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New Fabrics - Summer 1966

Present Trends

Cotton

For the summer 1966, the trend is towards porous fabrics like bolting cloth, imitation linens, piqués and crêpes; there will be voiles too in pastel shades. In the designs, we shall find geometric shapes and a geometric trend in the floral motifs, dots of all sizes and colours as well as stripes and checks. In the way of colours, much gold and yellow as well as green. Other new colours are various shades of beige and a pink verging slightly on salmon. The prints will be mainly on satin, voile, crêpe, ottoman, poplin and structured linen-type fabrics. The designs of prints will be smaller and generally in pastel shades or vivid tones; quite a number will be orientally inspired.

For beachwear and leisure fashions, cotton panamas, plain madras and a great many gauze-weave fabrics as well as terrycloth type fabrics. Many wide stripes often in bold colours, shaded off designs, madras motifs and typically English overchecks.

Embroideries will be on linen, crêpe, satin, poplin, organdie, organza and tulle; many piqués. Fewer floral motifs, but more geometric and ornamental motifs. The trend is undoubtedly towards a lighter look. Designs in relief are very popular. The range of shades in embroideries is astonishing: Nile green, lime green, apple green, all shades of yellow and gold, orange, sky blue, old rose and salmon pink are all very much to the fore. There is a great deal of the new combination of coloured embroidery on a coloured ground.

For blouse fronts, the emphasis seems to be on edgings down the middle, for the fashion for blouses worn tucked inside the skirt is back again. There are quite a number of guipure insertions and dotted Swiss. For dresses too, many embroidery edgings, often in two rows. The guipures range from the very light qualities to the heavier articles with applications and strong relief effects. In addition to the traditional white, there is a very definite trend towards colour. Cut-out embroideries have floral and geometric motifs, very often with guipure

applications. The materials are velvet, organdie and organza. A great many embroideries in wool and in chenille on tulle. In the allovers, there are still quite a few floral motifs.

Contrasts and harmony: Silks

Delicate pastel shades and rich colours, light organza and heavy tweed-type fabrics will once again show, in these collections, the tremendous variety of the possibilities of silks in regard to fashion and weaving techniques.

There are sporty silks in glenchecks and houndstooth; for suits, linen-type and tweed-type silks are all the rage and there are a number of mat summer suiting fabrics, in muted shades, for the man about town.

Silk is light in the Bambi-silk quality, a shiny variation of shantung in luminous or pastel shades, and fancy stripes for day dresses. The blouse fabrics include a great deal of chiffon and a new wild silk with a water-repellent finish (to protect it from raindrops or splashes of water). For evening wear, silk is heavy, with sumptuous duchess satins, failles with marked ribs and silk gaberdine. A great deal of crêpe: reversible crêpe, crêpe georgette and crêpe Frisotine, a deep black quality whose reverse side has a satiny finish — ideal for cocktail wear. There are very tightly woven crêpes, some of them even printed.

The collections include a great many floral designs: silk twill with small sprays of flowers, big modern-style floral designs on a light ground and flowers in very naturalist designs but artificial colours: for example, roses in faded beige or grey. There are also underwater flowers, that is to say fantastic plant shapes in cold hues. Apart from the floral designs, there are tie type and Persian designs.

Descriptions of the Collections

«alumo», Albrecht & Morgen Ltd., St. Gall

The already very rich collection of shirtings is completed by a line of voiles woven in very fine yarns, double twist twill and various coarse fabrics with a gauze weave for leisure fashions. All the non-iron cotton articles, i.e. the high quality double twist poplins as well as batiste and voile for shirts and blouses, bear the distinctive trade mark « Almolux ». In addition to a large group of figured and partly colour-woven fabrics the collection also includes poplin, zephyr, batiste, voile and fabrics with a gauze weave for blouses, dresses and children's clothes. The rather light fabrics in pure polyester fibre or mixed with Colvadur,

polynosic fibres and Pontella, deserve special mention. Finally, let us call attention to the plain fabrics and those with colour-woven edgings for blouses and shirts.

