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LONDON

Among the most popular Swiss cottons in the British ranges for next season are Swiss cotton crêpons used either plain or printed by a number of blouse manufacturers such as Maxton Blouse Co., Matisse of Bond Street, John Craig, Elsie Whitely, etc., while Simon Massey also uses them for dresses. Swiss cotton piqués are also extremely popular and Bob Schulz as well as other manufacturers have used a waffle piqué for dresses, coats, and dress and coat ensembles. The prints too are very much in evidence because of their extremely good designs and colour composition. A printed Panama woven cotton appears in a shift dress in the Dorville range, while leisure wear manufacturers such as T. Woodruffe, Franklyn Fashions, Matchmates and Caprice have all used Swiss prints on cotton satins, which have the advantage of looking like silk but being washable.

Swiss embroideries appear again in many collections, among others in the form of trimming on a two-piece by London Town and in the collections of Jean Allen, Marcus, Nettie Vogues, Dellwood Models and many others.

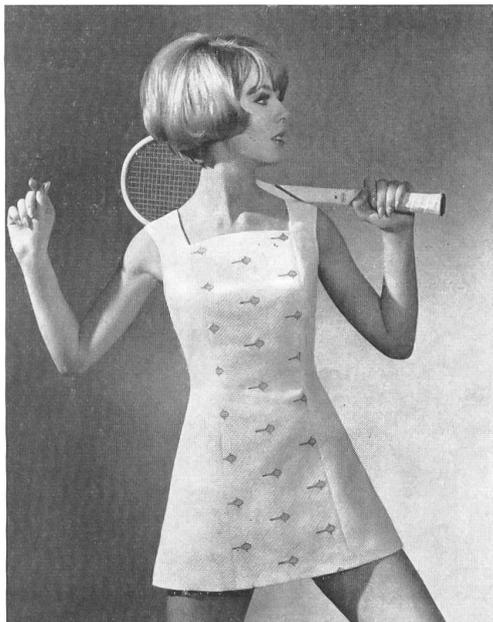
FASHION FLASH



1 Reichenbach & Co. Ltd., St. Gall
Printed cotton crêpon
Model by Matisse of Bond Street



2



3

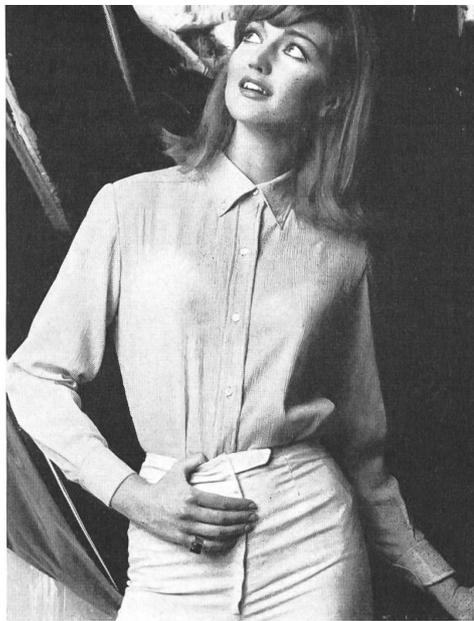


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2 Union Ltd., St. Gall
Guipure embroidery — Fabric by «Zürrer»
Weisbrod-Zürrer Ltd., Hausen a.A.

