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SPORT UND FREIZEITMODE

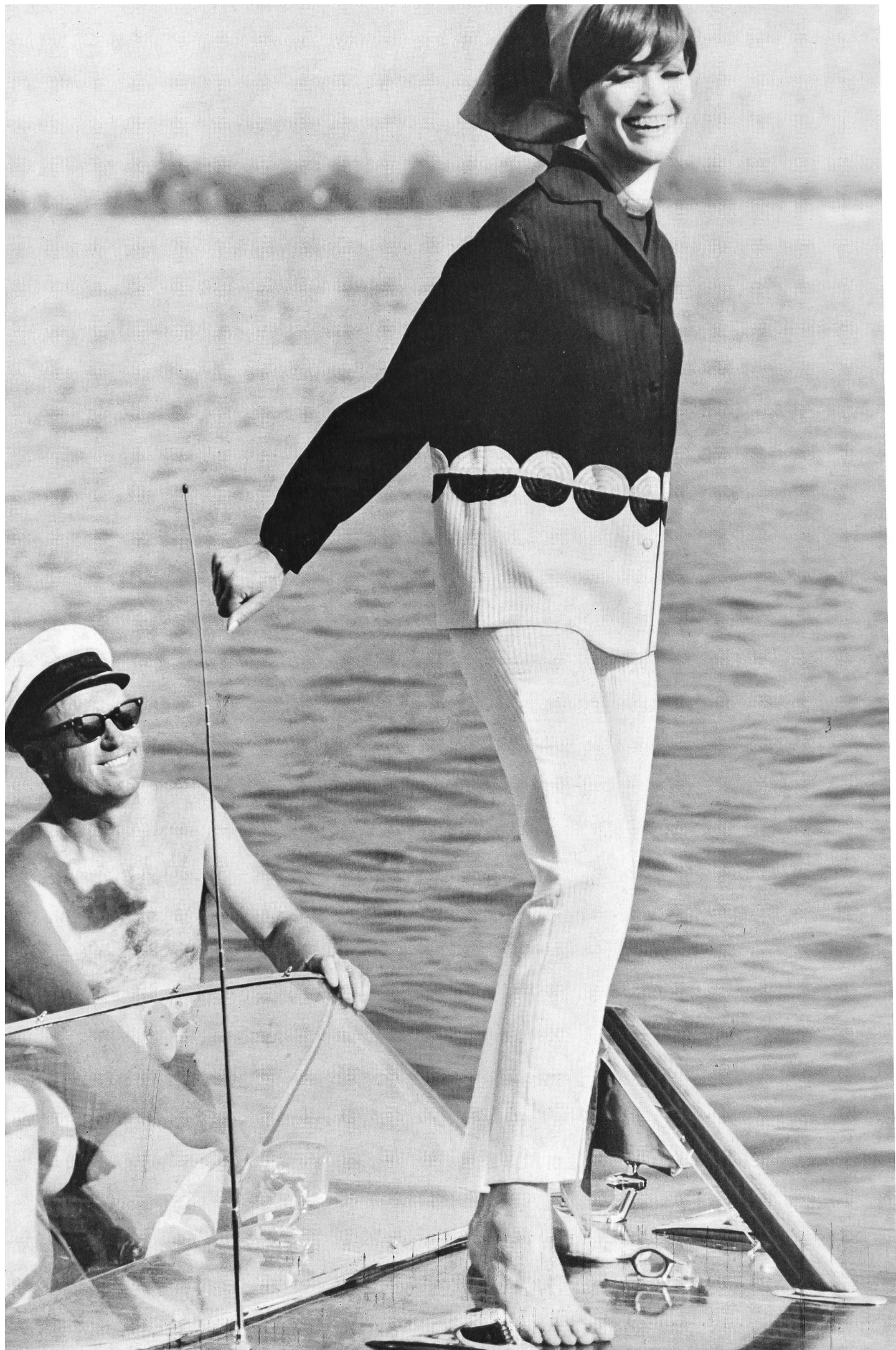




▲
Maillot de bain en jersey Nylsuisse Helanca
en cinq tons arc-en-ciel
Modèle et jersey:
Pius Wieler Fils S.A., Kreuzlingen

►
Bikini et veste en jersey Helanca jaune
et broderie guipure bleu électrique
Modèle et jersey: Lahco S.A., Baden
Broderie guipure: Jakob Schläpfer & Cie,
St-Gall

◀
Ensemble de plage en jersey et tulle
fantaisie Helanca
Modèle Jantzen of Switzerland:
Osweta S.A., Zurich
Tissu: Société Suisse de l'Industrie
Tulrière S.A., Münchwilen



Tunique et pantalon en broderie guipure
et coton noir et blanc
Modèle: Geny Spielmann & Cie, Zurich
Broderie guipure: Jacob Rohner S.A., Rebstein

Maillots de bain avec chemise de plage
en jersey Nylsuisse Helanca
Modèle et jersey: Lahco S.A., Baden





▲
Ensemble en toile fibranne beige deux tons
Modèle: Geny Spielmann & Cie, Zurich
Toile fibranne Pontesa:
Soieries Stehli S.A., Zurich

Ensemble de plage blanc, noir, rouge,
en toile fibranne
Modèle: Geny Spielmann & Cie, Zurich
Toile fibranne Pontesa:
Soieries Stehli S.A., Zurich

