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New Fabrics - Winter 1965/1966

Present Trends

Cotton Fabrics and Embroideries

High quality cotton fabrics continue to play an important role in winter sports fashions. The fabrics for anoraks still feature snow-crystal designs, although the trend is more and more towards large abstract designs, in bright colours, very often on a white poplin ground; we also come across very original designs based on Persian motifs. For children's anoraks, the colours are generally darker. For women's sports jackets there is a rich range of cotton gaberdines, matching the trousers. Natural fibres are coming into their own again for raincoats meeting the most exacting requirements. In this field, we meet more and more easy-care cotton fabrics, above all crease-resistant and stain-proof.

Men's shirts are becoming more of a fashion article. The latest colours are the pastel shades like sky-blue, pink and grey. For leisure shirts, there are fine self-toned checks or plain fabrics with a silky look in bright colours. Evening shirts sometimes have fine black piqué trimmings. For dandies, there are even shirts in black voile. The lightweight blouse fronts in embroidery have fine geometric or floral designs; in the heavier qualities, on the other hand, the embroideries are more conspicuous, in the same tone as the ground fabric or in a darker shade. There are also a great many pleats and applications.

Woollen embroideries are the most frequently used, in lightweight to heavy qualities, for dresses as well as for after-ski models. For braids, insertions and bands, guipure often looks like passementerie. Two-toned guipure and guipure with marked gold and silver effects are used for applications. In the guipures as well as the chenille embroideries and cut out embroideries on velvet, which are often created exclusively for certain clients, the selection of colours and designs is extremely varied. For gala evening gowns, richly embroidered duchesse satin continues to be one of the top favourites.

A few final words about three other fields: in lingerie, cotton crêpe is gradually ousting batiste. The latest craze in bed linen calls for brightly coloured sheets or sheets with big printed or embroidered floral designs. In the small printed handkerchiefs, the present trend is also for marked colours, while for men's handkerchiefs, the emphasis is increasingly on white grounds.

Silks

Today when we hear so much about standardization and the uniformity of modern society, fashion fortunately continues to remain as fully diversified as ever. It may be romantic or restrained, sporting or sophisticated... but always youthful. It does not dictate a stereotyped form of woman but expects her to know how to be youthful and remain so.

There are many youthful ideas in the collections of silks for the winter 1965/66. The modern silks have great surface interest: ottomans with flat ribs, bark and matelassé cloqués, etc. The latest novelty is the emphasis on bouclé fabrics, which contrast with the flat fabrics, usually satin silks like duchesse and an opaque chiffon taffeta.

In the designs, which are rarer in the new collections, the prevailing trend is the smooth transition from one colour to another. There are also self-toned warp prints with abstract designs, and metal effects combined with dainty porcelain hues. In the many plain fabrics, it is the pure medium tones that dominate the range for next winter: claret, warm duck blue, many browns, from beige to off-white. In addition, besides the ever classical black, there are light turquoise, cold pink and sky-blue.

In brief, fabrics with a heavier look, greater emphasis on structure, warm tones, and fewer designs... are the main features of the collections of silks for 1965/66.

Descriptions of the Collections

« ABC », Alex Bauer & Co., St. Gall

Among the attractive novelties for the next winter season, this firm's collection of embroideries includes open-work allovers on 140 cm wide cotton satin in a large range of fashionable new colours. These designs are equally suitable for blouses and dresses. In addition, there are also a number of edging designs for blouses, with floral and stylized designs. There is a very wide selection on various fabrics: in addition to warp satin, poplin, batiste and a lightweight staple fibre, we noticed above all the very attractive Sedusa, a pure Terylene fabric which is very easy to look after and requires absolutely no ironing.

A novelty worth mentioning in this collection is a medium-weight pure cotton tricot with a Minicare finish. This dress jersey is extremely popular for it has a very pleasant soft handle and a silky sheen. The material is embroidered with very varied designs: floral and geometric allover patterns, macramé effects and edgings, both self-toned and in one or two contrasting colours.