«Berco», Baerlocher & Co., Rheineck (St. Gall)

As a result of past sales experience, the spring collection of this great specialist's production of fabrics for night attire differs very little from the autumn collection with regard to the qualities of fabrics, especially as the range — made up as always with loving care — contains no

« sensation-creating » articles. On the other hand, the renowned qualities of plain fabrics are richly represented; most are easy-care and even non-iron. Cotton is traditionally the most popular material and, in the mixed fabrics, the elegant « Helanca » batiste stays in the lead; this fabric however requires impeccable manufacture and finish. The collection of prints still follows the trend for designs in one colour; « monoprints » abound and are in the best of taste. This collection, which always presents avant-garde effects, caught the eye of experts with its many new combinations of colours.

Bégé Ltd., Zurich

True to its tradition of offering, for the summer, a wide choice of quietly elegant novelties obeying the trend towards light fabrics popular in warm countries, this firm has continued to enrich its collections in the pure silk and Sea Island Cotton qualities. This summer's collection contains, for example, a very large number of designs on pure silk Coimbra twill, as well as floral designs with clearly defined outlines, foliage or clusters of small flowers and, for tailormades, small arrangements of geometric devices spread over the whole surface. The novelties include designs with large repeats in a single flat tone, leaving big spaces of the ground visible, in very original combinations of colour such as peach or light blue on navy blue, black on pistache or on strawberry, candy pink on black, café-au-lait on pink, etc.

In Sea Island cotton, we find once again Chardema, the already very well established quality, in Jacquard floral designs, with clipcords on the right side of the fabric and superimposed prints. Many of the designs are on a black ground; there are also new designs less quiet in character, with smaller splashes of colour, in very bright shades on a black ground, and vivid combinations in slightly muted shades of pink and turquoise, pink and grey, pink, sulphur and green, etc.

Many new designs are found in the already well-known qualities such as Atlantic, a Sea Island voile, answering the demand for light fabrics which nevertheless have a certain body, as well as Super-Atlantic, a Sea Island satin.

Among the new articles, Stelamy, a loosely woven fabric, gives the impression of a very fine marquise with faintly sketched designs in pastel shades; Nafrante, a bark crêpe in Sea Island cotton, comes mainly in prints with parallel lines in different colours, melting into each other, in the direction of the cloth in order to simplify making up. Atlantissa is a very lovely Sea Island shantung with all kinds of designs in very muted shades or with splashes of bright colours scattered over muted grounds, giving a marked three-dimensional effect. Amedrach is a distinctive novelty in Sea Island cotton, in a style similar to Chardema, but less expensive. The ground here is made on a dobby loom with small check effects on which the printed designs stand out well. Finally, one last novelty, Bardy, a heavy loosely woven structured cotton with a knotted weave for tailormades.

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

The new collection shows in great abundance the wonderful possibilities of the embroidery industry. It offers a rich assortment of open-work designs, whether in the form of allovers or edgings, for blouses, dresses or lingerie. These open-work designs as well as the ground fabrics chosen correspond to the present fashion trends.

As fashion calls for light and softly draping fabrics, the collection, in addition to the classical qualities such as batiste, satin and poplin, includes a number of embroidered georgettes and voiles in Terylene. There is also a wide range of designs in « Sedusa Shappe Quality » and pure Terylene.

The embroideries on piqué and imitation linen have a rather sporting look. The designs are self-toned or in contrasting colours and are particularly suitable for the manufacture of dresses or elegant leisure jackets.

Finally let us mention a series of two-tone embroidery designs presented in attractive combinations of colours.

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

This year, once again, the main emphasis of this collection as regards fibres is on the natural materials cotton and silk.

In the prints there is a revival of smoother structures. Apart from the tried and proved qualities like ottoman, satin, twill, voile and fancy cotton fabrics, there are new grounds such as bolting cloth. In addition to the classical designs, there is a wide choice of geometric, oriental, abstract and « modern style » designs, as well as geometric floral designs. There are also prints on imitation rachel lace. For beach and leisure fashions, the boutique collection offers a series of original creations on cotton and panama satin.

In the pure silk prints, twill prevails. Printed herring-bone fabrics, shantung and chiffon complete the picture. All these fabrics fully satisfy the highest demands of fashion with regard to both designs and colours.

The collection of plain fabrics is as attractive as ever with its variety of structures and the tasteful choice of fashionable shades. In the way of materials, cotton prevails, together with mixed fabrics and staple fibre. Terylene too, in a new quality, is more strongly represented.

