

**Zeitschrift:** Swiss textiles [English edition]  
**Herausgeber:** Swiss office for the development of trade  
**Band:** - (1965)  
**Heft:** 2

## Inhaltsverzeichnis

### Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

### Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

### Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

**Download PDF:** 01.04.2026

**ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>**

# TEXTILES SUISSES N° 2 - 1965

(SWISS TEXTILES)

The Swiss textile and clothing review with a world-wide circulation

Special publication of the

Swiss Office for the Development of Trade, Zurich and Lausanne  
published with the co-operation of the concerned professional organizations

EDITOR AND PUBLISHER: SWISS OFFICE FOR THE DEVELOPMENT OF TRADE  
RUE DE BELLEFONTAINE 18, LAUSANNE

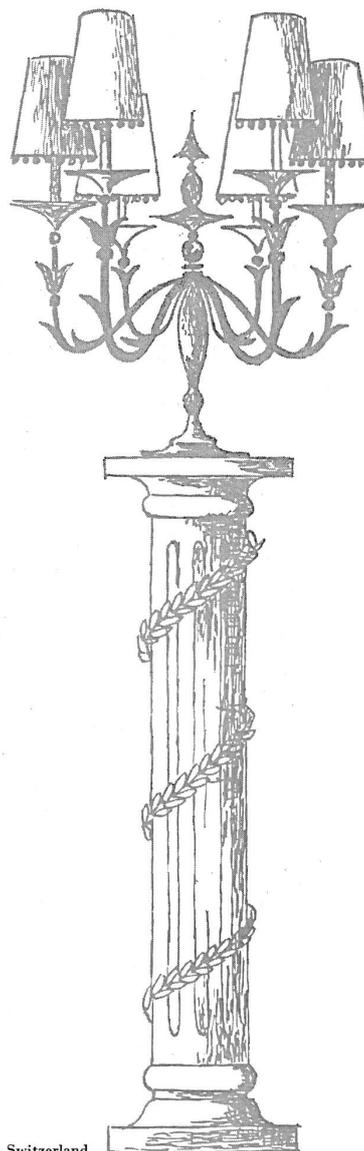
Managing director: ALBERT MASNATA - Chief editor: CHARLES BLASER

« Textiles Suisses » is issued four times a year.

Annual subscription — Abroad: Swiss Fr. 30.—, Price per copy: Swiss Fr. 10.—

## CONTENTS

	Pages
Publications of the Swiss Office for the Development of Trade Switzerland's Foreign Trade and Textiles in 1964 . . . . .	36 37
<b>PARIS</b>	
Créations 1965 . . . . .	38
The 1965 Spring and Summer Collections . . . . .	43
<small>(All Paris creations shown in this periodical are copyright and their reproduction is prohibited.)</small>	
The Swiss Fashion Club Arosa, 13-15. 1. 1965 . . . . .	77
Manufacturers' own contributions . . . . .	86
Swiss Ready-to-Wear . . . . .	95
46th Swiss Export Week, Zurich The 1965/1966 Autumn and Winter Collections . . . . .	101 129
Monsieur . . . . .	132
New Shoes . . . . .	133
Willy C. Forster . . . . .	134
Swiss Made with Swiss Materials . . . . .	145
News . . . . .	147
6th Young Fashion Meeting St. Gall . . . . .	148
Here, there and everywhere . . . . .	148
Letters from:	
London . . . . .	152
New York . . . . .	160
News from New York . . . . .	163
Letter from Los Angeles . . . . .	168
Index of Advertisers . . . . .	171
Where to subscribe to « Textiles Suisses »? . . . . .	172-173
What we can do for you . . . . .	174



JEANNE LANVIN  
Motifs de fleurs brodés blanc et couleurs de  
A. Naef & Cie S.A., Flawil/Saint-Gall  
Grossiste à Paris: Robert Burg & Cie  
Photo Joseph Grove

Printed in Switzerland

# Publications

## OF THE SWISS OFFICE FOR THE DEVELOPMENT OF TRADE ZURICH / LAUSANNE

### Swiss Industry and Trade

Surveys Switzerland's economic situation and development; gives general information concerning her industry, trade and national life. Issued three times yearly in English, French/German and Spanish. Special edition for USA *Switzerland-USA* (four times yearly). Four times yearly in Italian.

Abroad: Two year subscription rate: S. frs. 18.—

### Swiss Technics

A journal edited in collaboration with the Swiss Association of Machinery Manufacturers in Zurich. Notes on Swiss technical innovations. Articles concerning the construction of new machines, etc. Issued three times yearly in English, French, Spanish, Portuguese and German and four times in Italian.

Abroad: Two year subscription rate: S. frs. 24.—

### Textiles Suisses

A specialised trade journal, richly illustrated, giving information on all matters concerning the clothing and fashion trades following the latest developments in the textile trade.

A quarterly publication issued in four editions: English, French, Spanish and German.

Abroad: Annual subscription rate: S. frs. 30.—

### Directory of Swiss Manufacturers and Producers

Published in English, French and German. Contains addresses of Swiss industrial firms; classified indexes of products, branches of industry and firms.

Abroad: S. frs. 42.— Postage paid.

### Introducing Switzerland

Enriched with numerous illustrations in black and white and in colour, this book with its text by Mr. Olivier Reverdin, National Councillor, describes the many facets of Switzerland and Swiss life. Editions in English, French, German, Italian and Spanish. Retail price: Fr. 7.—

### Switzerland and her Industries

Giving a brief general survey of Switzerland, her institutions, national economy and industries and containing numerous illustrations. Editions available in English, Italian, Spanish, German, French, Dutch, Swedish and Arab.

Price: S. frs. 5.—

### Informations Economiques

A weekly newspaper on foreign trade.

Contains information on foreign markets, commercial methods, business possibilities, traffic in goods and payments.

Appears once a week in two languages (French and German).

Annual subscription rate: Abroad S. frs. 45.—

For all information please write to:

## SWISS OFFICE FOR THE DEVELOPMENT OF TRADE, LAUSANNE

Rue de Bellefontaine 18, Telephone (021) 22 33 33



Printed in Switzerland on paper from the Biberist Paper Mills