

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1965)
Heft: 5

Artikel: Los Angeles letter
Autor: Miller, Helene F.
DOI: <https://doi.org/10.5169/seals-798388>

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

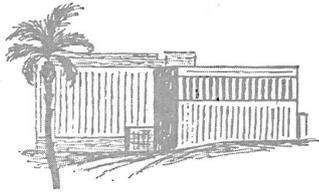
L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées 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: 14.04.2026

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



Los Angeles Letter

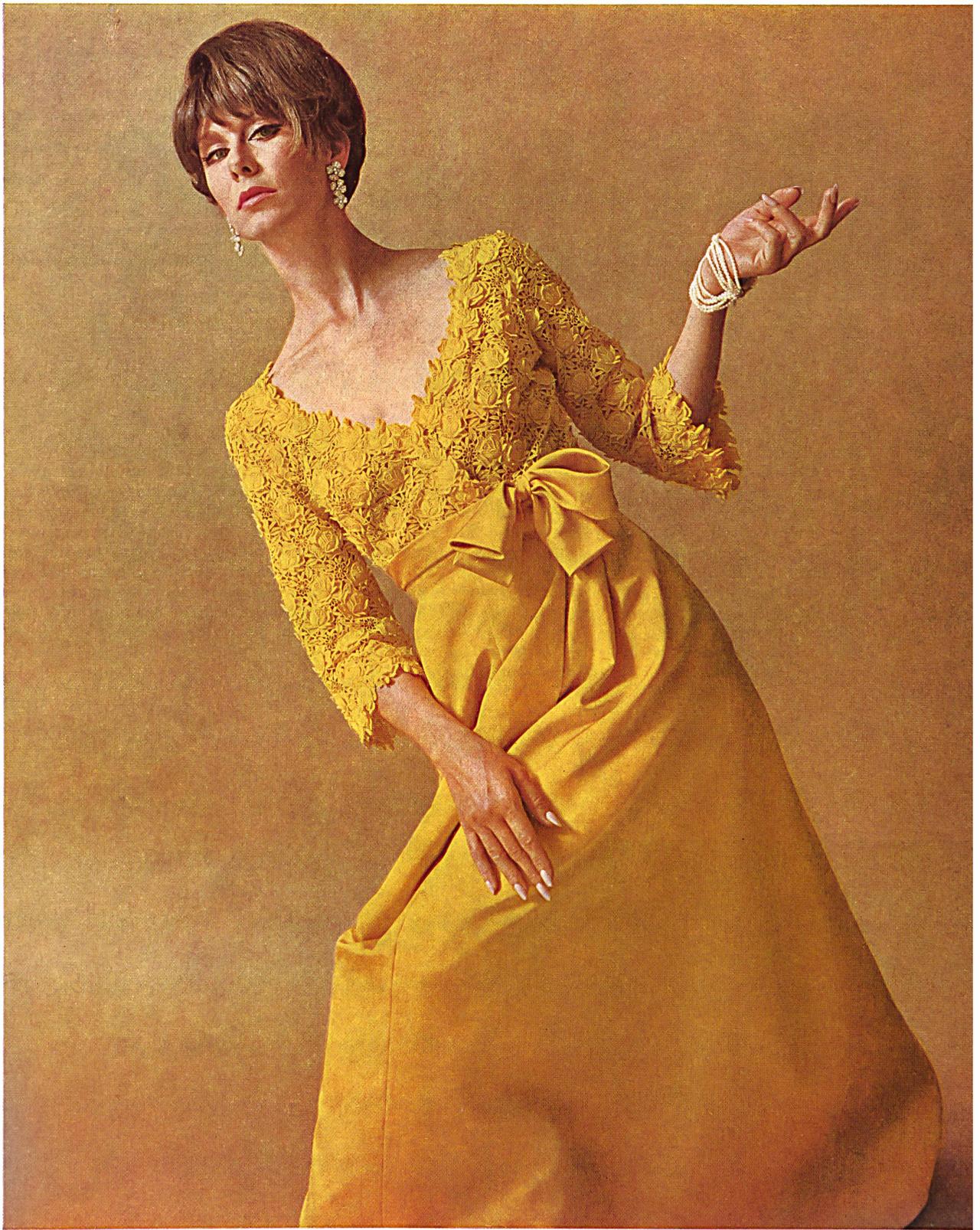
A change of season... a change of scene



FORSTER WILLI & CO.
SAINT-GALL
Broderie avec applications sur organza
de soie blanc
Embroidered white silk organza with
appliqué-work
Modèle Michael Novarese, Los Angeles



FORSTER WILLI & CO.,
SAINT-GALL
Bordure brodée dans le nouveau style
géométrique
Embroidered edgings in the new geomet-
rical style
Modèle Michael Novarese, Los Angeles



pure de coton de Saint-
 avec applications
 Call appliqué cotton
 pure
 èle Jean Louis,
 Angeles
 to Tommy Mitchell

As the earth goes round the sun, designers change their position too, sometimes wildly, sometimes subtly. This season shows violent changes in color, subtle changes in shape. Michael Novarese displays a collection that is carefully controlled yet aware of the body with arful attention to detail. What he calls his « overall » dresses are really « under-all » dresses: simple little affairs under costume-making jackets. Strong in the daytime category: high-arched waists, width at the top with collars or en-

larged sleeves, narrow, scooped necklines that are pure, pristine and unadorned, belts on over-blouses, narrow cord ties or partial belts. Gowns have the cover-up or the un-cover look. Some high necks and sleeves to the wrist, some utterly strapless. Jeweled lace combined with moire, sumptuous Forster-Willi guipures, scarf prints, textured silks and all kinds of woolens fill out the collection. Jean Louis counters the world of brouhaha with many designs for a sheltered woman; small prints, subdued