The collection of embroideries for blouses, dresses and evening gowns is richer than ever. The designs are youthful, dynamic and light. In addition to the known qualities, this collection also includes ottomans and embroidered cotton piqué as well as Terylene georgette and embroidered mixed fabrics, for blouse manufacturers.

Last season's success in Parisian haute couture is clearly reflected in the collection of prints and embroideries.

Gugelmann & Co. Ltd., Langenthal

In its very rich collection of plain and colour-woven fabrics for next summer, this firm has laid great emphasis on the Aggafresco quality (Regt. Trade Mark), to which we shall devote the whole of this report.

Aggafresco is a modern fabric consisting of 70 % of the synthetic fibre Trevira and 30 % of the artificial fibre Pontesa. It is light and particularly pleasant to wear, with a handle like tussor; it is shrink-proof (Sanfor) and requires absolutely no ironing. Light in weight, it is ideal for summer and leisure shirts for men as well as for very original blouses for women and even light and vaporous little summer dresses.

The plain fabrics include very lovely muted medium shades: bordeaux, dark blue, brown, slate grey, olive and bronze. In addition, light and bright summery shades like string, silver grey, china blue and Sahara beige. In the very smart imitation plain fabrics with weave effects and the look and handle of tussor, shades are granite and lion beige, Chinese blue, cognac, brown and navy blue. A shot effect, obtained by stripes chagéd off in the warp, is reminiscent of madras. This style is found in bordeaux, slate grey, silver grey and beige.

Dainty stripes, as light as shadows, in cool spring colours: light grey, Chinese blue, lion beige and light olive. Bold checks allow charming combinations: olive/aqua, bronze/blue, blue/bordeaux. Finally, overchecks in beige, blue, and olive with a grey shaded effect.

« HGC », H. Gut & Co. Ltd., Zurich

This firm's 1966 summer collection offers great scope to everyone interested in fashion whether for the variety of the fabrics or the tasteful and carefully selected combinations of colours. In the fabrics, two types prevail: various colour-woven articles and a number of rather flat structured fabrics in extremely wide ranges of colours. In the large selection of triacetate, Tergal and pure silk prints, the big and small floral designs in several colours on a white or black ground struck us as particularly graceful. But we were also struck by the checked and striped motifs, on burled fabrics in combinations of modern colours. « Butterfly », a polyester mousseline with a wonderfully soft drape, available both plain and printed, a number of richly embroidered fabrics on crêpe and linen, as well as smart novelty piqué-type fabrics are other favourites in this attractive collection. Among the plain fabrics, it is in particular the loosely woven honeycomb or tricot style fabrics — also embroidered, which is a novelty — that will enrich the 1966 summer fashion.

Hausammann Textiles Ltd., Winterthur

For next summer this firm presents a very big collection of prints on its three already well-known qualities of cotton, Butterfly twill, Sonata satin and Satin Perlé. This last article, which was made in a heavy quality, now exists for the first time in a lighter but equally smart variant. These articles, which have a good deal of body and are practically crease-resistant, all have a Minicare finish. As for cotton voile, which already exists in designs for blouses, it is now also made in a whole range of designs for dresses. The collection of about 200 designs, which can all be executed on any of the above-mentioned fabrics, consists mainly of designs completely covering the ground, usually little juxtaposed dabs of colour, geometric shapes, sprays of flowers or floral motifs, small designs being all the rage at the moment. In these designs, there are a great number of very quiet motifs and colours, which besides being very elegant have a distinguished, studied look. In the same style, there are a great number of large floral designs on a black or dark ground. In addition, there are also designs in pastel shades, some with a touch of mat white which gives a shot effect depending on the way the light strikes. Let us also mention numerous designs in a dark colour on a white ground. Nor must we forget the very modern large motifs also included in the collection. To mention the one that struck us as the most sensational: very large motifs of roses, treated flat in different shades of muted blues and browns, standing out against a white, strawberry or dark turquoise ground and especially on a remarkably original and elegant sulphur

yellow ground. In the plain fabrics, we were happy to find Rustica once again, a linen type crease-resistant staple fibre, which is now made with a warp mixed with black. The original quality of the Rustica fabric is available in about 80 shades. A novelty among the plain fabrics was Crépeline, a crease-resistant staple fibre crepon with shiny yarn effects, « Shappe Quality ».