For elegant bridal gowns and evening dresses, the collection contains a very rich selection of embroidered designs on duchess satin, some of them with appliqued « diamonds ». But the highlight of the collection is undoubtedly the heavy guipures embroidered in two colours, mainly combined with gold or silver lamé.

Bégé Ltd., Zurich

As usual, this interesting collection is composed almost entirely of elegant and distinctive articles of very high quality designed to meet the demands of a chic clientele with a certain buying power, in all parts of the world. For next winter, there will once again be many lamé fabrics, the continued popularity of this fashion being due to the increased suppleness of the new metal threads. In the collection shown us, we were particularly struck by « Elégante », a light cloqué acetate satin with large brocaded designs in fashionable and pure pastel shades, which can be combined with similar designs in the same shades but smaller and more widely spaced. Céline is a similar type of fabric, except that only the designs are cloqué. Capucine is an acetate and metal fabric, but not cloqué, while Majolic is a very soft fabric with self-toned designs for evening and cocktail fashions, in cloqué acetate and nylon, but without metal yarns. Herly is a cloqué with cellophane made in both dark and light shades; its inexpensiveness makes it ideal for the young. Matignon has crystal in the warp and a mat weft for the designs. The motifs are either paisley, ordinary or in an embroidery style. Boule, woven without metal on a coloured warp, has a small shiny effect in relief. Azur is also woven on a coloured or black or even white warp, without metal. The designs are large, like most of the fabrics in this collection. Antibes, a mixed wool fabric, had monochrome designs while the slightly cloqué Clostale, with small very quiet designs, is woven with a faint crystal effect in monochrome shades. Semira is a cloqué with even less relief and Apero a mixed wool fabric for afternoon dresses, with monochrome designs or designs in contrasting shades, as well as a few designs in pastel shades. Finally, let us mention Opéra, a sensational, very supple, cloqué evening fabric with designs in Lurex threads, over the whole surface of the fabric, or geometric arabesques, clusters, etc. On this ground we find tachist designs printed — generally very muted — in monochrome blues, greens, violets or soft pastel shades, with sometimes here and there, small splashes of colour in a contrasting shade. This is an exclusive, exceptionally chic article of very high artistic standard, made to please an exacting and sophisticated clientele.

« Erhuco », Eugster & Huber Ltd., St. Gall

The number of designs in the winter collection is limited but those presented are particularly lovely and fine, especially for blouses. The most popular qualities are the ever fashionable Minicare warp satin Tisseta and the 100 % Terylene Sedusa Schappe quality; experience has shown that these articles are also in very great demand for the winter, owing to their excellent wearing and easy-care qualities. Naturally all the designs can also be reproduced on Minicare batiste or Versailles double-twist poplin. Thanks to the entirely new arrangement of embroidery, a certain number of new designs add a welcome change to the collection. Makers-up who are in search of novelties and always like to offer something new and original to their clientele will certainly be interested in this collection.

The collection is completed by open-work and flower-sprigged embroidery allovers, on the usual blouse fabrics.

Filtex Ltd., St. Gall

The fact that this firm was the only Swiss exhibitor to win a gold medal at the 15th Mitam in Milan bears eloquent witness to the variety and high standard of its collection of lingerie fabrics.

The favourite among the many plain fabrics is undoubtedly a « Helanca-Diaphane » crêpe which comes in several colours and is extremely popular everywhere. The collection of fabrics for lingerie and children's wear has been enriched with crêpe and cotton piqué, both plain and printed in new designs. A very lovely quality of woollen crêpe, available plain and printed, is as popular as ever for housecoats, pyjamas and bedjackets.

Mention should also be made of the traditional lingerie fabrics, with very smart printed designs such as modern floral motifs or dots of all shapes and sizes.

The new collection of the « embroidery » department contains a very wide choice of fashionable guipures for blouses and dresses. For children's garments, there is a rich selection of embroideries on batiste, satin, imitation linen and piqué. The always very attractive collection of embroideries for blouses has been enriched still further by the introduction of embroideries on synthetic fabrics.

« Fisba », Christian Fischbacher Co., St. Gall

In contrast to the great variety of summer prints, embroideries and plain fabrics, this firm presents a much more restricted range for the winter 1965/66, limited to embroideries.

