

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1965)
Heft: 4

Artikel: Letter from London
Autor: Macrae, Margot
DOI: <https://doi.org/10.5169/seals-798369>

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

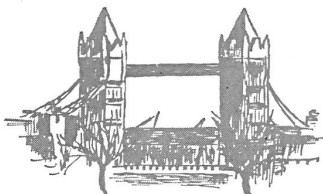
L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées 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: 14.09.2025

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



Letter from London

The Golden Years

Fabrics have become a romance in themselves, the beautifully woven Swiss textiles with their superb finish a legend in the great fashion cities of the world. The gleam of gold for after six has never been more fashionable, while the most beautiful bride of the sixties era will probably go down as the golden girl in the golden gown

created by designer-fashion-romanticist John Cavanagh for his currently showing Autumn-Winter 65 collection—an enchantingly slim sheath of deceptive simplicity in Abraham's ivory and gold lamé, topped with a tiny turban of the same material, from which flows a pale golden illusion of ethereal tulle. This, possibly the most



UNION LTD,
SAINT-GALL

Broderie découpée sur
organza de soie noir
Black cut-out lace of
silk organza
Modèle: Hardy Amies,
Londres

beautiful bridal creation seen at any of the great International collections, is nevertheless challenged for the golden stakes by Royal favourite Norman Hartnell with his luxurious gold mesh net gown scattered with tiny pearls and encrusted at neck and cuffs of a wide dolman sleeve.

The verdict on the autumnal fashion shows presented by the ten members of the Incorporated Society of London Fashion Designers, is that it is a vintage season, with everyone in the mood, young in heart, gay, challenging and exciting. This is the success season of the longer leaner jacket and Michael had a great success with his

beautifully cut jackets, low-belted but high-shaped at front with double rows of buttons, the back swinging from a twenty-odd inch centre vent. Sometimes his jackets dipped at the back, while sleeves were sharply inset and shoulders wider; his range of colours took in the gingerbrowns by day in tweeds, while for sheer drama he gave us black and white, with orange for impact. Hartnell's collection proves that high society is still in evidence, with his couture collection stressing the beautiful formal gowns, the passion for horse racing for which he indulges his clients with superb tweeds, big plaids and warm rich fur linings, but he swims with the

Délicieuse robe de mariée en riche lamé ivoire et or de:
Enchantingly simple wedding gown of luxurious ivory and gold lamé by:

L. ABRAHAM & CO.
SILKS LTD., ZURICH

John Cavanagh Ltd,
London





Magnifique robe de mariée;
haut et manches avec appli-
cations de broderies de:
Superb wedding gown; top
and sleeves with super-
imposed applications of lace
by:

FORSTER WILLI & CO.,
SAINT-GALL
Rahvis, London

need for lower prices in his second couture collection: a special series of useful chic ensembles which require one fitting only before they are delivered one week from the date of order. His Petit Salon, as usual, is stocked for the autumn with vivid rain defying suits and elegant little cocktail and dinner dresses. Brown is an elegant and smart colour. Hems are up at most of the top houses, and it's smart to wear black.

One charming gown at Mattli was of beautiful St-Gall lace in a series of the prettiest little dresses in London; lace is seen everywhere. With the surge of gambling casinos in London, and the appeal of a glittering night

life, the designers have sent out a wonderful choice; Patersons fine wool dress embroidered at hem, neck and sleeves, is a charming example while Hardy Amies plays it cool with a delicious white satin shirtmaker of great class.

Michael was marvellous as always with his sure impact of black and white in a swirling cocoon of a fox fur coat; stripes are well in vogue and Clive uses them to advantage with his vivid Bedouin striped one shoulder gown, draped in arab fashion over the head to fall into a drapé when removed, after braving the weather outdoors.



Robe de mariée en organza
ivoire, avec guipure de:
Bridal gown in ivory
organza with guipure lace
by:

UNION LTD,
SAINT-GALL
Rahvis, London

Cavanagh with his clientele of duchesses, royals and debutantes was at his best with an enchantingly feminine show and his use of purple proved a winner, with rose-pink, green and red well on target.

Edward Rayne, the Chairman of the Incorporated Society of London Fashion Designers, had this to say when he opened the Autumn-Winter shows: "In a sense all fashion is change and all fashion is extravagant and all change is extravagant, but in a sense all twentieth century life reflects this and that is what we are all working for". He continued: "I know that the couture is passing through change but we know it's a rarefied world.

We cater directly for those who understand and recognize the best; it is a matter of standards".

A matter of standards and who understands it better than the great craftsmen and textile kings of Switzerland who contribute so greatly every season to the wealth of beauty and class which, a matter of perfection, sets the standard.

Challenges will come—and indeed do—from the young designers of the ready-to-wear market; but it is the "top ten" of British fashion who, in their fashion, decree the "look"—the class—and the prestige by which Britain competes with the best.

Margot Macrae



Un groupe d'étudiantes en art s'intéresse aux cols de guipure et de broderie suisses présentés lors d'une exposition de textiles suisses à l'hôtel Westbury, Londres

A group of art students making notes on fashionable collars in Swiss guipure and embroidery presented at the one day exhibition of Swiss goods at the Westbury Hotel, London

Swiss Cotton Fabric and Embroidery Centre, London



A. & R. MOOS S.A., WEISSLINGEN
« Lanella », flanelle mi-laine en dessin écossais, coloris mode
« Lanella » half-wool flannel in tartan design and fashionable shades
Modèle: Lady Van Heusen



1 STOFFEL LTD., SAINT-GALL
Tissu Aquaperl à finissage hydrofuge et
antitaches Scotchgard
Aquaperl fabric with Scotchgard rain and
stain repeller finish
Modèle: Morcosia
Photo Kenneth Bieber

2 STOFFEL LTD., SAINT-GALL
Tissu Aquaperl à finissage hydrofuge et
antitaches Scotchgard
Aquaperl fabric with Scotchgard rain and
stain repeller finish
Modèle: Telemac Ltd., London
Photo Kenneth Bieber



3 STOFFEL LTD., SAINT-GALL
Tissu Aquaperl à finissage hydrofuge et
antitaches Scotchgard
Aquaperl fabric with Scotchgard rain
and stain repeller finish
Modèles: (à gauche / left) Heptex Ltd.,
Leeds
(à droite / right) Cotsmoor Ltd., London
Photo Kenneth Bieber

4 STOFFEL LTD., SAINT-GALL
Tissu Aquaperl à finissage hydrofuge et
antitaches Scotchgard
Aquaperl fabric with Scotchgard rain
and stain repeller finish
Modèle: Morcosia
Photo Kenneth Bieber