Heer & Co. Ltd., Thalwil (Zurich)

In spite of the profusion of mixed fabrics, this collection nevertheless contains a heavy pure silk crêpe satisfying the most exacting requirements. In the mixed silks, there is Marasco (with wool) and Setana (with viscose), both structured fabrics for dresses, suits and coats. For afternoon and cocktail dresses, the well-known quality Draplyne (mixed wool), the firm's main plain article, keeps all its prestige; the plain fabrics also include structured fabrics like Fresco flammé and Tussana honan, which can be combined for summer dresses and two-piece outfits. Other structured fabrics are Fleurette, Savy and St. Tropez. Ragusa has a check design, the inside of which is thinner; Siracusa, a pure staple-fibre fabric, has imitation gauze weave effects. Piazza, a slightly shiny shantung-type article for evening coats and two-piece outfits, is also available with transversal stripes; it is practically crease-resistant. Another new fabric, Gazina, a loosely woven fabric on a very fine nylon ground, comes plain or with woven effects of stripes or checks; very light to wear, it is crease-resistant.

Lumière brisée, which is also called « Poussière d'étoiles » (Stardust) is the highlight of the collection. This mixed acetate and viscose crêpe for afternoon and evening dresses has lovely draping qualities and a very attractive surface, and is very pleasant to wear. Another crêpe Derby is made in a wide range of colours. In the bouclés for dresses and coats, we find a wide selection of loosely woven and structured fabrics like Marchena, Alain, Cabana, Tabaris, and others, plain, two-toned, striped, or on a fine nylon backing. There are also a great many tweed-type fabrics and structured and loosely woven fabrics for suits, coats and leisure fashions: Sedana, with cork effects, which can be used with Boucletta, in the same mottled shades. Let us also mention the very loosely woven gauze weave fabric Gomora, with a lacy look, in three openwork designs. Finally, in Terylene, and in Terylene and wool, as well as in Vestan and wool, the collection contains a great number of articles, either tropical, classical or fancy woollen, and plain, in checks, houndstooth design, etc.

Finally, let us add that all these fabrics are provided with the new textile care tag.

Mettler & Co. Ltd., St. Gall

70 % of the summer 1966 collection consists of pure cotton fabrics, but there is also a representative selection of linen, half-linen and imitation linen staple-fibre fabrics, as well as a few choice synthetic fabrics. The well-known cotton specialities all have either a Minicare finish or other even more modern finishes.

The plain fabrics include a slightly blistered and very soft cotton crêpe in the woven pleat style, with longitudinal crêpe-type stripes; it is almost crease-resistant and comes in a wide range of colours. We also saw a flammé honan, an almost crease-resistant mercerised honan satin with a silky sheen as well as the classical qualities Tanissa and Soraya; in addition, there was a shiny Minicare satin; Week-end is a firm, rather stronger rustic flammé cotton fabric; there were also a number of interesting staple-fibre fabrics — grained, knotted, burled and very loosely woven — a staple-fibre honan with a firm handle resembling the genuine article.

In the prints, motifs are generally small with cleancut outlines, in monochrome or contrasting colours on a light ground. There are stripes dotted with small romantic bouquets, geometric and Asiatic ornaments, modern styles designs for ties and every variety of stripe, from the broadest to the finest, as well as irregular fancy stripes. A number of soft summery fabrics have slightly shiny bands, giving dainty coloured effects with the openwork design of the fabric.

Also in the prints, many are on a mercerised long-staple cotton ribbed fabric, with a hammered look. There are hand-prints too, with floral designs in bright colours on a dark ground or flowers in silhouette on a monochrome or pastel ground. Many designs are framed, giving the effect of applications. The collection also comprises large floral motifs and abstract designs in bold brush strokes. The novelties include prints on piqué: light colours and designs give the fabric a lighter look. We also saw a series of small or large mesh cotton rachel fabrics resembling lace, in a very wide range of colours.

Among the synthetics, let us mention a Tricel twill, in wonderful designs, like pale roses on a dark ground, smoke-rings or modern style foliage as well as a nylon jersey that does not fray.