The main emphasis is placed on embroideries for blouses, pride of place being reserved, as before, to the classic self-toned embroidered Minicare cotton satin. Among the specially attractive articles, let us mention the designs with light and shade effects or slightly romantic motifs with guipure applications. Another very fashionable article and one of the top favourites is a Minicare cotton ottoman, also embroidered in the same colour. In order to satisfy the ever increasing demand for easy-care embroidery blouses, the firm presents a Terylene and cotton satin, requiring no ironing. In this quality too, there is a very wide range of classical or modern designs.

Among the dress novelties, Fisba has included in its collection a wool fabric, « Fisbalaine », embroidered in wool, cotton or Lurex. Even when embroidered with metallic yarns, this article remains light and supple. Fringe and edging designs have been created in order to meet another fashion trend: they offer considerable scope to makers of models for the young.

Among the great variety of colours for the winter, we were particularly struck by the light brown pastel shades, luminous medium browns and very fashionable dark browns, as well as green, blue, curry and aubergine.

Finally, let us also mention a new line of velvet embroidery allovers, as well as wool and mohair laces satisfying the most exacting demands.

Gugelmann & Co. Ltd., Langenthal

This firm's collection for the winter 1965/66 is particularly rich in fabrics for the leisure and sports fashions that have become all the rage of recent years. In the first place, let us mention Aggalux, an easy-care, non-iron 90 cm wide pure cotton fabric with a woollen handle; it is ideal for leisure shirts and blouses: light, pleasant to wear, warm and easy to wash. The collection contains a great number of checks of all sizes, in muted or brighter shades, as well as plain fabrics. Cortina is another pure cotton, brushed on both sides, for very masculine winter sports shirts, especially in very bold checks. Cervin, a 90 cm wide pure cotton, is designed exclusively for sports shirts; let us mention the knotted thrown effects in cognac, whisky, rust, and pepper and salt, as well as Prince of Wales and other checks. Montana is a pure cotton fabric with mohair effects, brushed on the inside, and available in fancy designs with fine white stripes, as well as large checks. Regana comes in a selection of 70 colours in a large number of designs: very fine checks, Prince of Wales and other checks, tartans, large checks on a grey ground, and very fine stripes on a white ground. This fabric, which is very soft to the touch, is shrinkproof. Trecara is a fabric created specially for pleated skirts and light two-piece outfits. Water-repellent and crease-resistant, this fabric with a crisp handle is available in various check and tartan designs and with large stripes in slightly muted autumnal shades. In Terylene, the GG quality is a particularly elegant 150 cm wide fabric with a crisp handle that comes in 40 shades, both plain, in tartans and Prince of Wales and other checks; the S quality, an exclusive novelty with a woollen handle, is ideal for heavy autumnal suits and afternoon dresses. This crease-repellent fabric, also used for sports shirts is made in mixed tones and checks.

Finally, let us mention Dolly, a water-repellent and crease-repellent Jacquard fabric, in cotton, with large abstract and geometric designs, in two-toned combinations: red and white, blue and black, black and white, and green and black, for anoraks and after-ski wear.

Hausammann Textiles Ltd., Winterthur

In its 1965 autumn-winter lingerie collection, this firm shows not only traditional fabrics such as Swiss batistes, lingerie crêpes and light lingerie satins but also a new article, Florosa, a winter batiste brushed on both sides, and a number of articles in « Helanca-Diaphane ». All these fabrics are available both plain and printed, some of them with very attractive edging designs, in new combinations of colours. In accordance with the use for which they are intended, these fabrics are endowed with all the qualities required to make them easy to look after.

The collection of rainproof and sportswear fabrics consists of very closely-woven, coarse and semi-fine qualities of poplin and cotton gabardine for autumn and winter garments; heavy trench-coat qualities in twisted Diolene and cotton yarns (Osa-Atmic) ; mixed polyester foambacked fabrics for raincoats and ski-jackets; and very fine, lightweight plain fabrics for anoraks. This series features a collection of prints for anoraks on 150 cm wide cotton poplin in a large variety of designs.

