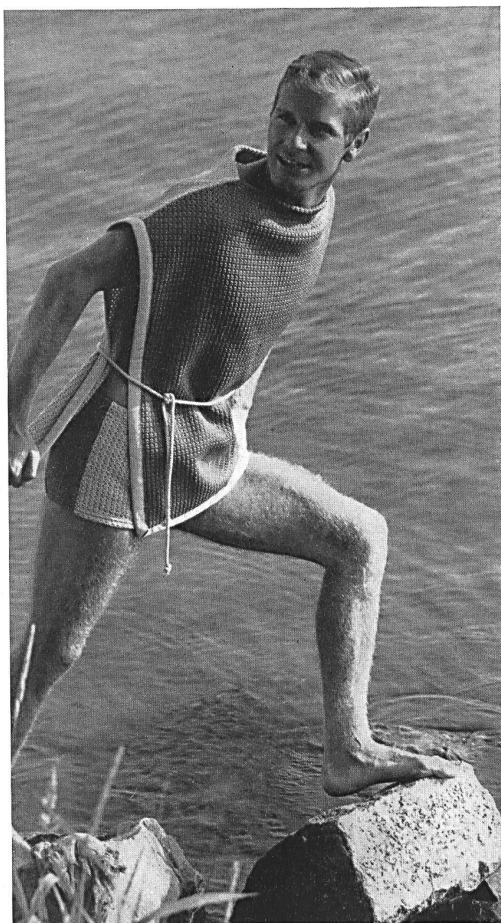
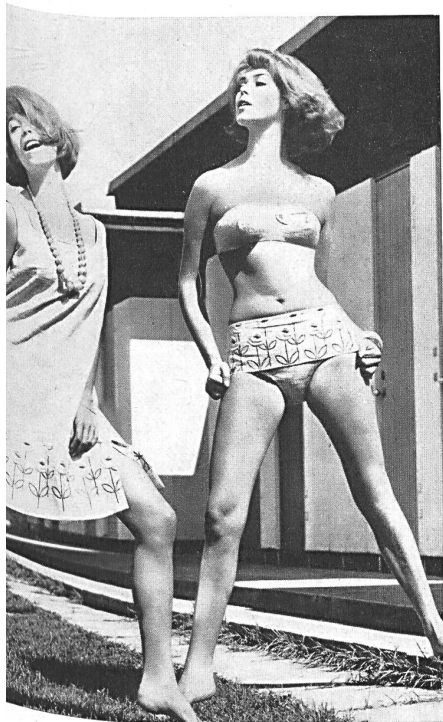
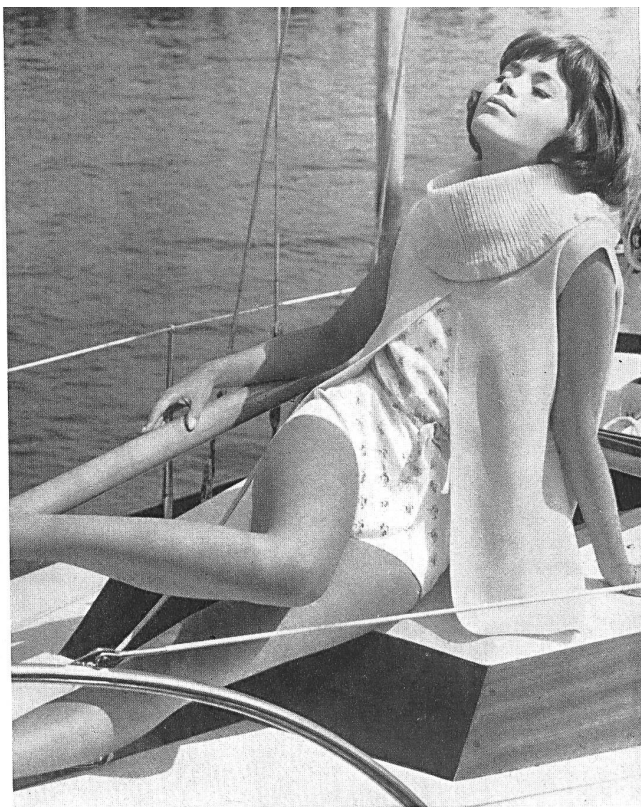
Embroidery on novelty cotton. Models by Lahco Ltd., Baden.

Lahco Ltd., Baden

Swimming trunks with rustic tunic in « Heliodor » (textured nylon) « Helanca »-Set tricot.

Robt. Schwarzenbach & Co., Thalwil

Rustic cloth. Model for week-end cottage and beachwear by Willy Roth, Berne and Zurich.