Silk Mills Naef Bros. Co. Ltd., Zurich

The whole of this collection is inspired by the present trend for light, predominantly plain fabrics like Gigi, a very light nylon organza, Gondola, a viscose and bouclé staple fibre fabric forming a zig-zag pattern

in the weft on an almost invisible ground of nylon which gives it body. There is a wide range of fabrics of the same kind with varying degrees of loose texture and varying sizes of holes. Among the colour-woven fabrics, Cancan, for dresses, has the same ground as Gondola but with coloured checks and stripes. The same ground comes with self-toned or contrasting embroidery, in separate motifs, very widely spaced regular clusters of flowers, etc., in pastel shades and classical hues. Embroidered Ghana is a very strong crease-resistant loosely woven linen-type fabric with flammé yarns, which is also available embroidered in white on colour, embroidered in two colours and embroidered with a bouclé yarn. Embroidered Gondola can be used with the plain fabric in the same shade.

In the prints, Gondola is also made with allover designs, in gay pastel shades. Flou-Flou is a print in bouclé staple fibre with zig-zag effects on a fine nylon fabric; it comes in allover designs or with very small clusters of flowers. In pure silk, we saw once again the well-known silk Hironde in a great number of new allover designs in gay pastel shades, hazy tachist designs, stylised floral motifs, small clusters of flowers and big classical floral designs. Another pure silk was a twill in various designs, also on a black ground as well as a shantung twill with all the designs printed on a white ground, which shows up the structure of the fabric very well. Still in the prints, there was a Terylene georgette in pastel shades, for blouses. Printed Maxim, an already well-known quality but in new designs, is a very lovely acetate Rodia twill, washable and almost crease-resistant.

One line of fabrics has openwork effects on a very fine nylon ground with a warp in Taslan, wool bouclé, staple-fibre bouclé or Astrakul bouclé; their names are Ariane, Domino, Tentation, Mignon and Câlène, in pastel shades with relief and hairy effects in the weft. In the Jacquards, Nympe is a nylon organza with clip-cord designs. Brise has a very fine nylon ground and a wool weft but with Jacquard designs in pastel shades. Still in the same style but with Lumineux yarn effects, for evening dresses for tropical climates: Aimée, Aurore, Ninon, etc. In a thicker quality, for two-piece outfits, there are Vivienne and Vogue. This very rich collection is completed by a number of summery Jacquards in mixed fabrics for two-piece outfits, Intime, Flatteuse, etc., as well as a series of macramé embroidery type Jacquards.

« Reco », Reichenbach & Co. Ltd., St. Gall

In its big embroidery collection, this firm has laid special emphasis on summer and sports fashions. There are, for instance, charming embroidery edgings, with single motifs on Minicare piqué, for beach dresses and fashions. Some articles are on two grounds in different colours, guipure in the form of braid being used to mask the seam. On cotton piqué with very wide ribs there are coloured edgings in pastel shades and bright hues. For sportswear and the beach, use is made of embroideries with separate motifs of a modern and humorous turn, on gingham or on Rayadère (a gingham type fabric with transversal stripes). All these articles come in 130 cm. widths, which is just right for dress lengths. The big novelty is a linen type fabric in pure crease-resistant cotton, with guipure motifs, on a ground in one or two colours, the embroidery concealing the seam. Amusing motifs are embroidered on a terrycloth fabric in very bright colours for beachwear. The embroideries also include a line of embroidered allovers on satin and batiste, for dresses, especially in imitation guipure perforated embroidery.

In the fancy weaves, there are woven pleated fabrics, the pleats being coloured on a white or coloured ground; these articles are ideal for blouses and dresses as well as beach fashions. For children's wear, small designs in bright colours are woven in a Jacquard satin-stitch on fine cotton batiste. For dresses, a collection of piqués has Jacquard designs in pastel shades. Finally, a novelty for blouses: woven pleats on a pale ground and on batiste in white only, the groups of pleats being spaced out on the fabric to enable them to be used in the centre of blouses. Lastly, for the summer, prints either in pastel shades or in bright tones, as well as a large collection of dots on various grounds, i.e. a bark type cotton crêpe, a cotton satin with a silk finish, a double twist voile, a fancy cloth in a loosely woven structured cotton, a clipcord Jacquard cotton, as well as a fancy fabric with a bouclé staple fibre weft, a very airy fabric that keeps its shape thanks to the invisible presence of a ground fabric in very fine nylon.

Riba Silks Ltd., Zurich

In its new summer collection, this firm presents fewer prints than usual but, on the other hand, more Jacquard fabrics and embroideries. Soft or bright pastel shades prevail. A great number of fabrics, specially designed with a view to EFTA markets, are made in Switzerland (spinning, weaving and dyeing).