Heer & Co. Ltd., Thalwil

For the winter 1965/66, this leading firm presents a fashionable high quality collection, at the same time trying to keep prices down for makers-up, wholesalers and retailers.

In the silk and mixed silk fabrics for smart dresses, suits or coats, let us mention in particular Setana, a pure silk bouclé, and Marasco, a lovely silk and wool structured bouclé fabric in very distinctive colours for suits and coats. In the classical plain fabrics for afternoon and cocktail dresses, Draplyne, a wool, acetate and staple fibre fabric is already universally popular for its fine silky sheen, its pleasant touch and its absolutely regular surface. In the crêpes, there are two qualities, Rios crêpe in mixed wool and Derby crêpe, a classical mousse crêpe with very soft draping qualities. The crystal fabrics for cocktails include once again Lumière Brisée, an acetate and viscose fabric which outshines all other articles in this series for its elegance, soft handle and very lovely rich assortment of colours with shiny effects. Mirakel and Esprit, two staple fibre and viscose fabrics, are extremely eye-catching with their absolutely new look, full handle and rich shiny effect. Classic is a completely new very youthful quality with a crystal effect and broad ribbing, ideally suited to smart evening dresses, two-piece outfits and coats. Still in the same group, there is Palais, an acetate and wool fabric, whose appearance is something like that of douppion silk. In the bouclés for dresses and coats, Sarong, a very smart mixed article for dresses, has an elastic handle, a silky surface and a very fashionable slight bouclé effect. Savoy, a heavier and more elastic article of the same kind in staple fibre and viscose has a more marked bouclé structure and a shiny effect. Favorit, with wool, is an article for two-piece outfits and suits, with a coarser structure. The tweeds include Boudique, very youthful looking in staple fibre and nylon, with bright colours in fashionable shades; Sondrin and Caravelle, two multicoloured tweeds with a bouclé effect for evening suits and coats. Finally, the category of polyester fabrics features Herco Terylene, an easy-care fabric, very comfortable to wear, with a silky sheen and handle, and Tropical Terylene, a comfortable mixed wool fabric ideal not only for women's fashions but also for men's clothing. Let us also mention a number of fabrics in a mixture of wool and Vestan (polyester) not only plain but in Prince of Wales and houndstooth checks, and longitudinal stripes, as well as knotted and bouclé, for dresses, two-piece outfits, etc.

Mettler & Co. Ltd., St. Gall

The outstanding feature of this firm's new winter collection is its wearable elegance. Whereas last year the colours were mainly the lightest and softest pastel shades, now it is the medium pastel tones that prevail, above all with darker prints in the same colour. The designs obtained on dyed grounds by printing in a colour of the same range have a special softness.

Fabiana, a 150 cm wide woolen article, with a rustic appearance, comes in a large number of fancy sporting checks, in a very reasonable price range.

The most interesting new departures of this collection are the soft, light mohair-type wools. A pure wool article in a loose knit type fabric represents a variation on the cocktail style, in which the main article is a printed Lurex knitted fabric.

The collection also contains a number of plain and fancy woven fabrics. Naturally, the main plain qualities of the summer collection are also made in a very wide choice of wintry tones. Baliana, a light wool crêpe, Batanga, a wool muslin and Bolero, a piece dyed wool and pure silk Jacquard fabric, successfully complete the collection.

« Lanella », A. & R. Moos Ltd., Weisslingen

Occupying a leading position in the field of colour weaving,this firm is particularly well known for its half-wool flannel « Lanella » (regt. trade mark), which for several years has been a great success on foreign markets. This fabric combines the advantages of wool and cotton, the two materials of which it is made, i.e. it is soft, supple and comfortable; it is available, colour-woven, in both tartans and fashionable checks of all kinds, as well as plain in a very wide range of colours from pastel to the darker shades, and in prints; it is equally suitable for women's blouses and children's frocks, leisure shirts, pyjamas and dressing gowns and for warm linings in coats and rainwear.