AMERICAN HOSTESSES

Les hôtesse américaines à l'Exposition Anuga 1965 à Cologne et au Salon de l'alimentation et de l'économie ménagère 1965 à Bruxelles portaient un uniforme de Bischoff Textiles S.A., à Saint-Gall, en jersey de coton de Tricodor AG, à Mörschwil, (Saint-Gall); blouses d'Arthur Schiess, Saint-Gall

The American Hostesses at the 1965 Anuga Exhibition in Cologne and the Foodstuffs and Household Economy Fair in Brussels in 1965 wore uniforms of Bischoff Textiles S.A., Saint-Gall, in cotton jersey of Tricodor AG, at Mörschwil, (Saint-Gall); blouses of Arthur Schiess, Saint-Gall
Photo Jürgen Kriewald

colors, delicate lines, natural shapes, softly moving skirts, careful seaming—a kind of dressing to suggest that somewhere there is still a graciousness in our lives. Fabrics are generally soft to the touch and low key in color. Swiss guipure laces and embroidered organdies add their elegance to this luxurious collection.

Don Loper hammers out his favorite theme: a woman should look like a woman. Coupled with his dramatic evening gowns are laish great-coats and evening wraps that make furs look «old-hat». He uses lace and re-embroidered lace on a number of gowns. On the other

hand, Loper's daytime clothes are zealously and strictly tailored with the fine costume look always added in marvelous blouses with matching linings. Colors are subdued this season with caramel, coffee, blacks, low-keyed blues and browns predominating.

To sum it up: the uncontrolled lushness of the past two seasons seems to be on the way out in favor of more control, intricate seaming and fabric that speaks for itself.

Helene F. Miller



Ici et ailleurs...

Here, there and everywhere...

De aquí y acullá...

Aus aller Welt...

« RECO »

REICHENBACH & CO. S. A. SAINT-GALL
Piqué brodé / embroidered / bestickt
Modèle Maison Mulder, Zwolle (Pays-Bas)