Members of the Swiss Fashion Club:

Tissage Bleiche Ltd., Zofingen, worsted mills — Heberlein & Co. Ltd., Wattwil, makers of « Helanca » yarns — Heinz Karasek Ltd., Zurich, manufacturers of leather outerwear and fur coats — Lahco Ltd., Baden, swimsuits and beach fashions — Casual Wear Ltd., Schoeffland, McGregor — Respolco Ltd., Zurich, raincoats and ski clothes — Ritex Ltd., Zofingen, men's clothing and ski wear — Willy Roth, Berne and Zurich, designer — Schmid Ltd., Gattikon, cloth mills — Robt. Schwarzenbach & Co., Thalwil, silk manufacturers — Geny Spielmann & Co., Zurich, teenage clothes and sportswear — Stoffel Ltd., St. Gall, makers of cotton and mixed fabrics — Friedr. Straehl & Co. Ltd., Kreuzlingen, manufacturers of coats and sportswear — Sura Ltd., Reitnau, makers of sports coats — Victor Tanner Ltd., St. Gall, makers of fashionable and sporting knitwear — The Union Co. Ltd., St. Gall, embroideries — Vollmoeller Ltd., Uster, manufacture of knitwear — Pius Wieler Sons Ltd., Kreuzlingen, knitwear factory.

The shoes worn during the display were all registered Bally models.



Photos:

Kriewall, Männedorf — Hans Matter, Zurich — Heinz Müller, Zurich — Relang — Rügger, Zurich — Tenca, Zurich — Bruno Würth, Zurich.

Lahco Ltd., Baden

Swimsuit and beach dress. Creations by Geny Spielmann & Co., Zurich. Embroideries by Union Co. Ltd., St. Gall. Swimsuit in « Helanca » tricot by Heberlein & Co. Ltd., Wattwil.

Pius Wieler Sons Ltd., Kreuzlingen

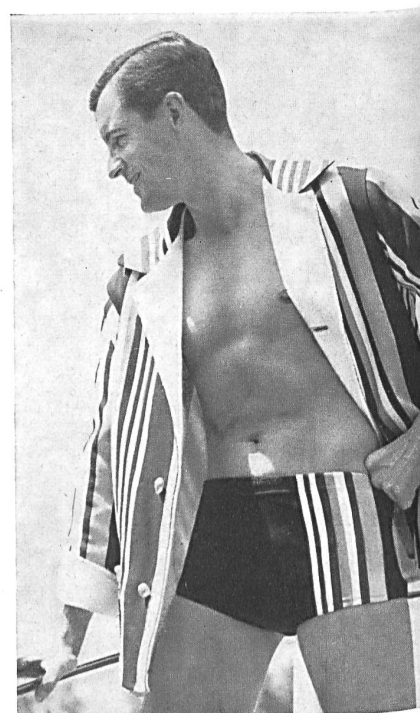
Swimsuit with small beach jacket. The swimsuit is in « Helanca » by Heberlein & Co. Ltd., Wattwil.

Heberlein & Co. Ltd., Wattwil

« Helanca »-Set in « Heliodor » (textured nylon). Swimsuit and accessories by Pius Wieler Sons Ltd., Kreuzlingen.

Lahco Ltd., Baden

Swimming trunks in Jacquard tricot, with beach shirt in printed cotton, lined with terry-cloth. Tricot in « Helanca » by Heberlein & Co. Ltd., Wattwil.



Marty & Co

AFTERNOON, COCKTAIL AND EVENING DRESSES
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GERSTLE & CIE S.A.,
ZURICH
Photo Tenca



GERSTLE & CIE S.A.,
ZURICH
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MAISON GACK, ZURICH

Ensemble de cocktail / Cocktail
ensemble / Conjunto de cóctel /
Cocktail-Ensemble

Tissu: Zanzibar, pure soie natu-
relle de:

Fabric: Zanzibar, pure real silk by:

Tejido: Zanzibar, pura seda natu-
ral de:

Gewebe: Zanzibar, 100 % Natur-
seide von:

Rudolf Brauchbar & Cie S.A.,
Zurich



MAISON GACK, ZURICH

Robe du soir / Evening gown / Vestido de
soare / Abendkleid

Tissu: Zanzibar, pure soie naturelle de:

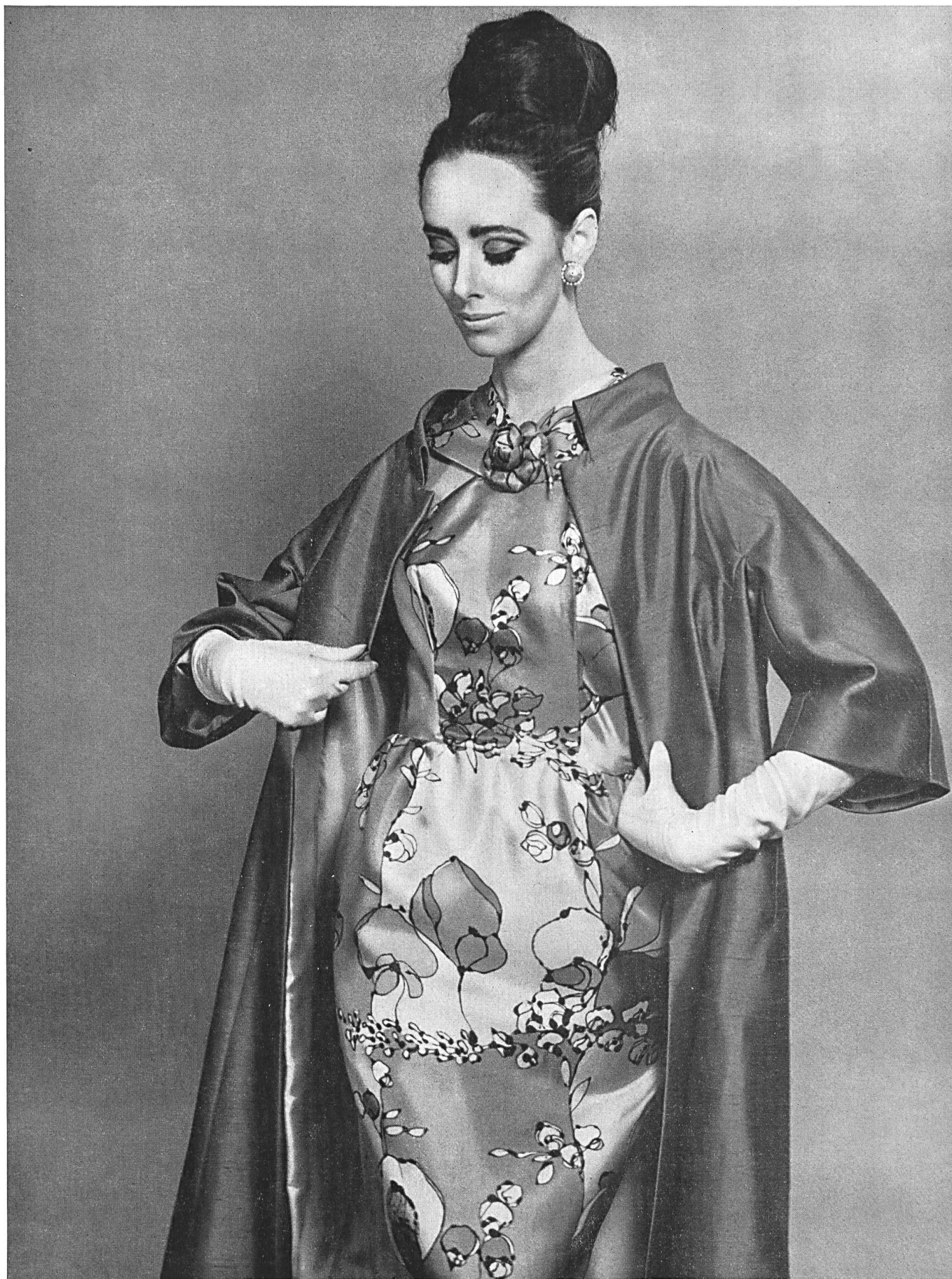
Fabric: Zanzibar, pure real silk by:

Tejido: Zanzibar, pura seda natural de:

Gewebe: Zanzibar, 100 % Naturseide von:

Rudolf Brauchbar & Cie S.A., Zurich





EUGEN BRAUNSCHWEIG AG., ZURICH
 Robe du soir mode en pure soie
 Fashionable pure silk evening gown
 Vestido de soare de moda en seda pura
 Modisches Abendkleid aus reiner Seide

EUGEN BRAUNSCHWEIG AG., ZURICH
 Elegant ensemble de pure soie
 Smart pure silk ensemble
 Distinguido conjunto de pura seda
 Elegantes Complet aus reiner Seide
 Tissu de: / Fabric by: / Tejido de: /
 Gewebe von:
 Rudolf Brauchbar & Cie S.A., Zurich



E. WEBER & CIE, ZURICH
Robe du soir en velours améthyste lourd
Evening gown in heavy amethyst velvet
Vestido de soare de terciopelo pesante color de
amatista
Abenkleid in amethystfarbenem schwerem Velours
Photo Kurt Kohler

« SAMODE », MODEN S.A.,
MONTREUX

Blouses en organdi de soie avec belle
guipure suisse
Silk blouses with beautiful Swiss guipure
lace
Blusas en organdi de seda con hermosa
guipur suiza
Blusen aus Seidenorgandy mit schöner
Schweizer Guipure