Silk Mills Naef Brothers Ltd., Zurich

Jacquard cloqués for evening and cocktail fashions abound in this collection, which also contains a series of articles with Luminex warps and a « Helanca » weft with extensive cloqué effects and a wide use of metal yarns: Norma, Medusa, Salome, Venus, etc. in the classical pure shades: blue, green, bordeaux, violet, brown, etc. There is a lighter crease-resistant series too, with less conspicuous designs, and Chromflex metal threads: Invitation, Starlette, etc. Let us also mention the Jacquard designs — plain, in black, white or colour, without metal — made with stretch yarns to avoid the cloqué designs crushing during wear. Cleopatra is a less markedly cloqué fabric for cocktails, in muted shades, with a shiny cellophane effect; Angelita, a rather light fabric with linear designs, available on a white warp or on a coloured warp with metal effects, and a black warp with cellophane effects. Carmen has only a single design (staggered bouquets) on a ground of wavy metal lines in filigree: it is available in white with coloured bouquets or coloured with self-toned bouquets. Gavotte, an over-printed Jacquard with metal threads, comes only in the pastel shades.

In pure wool, we find a series of printed muslins in dark or paste monochrome shades, in Persian or tartan designs, as well as with small geometric designs. Plicorce already met with great success last winter; it consists of satin bands alternating with woven pleated bands, the pleats naturally being permanent. This fabric comes in pastel shades, deeper shades and darker tones. Finally, three attractive novelties: a very lovely, crease-resistant, plain, bouclé staple fibre Bouclana, in wintry tones; Merveille, a plain fabric with the appearance of a sanded crêpe, 2/3 Terylene — 1/3 wool, in a wide range of colours — crease-resistant, washable and suitable for permanent pleating; finally, Cornelia, a very original creation: woollen bands (in the weft) giving the appearance of tricot or hand embroidery with big stitches standing out on a black crystal ground. These bands, designed to be worn horizontally, are coloured, either in a single colour or in several tones.

J. G. Nef & Co. Ltd., Herisau

This firm, which goes in for haute couture styles as well as the semi-classical style, is offering a certain number of articles for blouses for the 1965/66 winter collection; the most sought after are those representing a combination of several styles, such as for example sprays of flowers and geometric motifs. These lines are available on Minicare satin, as well as on cotton batiste, Terylene batiste, Tricel crêpe and cotton poplin. Among the embroidered allovers, there are many scallopped motifs for cutting out to form the edging of a blouse or dress. For dresses, we have seen a number of novelties on duchess satin, organza, etc. In addition, there is a very big collection of embroidered trimmings for dresses and lingerie, etc., insertions, as well as braid for lingerie, etc.

In the winter prints, the firm presents a small, very carefully planned collection in three qualities, i.e. a pure silk twill, a woollen mousseline and a woolen crêpe. In twill, the fabrics are mainly for dressy blouses, with rather dark designs (black ground), of the abstract geometric style, very muted monochrome allover floral prints, typical very smart blouse designs, geometric motifs, paisley designs, etc., and a number of designs that can also be used for cocktail dresses. The prints on wool offer some of the same designs as the pure silk twill, as well as other more characteristic designs for sporting type blouses, which can also be used for little winter dresses.

Neuburger & Co. Ltd., St. Gall

This firm specializes traditionally in medium and superior qualities of embroideries. For next winter it has concentrated on the latest trends, that is to say geometric designs and stylized flower motifs,

cut-out effects, etc., with the greatest emphasis on qualities with relief effects. The new trends are visible throughout the large collection of embroideries, whether for blouses on Minicare satin and Minicare cambric, novelty embroideries for evening dresses, guipure allovers and embroideries on imitation linen; for trimmings, heavy guipure and embroidery on velvet will once again incarnate the prestige of the products of St. Gall.

Let us also mention the new very carefully designed collection of embroideries for lingerie, in which new ideas abound. In addition to the traditional type of embroidery in white, this collection includes new ranges with stripes, insertions and braids embroidered in several colours, which are very popular and also widely used for trimming bed-linen. Finally, let us mention a new departure: many articles have insertions of motifs in embroidery or guipure on cotton or nylon tulle.