The plain fabrics include more yarn-dyed fabrics than usual. Let us mention Jamaica, a loosely woven very elastic, crease-resistant imitation gauze staple fibre, made with fancy coloured yarn on a white warp: an EFTA article. Irène, a pastel tweed-type fabric with a two-toned yarn-dyed weft on a white warp, EFTA quality; and Juwel, a rough and loosely woven fabric in a genuine gauze weave on a yarn dyed weft combined with a white warp.

Yet another EFTA quality: Ribanella, a very inexpensive crease-resistant staple-fibre shantung for general use; Espana, a crease-resistant staple-fibre bouclé, for suits, in about fifty shades. Inka, a very loosely woven plain cotton rachel fabric, which is also available printed; Jena is a heavy plain cotton rachel. Among the plain fabric let us also mention Ribanit, the well-known and popular article with Lurex in three basic qualities.

The Jacquards include Isla, a plain, crease-resistant fabric, with a loose weave; Izmir (an EFTA article) whose ground contains the same two toned mixed yarn as Jamaica, so that it can be matched with the latter for suit and coat outfits; Jaguar, a cotton and Crylor fabric with bouclé yarn designs, for suits and dresses, comes exclusively in white, grey and écru. Intania is a Jacquard with embroidery-type linen; Jesolo, with clip cords and the look of embroidery; Jojo, for suits and coats, with fancy thick yarn effects; Jalta, in the same style only softer, with more marked designs. Jura, an embroidery type fabric with small floral motifs for suits and coats in the same style. Iberia, a slightly lighter variety and Irun a little heavier. Ischia, a cloqué with very small designs in pastel shades, for suits and coats. Isle de France, a Jacquard cotton ottoman in white with designs outlined in black.

In the prints there is much more pure silk than rayon this year, in particular pure silk twill. The designs are small on the whole. Jolie Madame and Jolly in pastel shades; Jeannette in butterfly silk; Jacqueline in Terylene and silk chiffon, a bark crêpe type fabric. In pure silk chiffon, Imagination with designs melting into each other and Chiffon Jolie with small floral designs. On rayon, Isabella, a very finely crinkled twill, with the look of crêpe. Irona, a crinkled rayon satin, a heavy quality for cocktail dresses. Irella, a staple fibre bouclé print for dresses and two-piece outfits and printed Ribanit, in three designs for cocktail dresses.

In the embroideries, all in EFTA quality, there is a water-repellent hogan, protected against stains caused by drops of water; the ground consists of two fabrics of different colours, the embroidery hiding the seam. There are embroidered edgings in pastel or bright shades, also embroideries on 130 cm wide crêpe, especially along the edges and with polka dots, embroidered edgings on Ribanit and string-type embroidery on a staple-fibre ground.

Jacob Rohner Ltd., Rebstein (St. Gall)

In its spring collection, this firm presents a series of attractive new embroidery designs on new grounds.

For dresses, we find a large variety of guipures, imitation guipures and embroideries on imitation linen and cotton satin. Ideal for leisure clothes and beach wear is an attractive quality of drill with coloured or self-toned embroidery, combined with braids and embroidered bands for trimming the neck, the button tabs and cuffs.

For blouses, the range of embroidery on cotton has been widened; the same is true for Trevira. For women's lingerie a dainty mixed fabric in cotton and polyester promises to be a real hit.

The combinations of embroidered and screen-printed designs are also extremely attractive and varied.

Generally speaking, the traditional qualities such as satin, cotton voile and batiste — all in Mincare finish — are fully in the fashion thanks to a host of new designs.

The collection of trimmings is full of surprises with new ideas in the bands and braids as well as in the separate motifs. Mention must be made above all of the new collection of motifs, which — thanks to their countless possibilities of use — represent an inexhaustible source of new ideas in the field of fashion trimmings.

