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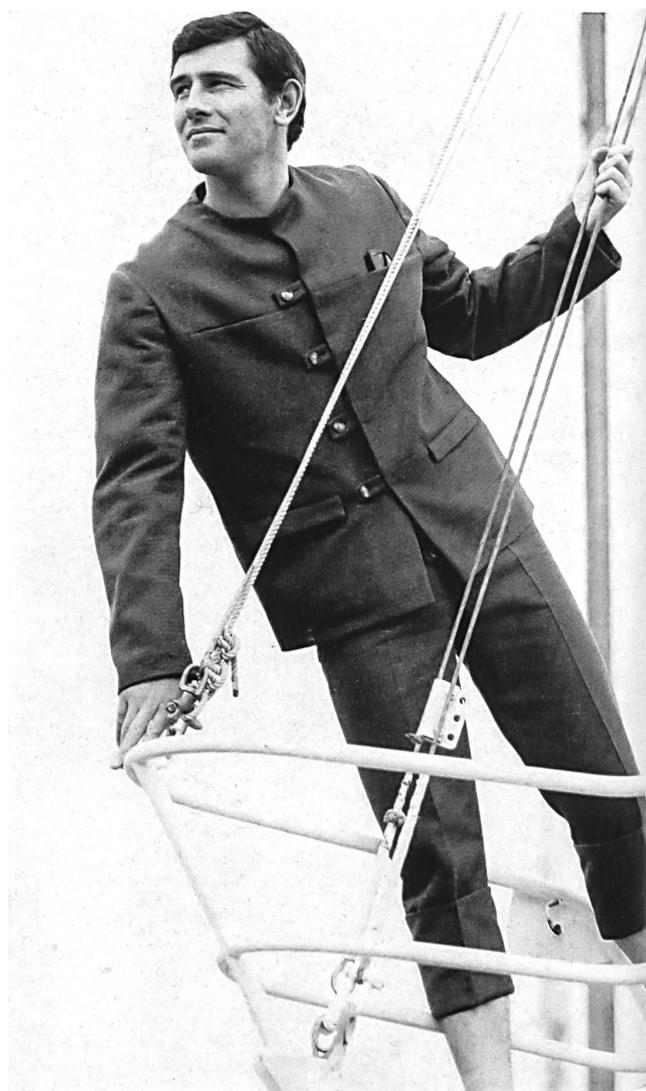
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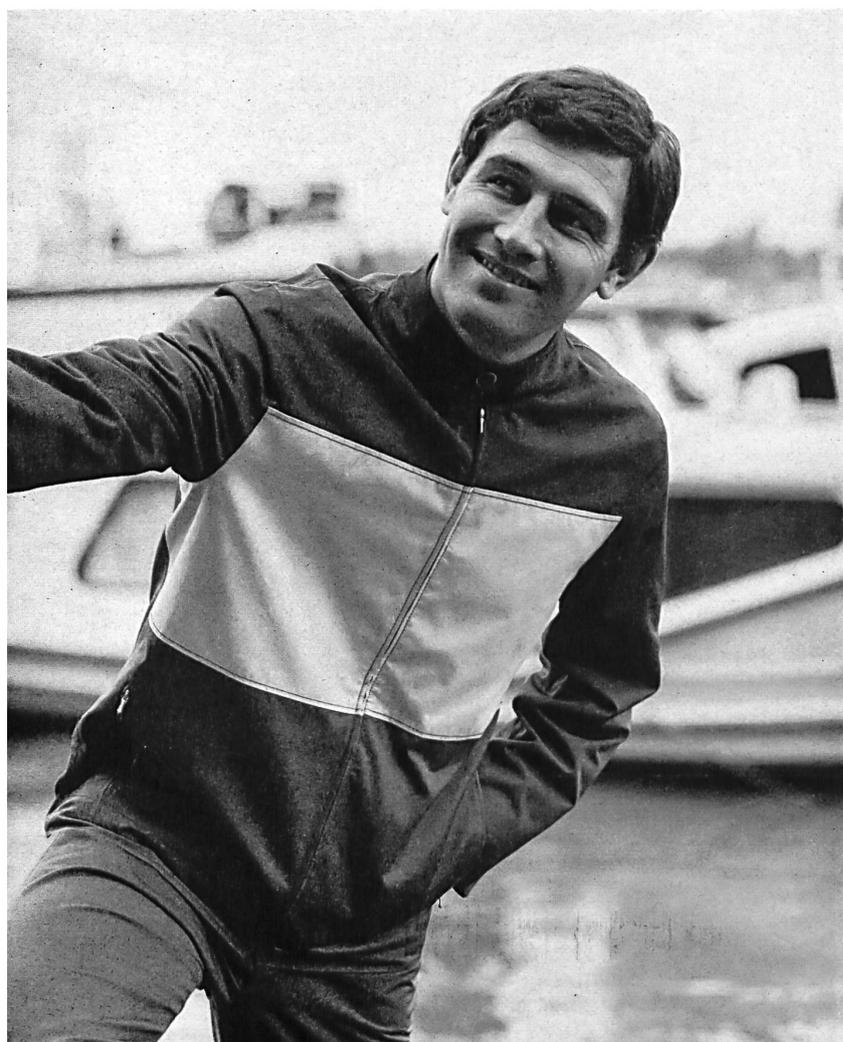
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Cotton – Leisure 1966

Leisure or recreation clothes become increasingly important in the life of industrialized people where sport and travel are favored. It goes without saying that this new style of living has required the creation of new styles of leisure apparel. The International Cotton Council in Brussels has invited three recognized creators of leisure mode to create a standard of collection entirely in cotton. The ten best models of each have been incorporated in the collection of ideas known as «Cotton Casuals for 1966». This collection may really be called European, for its creation with such variety and taste required the three specialists to search for ideas and cotton fabrics in all Western European countries. Several of the resulting models have been taken over by famous European houses for their own production. In Switzerland, models of the Cotton Casuals collection have been produced by the firms of Metzger S.A. at Basle, McGregor Casual Wear Ltd. at Schöffland and Friedrich Straehl & Co. S.A. at Kreuzlingen. A few of them were presented to the press this year at the International Men's Fashion Week in Cologne.



Yachting costume in loosely woven brown cotton fabric; a useful jacket with long sleeves, four pockets and braided frogs; the wide turn-ups of the pants add a very sporting touch.
Model: Doede van Duyl
Fabric: R. Muller & Co., Seon
Cotton Casuals Collection 1966



Elegant sailing jacket in claret, beige and moka cotton poplin, zip-fastener and officer's collar with two buttons.
Model: Friedrich Straehl & Co. S.A., Kreuzlingen
Cotton Casuals 1966
Photos Jürgen Kriewald