Riba Ltd., Zurich

This firm's collection is comprised exclusively of extremely elegant articles, in several price ranges. First of all, there are a number of old tried and proved acquaintances that are continuing their successful career, sometimes in new variations. This is the case of Ribanit, a very popular jersey knit; in Special Ribanit, with a raised metallic effect, we find a number of new shades; let us also mention the less metallic Alba line and a Ribanit without any metallic effect at all but with a bouclé yarn, in classical shades for the afternoon, as well as Ribanit Corso in the lighter shades. For next winter the firm presents a wide selection of knitted fabrics, in very striking fancy versions, like Hamilton, a fancy wool fabric in three different types of knit, two of which can be combined for outfits. Helena is a very loose wool knit, printed with big muted splashes of colour in pastel shades, while Helana, a finer mohair and wool tricot fabric is available in a self-toned print somewhat geometric in style, to the exclusion of floral designs. For two-piece outfits for cocktails and evening wear, Hautevolée offers small Jacquard designs spread evenly over the whole slightly quilted surface, with cellophane yarns; the designs are in fairly contrasted colours. In the same style, Heliopolis has large designs with very bold colours on a ground with crystal. Helios is a very light cloqué fabric, with coloured Lurex and large designs. With Halesia, we have three designs in youthful gold lamé, i. e. leaves, clustered splashes of colour and stripes. Arlequin is a very rich taffeta with spangled and metal embroideries, available in white and various bright shades; the same spangled embroidery is also available on other grounds. Hermelin is an imitation plain Jacquard fabric in a shiny structured acetate, for afternoon and cocktail fashions, in both classical and pastel shades. In order to meet the present demand for crêpe, we find Ribaroma, a crêpe with a satin reverse in acetate and viscose, in 75 colours, Ribacrêpe in 60 shades, Peach Skin, an inexpensive quality and Heliodor, another inexpensive article. Let us also mention Favorita, a plain fabric with sparkling nylon for afternoon and cocktail dresses, Harmonie, a mixed wool fabric with a satin back, and Hibiscus, a light pure silk for blouses, with a woven cloqué design. Finally let us reveal that the firm is preparing a big collection of embroideries on crêpe for evening dresses.

Jacob Rohner Ltd., Rebstein (St. Gall)

In addition to cotton embroideries of all kinds, this firm, in keeping with the present fashion trends, has widened its collection to include a great many attractive trimmings offering unlimited scope to makers-up. These articles for trimmings comprise not only the classical styles, which are available only in black or white, but also coloured motifs offering numerous possibilities of use for leisure fashions too.

We should like to draw particular attention to the collection of guipure allovers, which are made in various widths and possess really original effects.

Among the new fashionable colours in this collection, we were especially struck by the light greenish blue gobelin shades and old rose, which are particularly effective on satin. There are also new shades of brown and bronze, which go very well with the new fashionable colours.

Robt. Schwarzenbach & Co., Thalwil

Here we have a very rich collection for next winter, in various styles. First of all, in the plain fabrics, there is Lucky Lady, for evening and afternoon dresses and coats, an imitation plain Jacquard in a finely worked satin weave in heavy and lighter qualities, as well as with self-toned Lurex. Musette is a satin type fabric for two-piece cocktail outfits with Heliodor (trefoiled nylon) in muted tones, while Ambassador is an acetate duchess satin for cocktail dresses and bridal gowns, available in a standard quality and with a special Scotchgard finish, not spoiling the firm handle of the yarn-dyed fabric in any way. Beau Brummel is a heavy reversible yarn-dyed satin, made in black and white, for evening coats and dresses. Bengal is an acetate ottoman with shallow ribs in pastel and bright shades. The mixed wool fabrics include Luxembourg in a satin type weave for evening and cocktail fashions, Madame, a fabric with a crystal yarn, and a woollen satin for cocktail and day dresses. In the crêpes, there are two novelties, Amorosia in rayon and crystal, and Maltese crêpe in viscose and acetate. Another novelty, Bouclette, is a linen type staple fibre structured fabric. The series is completed by Scotland, a rustic tweed, and Chenille, a three-toned tweed given great lightness by the special gauze weave.