Robt. Schwarzenbach & Co., Thalwil (Zurich)

This firm's collection is one of the biggest on the market and consists of all types. The prints include a great many allover designs, small dabs of colour, geometric shapes and small motifs derived from floral designs, on silk twill; a great many pastel and deep pastel shades. Also on twill, there are large repeat designs on a white ground as well as an original design suggesting a tweed magnified several thousand times. A knotted staple fibre is used as a ground for a series of fairly large designs in pastel shades. Printed lace with very large designs and printed rachel tricot answer the demand for very loosely woven fabrics. But this style also includes quite a few tricots, made by the firm itself on a hosiery loom, first of all in the traditional Crimplene styles (Terylene) with Jacquard designs and checks, as well as plain

and printed knitted fabrics with large holes, in bouclé yarns and with mohair effects. New this season was a coarse airy tricot, in plain cotton, for dresses; the same type of article in bouclé staple fibre and jute in two colours with even bigger stitches, of a completely exclusive type for two-piece outfits, is bound to create a sensation. Another very different novelty was a crepon type fabric whose surface is covered with a very small irregular design, as if hammered, which gives it a very vital and attractive look. This is a very new crease-resistant pure cotton fabric with a fine handle and lovely surface made in white and six pastel and classical shades. Crease-resistant cotton is also used for a series of light and heavier fabrics with the same design, for dresses and coats. The collection of novelties is completed by embroideries on a staple fibre ground in the form of allovers and edgings; these are heavy embroideries and the same designs are found in the same colours on prints, in lighter fabrics for making coat and dress outfits.

In speaking of this collection we must also mention the plain classical articles such as pure silk taffeta which has been produced for over 60 years and is always stocked in more than 120 shades. Finally let us call attention to a truly beautiful article, a heavy gabardine in pure silk for coats and suits, which is available in black, white and pastel shades.

Siber & Wehrli Ltd., Zurich

Once again this firm presents a rich collection of figured fabrics, in which particular emphasis has been laid this year on the new nylon and wool combinations.

The new embroidery and lace type articles are not only very fashionable but also quite inexpensive.

In the qualities for blouses, the new Crimplene/Honanette line in pure Terylene is brand new; it is not only crease-resistant but also easy-care.

Among the many new plain qualities, we were particularly struck by a mousse crêpe, also in pure Terylene; it has a pleasing soft handle and comes in all the new shades.

Chiffonyl is more than ever a very haute couture fabric, available in an assortment of over 46 colours.

In the prints, the most striking were the lines in Arnel, the georgettes and the mousse crêpe, the wide range of exclusive designs being particularly well chosen.

Stünzi Sons Ltd., Horgen (Zurich)

This firm, which specializes in plain fabrics and Jacquards, has created a certain number of summery qualities answering the demand for light fabrics. In the pure silks, the crepon Berusa is an opaque and very light georgette crêpe, in 50 shades, which requires no lining. Anabella is a georgette crêpe in pure Terylene, whose colours match those of heavier fabrics in wool-type staple fibre for suits: Capaclara (Pontesa selection), Akita and Mantabella. Coco is a gauze-type Terylene and Clarissa, a Terylene crêpe. A crease-resistant and opaque viscose georgette crêpe comes plain and in three different designs of pleats for blouses; there is also a crease-resistant and opaque viscose crepon — both are « Pontesa selection » fabrics. All the above-mentioned articles come in 140 cm. widths, ideal for making up. Soft Answer is a mousse crêpe in crease-resistant rayon for dresses, Soprana a staple fibre shantung with shiny Héliodor yarns, Setina a shantung in viscose and staple fibre for less expensive dresses. Sonata is a Héliodor cloqué in pastel shades for cocktail and evening fashions while Ariosa is a crease-resistant viscose and staple fibre tweed, « Pontesa selection ». Torno is a 140 cm. wide porous fabric in staple fibre viscose, with bouclé effects.

In the Jacquards, Débutante is a matelassé piqué in mixed fibres, ideal for evening coats in pastel shades and in white for bridal gowns. In a slightly lighter quality, without staple fibre, Wedlock is designed specifically for bridal gowns. We noticed some very lovely Jacquard edgings woven in the width, in a 170 cm. repeat, all white, for bridal gowns, and with the Jacquard design in very faint pastel shades for bridesmaids. A number of Jacquard fabrics in pastel shades for the evening and garden parties have the appearance of printed chiffon. Once again there is a big collection of light matelassé cloqués with Lurex for cocktail and evening fashions. Mennet is a Jacquard cloqué fabric, resembling bark crêpe, with multicoloured Lurex which, thanks to the use of « Hélanca » yarns, is elastic, making it ideal for tight-fitting dresses which run no risk of losing their shape in wear.