3 Fisba de Saint-Gall
«Fisbella» novelty cotton piqué, embroidered
Model by Teddy Tingling

4 Mettler & Co. Ltd., St. Gall
Cotton waffle piqué
Model by Bob Schulz



5



6

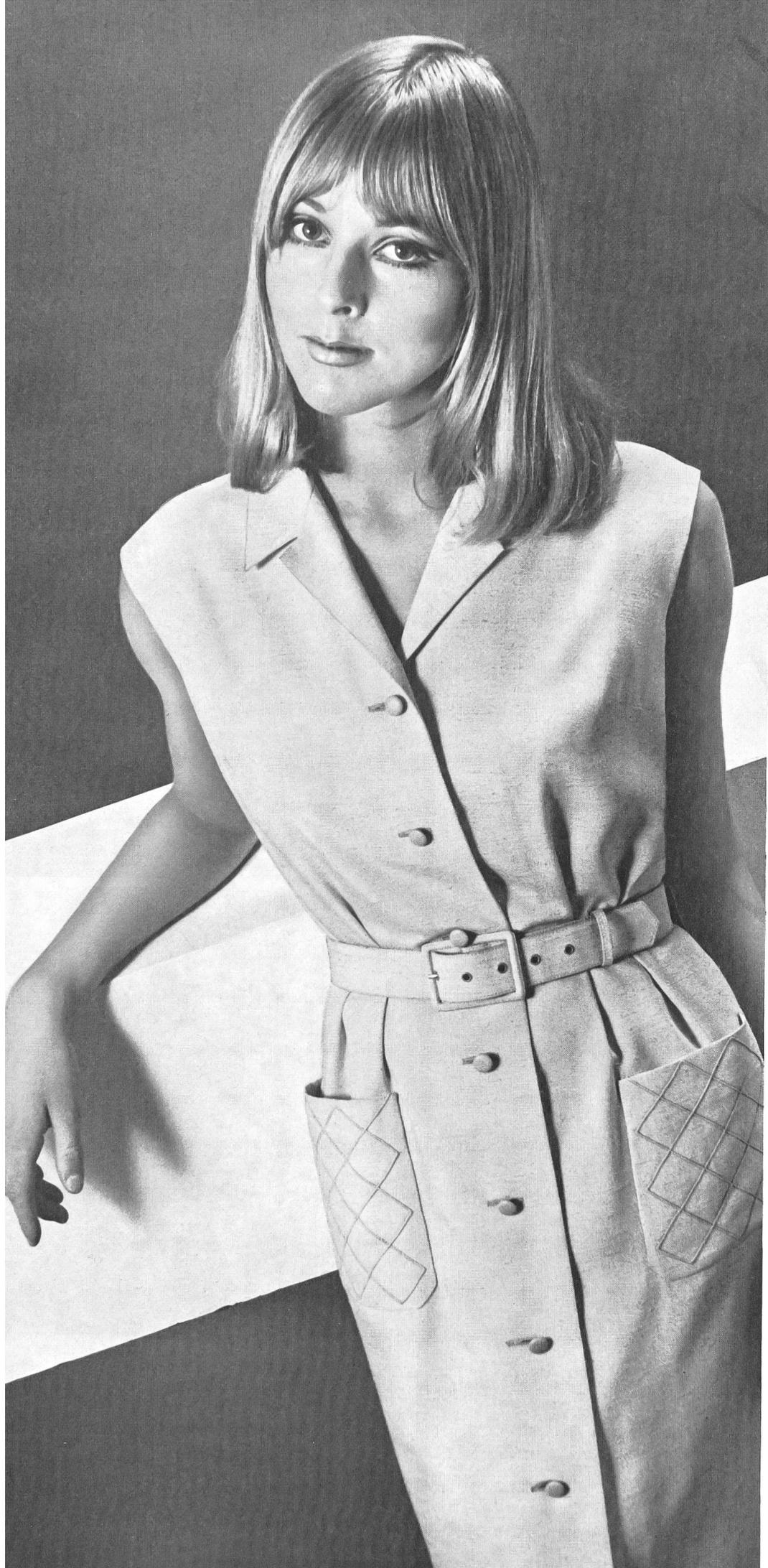


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5 Mettler & Co. Ltd., St. Gall
Plain cotton crêpon
Model by Maxton Blouse Co.

6 Reichenbach & Co. Ltd., St. Gall
Printed cotton crêpon
Model by Matisse of Bond Street

7 Fisba de Saint-Gall
Printed cotton satin
Model by T. Woodruffe



«Zürrer»
Weisbrod Zürrer Ltd.,
Hausen a.A.
Swiss Lascara
Model by Richard Baker Collection