In the Jacquards, there are many crease-resistant matelassé cloqués in acetate, with and without Lurex, on dark and light warps, with geometric designs (imitation plain type) and with small regular motifs, for cocktail and afternoon wear, as well as structured matelassé cloqués with Heliodor effects. Baroness is a matelassé cloqué for the evening, in a wool mixture with Lurex, with small floral and geometric designs, herring-bone motifs, etc.; in the same series we have Coralux, an imitation plain fabric in mixed wool for the evening. Velux is a Jacquard with a lamé ground and imitation velvet designs in bouclé wool. Bobolaine is an acetate and staple fibre heavy matelassé fabric with a firm handle, in three ribbed designs or wood vein patterns. In a mixed wool Jacquard, there are a number of very original sporting designs, sometimes imitating hand embroideries.

Another novelty: a large collection of jerseys and tricots: Maille d'Or, a mixed tricot for blouses and dresses with Lurex, either in imitation plain fabrics, or sometimes with small designs (herring-bone, paisley) also without metal threads. This fabric is very supple and crease-resistant. Bagdad is a range of tricots printed with small designs in one or two tones with the use of metal threads. Pagode, a somewhat richer fabric for cocktails and evening wear, has attractive printed designs. The collection also features woollen jerseys with fancy yarns, and big stitches, in the classical tricot colours: beige, yellow, ochre, peacock blue, black. They are also made in the brushed qualities. Chamonix is a granite type tweed; there is also a very lovely brushed tricot with loose stitches, printed in muted tones. A Crimplene Schappe Quality article with small Jacquard designs and Lurex is ideal for dresses and two-piece outfits; this tricot has the great advantage of being washable and requiring no ironing. The firm possesses the exclusive rights for Switzerland for tricots in Vestan, a new polyester fibre. They come in plain piqué styles and with Jacquard designs, as well as with lamé or shiny effects.

The prints include new designs on Starlana, the same finely worked satin as Lucky Lady, in crease-resistant and very soft acetate and wool for lovely afternoon dresses. Finally, let us mention in the warp prints, the firm's speciality, three very youthful and fanciful new designs.

Stoffel Ltd., St.Gall

This firm, which has an extremely wide manufacturing programme, specializes in cotton and mixed fabrics for rain and sports wear. To begin with, let us mention the famous Aquaperl fabrics; the first is a 100 % cotton-double-twist poplin, dyed in the fibre, in a very wide range of colours. This standard article is completed by Aquaperl 2 + 1 (2 parts Terylene and 1 part cotton, the fibres being intimately mixed). The third article is the featherweight Aquaperl, 75 % synthetic and 25 % cotton, with a very silky handle. All these fabrics naturally are water-repellent, crease-resistant and shrinkproof. The featherweight quality can also be supplied foambacked, which gives it a certain body and makes it warm but very light. The newcomer to the series is Aquaperl Sir, 2/3 Terylene and 1/3 cotton, but in much thicker yarns than the all cotton Aquaperl, which makes it ideal for between-season coats. In the original Aquaperl, let us mention another newcomer, the Millerayes quality, a dark fabric for men, intended for between-season overcoats.

In the Stoffel Blendclub series of mixed articles, we were particularly struck by a heavy Terylene and cotton gaberdine with a Scotchgard stainproof finish, made specially to meet the revived demand for gaberdines. In the same Blendclub series, we saw a large number of different mixed fabrics for sports and leisure wear for men and women, all shrinkproof, crease-resistant and washable. We noticed too a Terylene and wool article, a light fresco type material with artificial fibres and Terylene, a fairly heavy quality with fancy self-toned stripes and two Stoffel Stretch fabrics in cotton and synthetic yarns.

In the shirtings, the collection ranges from the classical white and coloured shrinkproof poplin in various degrees of fineness, to the wool and cotton article for sports shirts. Let us mention the Jacquard

satins, Lightex, a fine fancy cotton with open-work designs, a wide choice of stripes, small designs and even a panama-type weave, a fabric with woven tucks for evening shirts and many other classical and fancy articles, as well as white and fancy poplin for shirts, pyjamas, etc. in the Splendesto quality, which designates a pure cotton article that can be boiled but is absolutely non-iron. The shirtings also include mixed Blendclub fabrics.

Union Ltd., St. Gall

Among the dress embroideries, the major part of the winter collection is specially designed for haute couture and may not be described before the Paris openings (the same is true of the creations for the Swiss Fashion Club, which will be presented in January 1965 for the following winter). However we did see a great many cut-out embroideries, on duchess satin and velvet, as well as a number of woollen embroidery allovers on tulle and allovers on duchess satin, in addition to edgings sewn on duchess satin or on tulle, mainly for bridal gowns. Among the allovers we also noticed a very attractive macramé guipure of the kind already ordered by Paris couture.

This firm has concentrated mainly on a comparatively small selection of really first-rate articles, mainly for blouses. Most of the articles are made on heavy Minicare satin; there are a great many articles in which the embroidery is combined with other decorations such as ribbed effects, and on which the embroidery, that is to say the guipure braid, is sewn or inserted. There are also very rich embroidery insertions, on tulle, but all these articles can also be supplied separate. In addition, the firm shows a series of embroidered trimmings, either in guipure, or embroideries on velvet, also with Lurex and in coloured embroideries; the last mentioned are very popular for trimming blouses, lingerie (especially in colour), or, recently, for knitted articles such as dresses, pullovers, etc.

Let us point out here how delicate and risky is the creation of embroideries for haute couture and the smarter ready-to-wear collections, especially on account of the very large part played by the hand-work of skilled seamstresses and the technical and artistic experience indispensable for the preparation of articles with embroidered motifs, appliqué work, etc.

Alwin Wild, St. Margrethen (St. Gall)

This very rich collection for the winter 1965/66, composed exclusively of knitted articles, consists of three main groups.

In the first, we find a wide range of woollen Wevenit jerseys and Jacquards produced on special new and patented knitting machines, in medium and fine qualities. These woollen tricots with almost 20 years of experience behind them are designed for a discriminating clientele. In addition to the classical and modern Jacquard designs and plain tricots, the collection also contains a large number of tweeds in fashionable new colours.

The excellent wearing qualities of Crimplene are already legendary. This article still plays an important role in the new collection and is presented this time in a number of carefully selected classical designs. Its popularity stems quite simply from the fact that Crimplene is light, shape retaining and crease-resistant, very comfortable to wear, easy to wash and dries in an instant.

For the summer of 1966 already, the firm once again offers a very rich collection of plain tricots, Jacquards and prints in « Helanca » for swimsuits, in which the most exacting designers of beachwear will find erything they could possibly wish for.

Among the special articles which highlight this collection, let us mention above all the foambacked tricots for sportswear as well as the particularly fine tricots for cocktail dresses.

« Woco », Winzeler, Ott & Co. Ltd., Weinfelden

The winter collection consists entirely of prints for anoraks and ski and after-ski fashions. A first range is made on Antron (trefoiled nylon); the designs are very modern and inspired either by linoneum motifs, veins in wood or dots, treated in a very modern manner. On cotton poplin we saw a brightly coloured range of designs for children's ski-jackets, geometric in style and often based on folklore motifs or oriental carpet designs; in addition, the collection includes edgings and designs suitable for women's and children's fashions, of great originality in both design and colour. The highspot of the collection of sports prints is a series of very modern designs for women's ski-jackets. They are mainly geometric or tachist designs, combining great boldness with excellent taste; they will undoubtedly be enthusiastically received by manufacturers on the lookout for outstanding novelties, of a type never seen before. All these cotton prints can also be delivered foambacked to order.

Apart from these prints, we saw cotton Jacquard fabrics, also for parkas, with a black or white warp, in very classical designs resembling embroidery.

Finally, let us mention the plain fabrics, a ribbed material and a stretch satin, elasticized in the width, in cotton and « Helanca », as well as foambacked shot fabric-type jersey in nylon with a water-repellent silicone finish.