►
Ensemble en toile fibranne verte deux tons
Modèle: Geny Spielmann & Cie, Zurich
Toile fibranne Pontesa:
Soieries Stehli S.A., Zurich

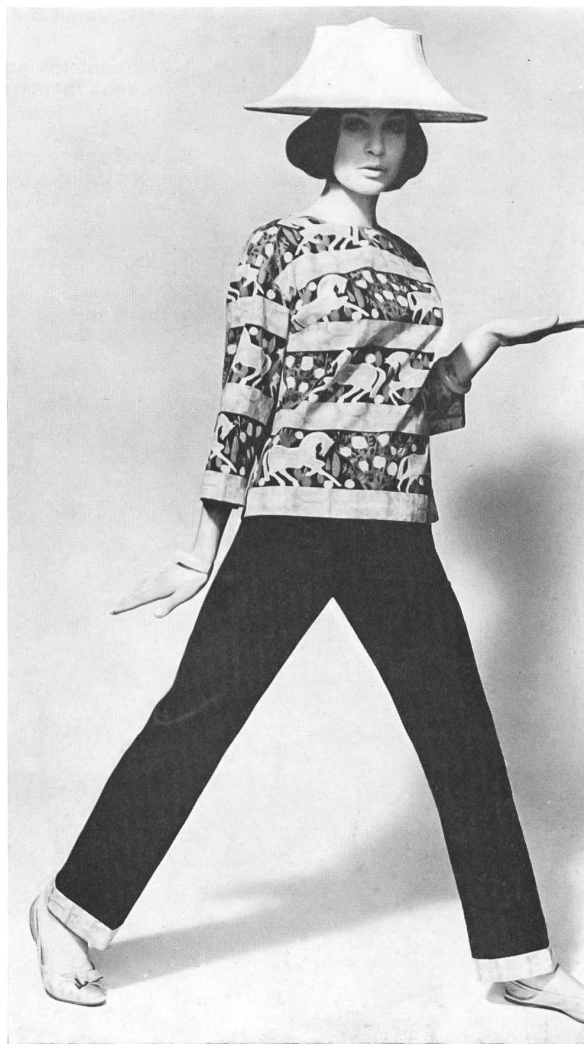




▲
Robe d'après-plage à rayures multicolores
Modèle et jersey Conit: Vollmoeller S.A., Uster

Ensemble de plage en coton imprimé orange,
jaune et marine
Modèle: A. Blum & Cie, Zurich
Imprimé: Mettler & Cie S.A., St-Gall

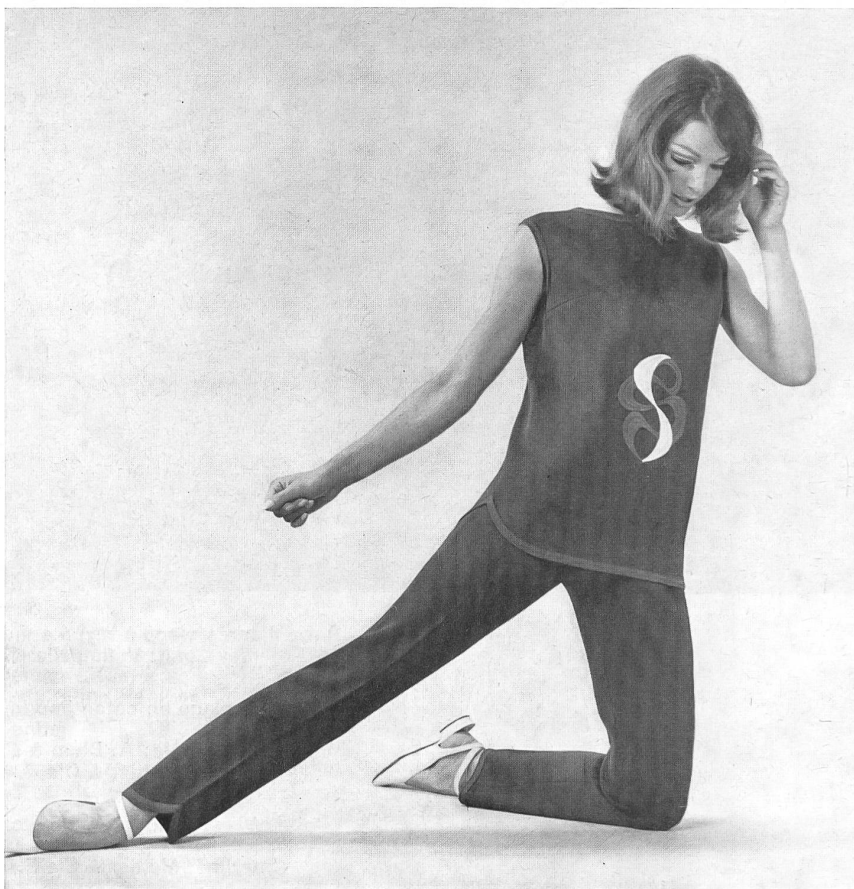
►
Robe et veste en piqué de coton imprimé
Modèle: R. Cafader & Cie, Zurich
Imprimé: Mettler & Cie S.A., St-Gall

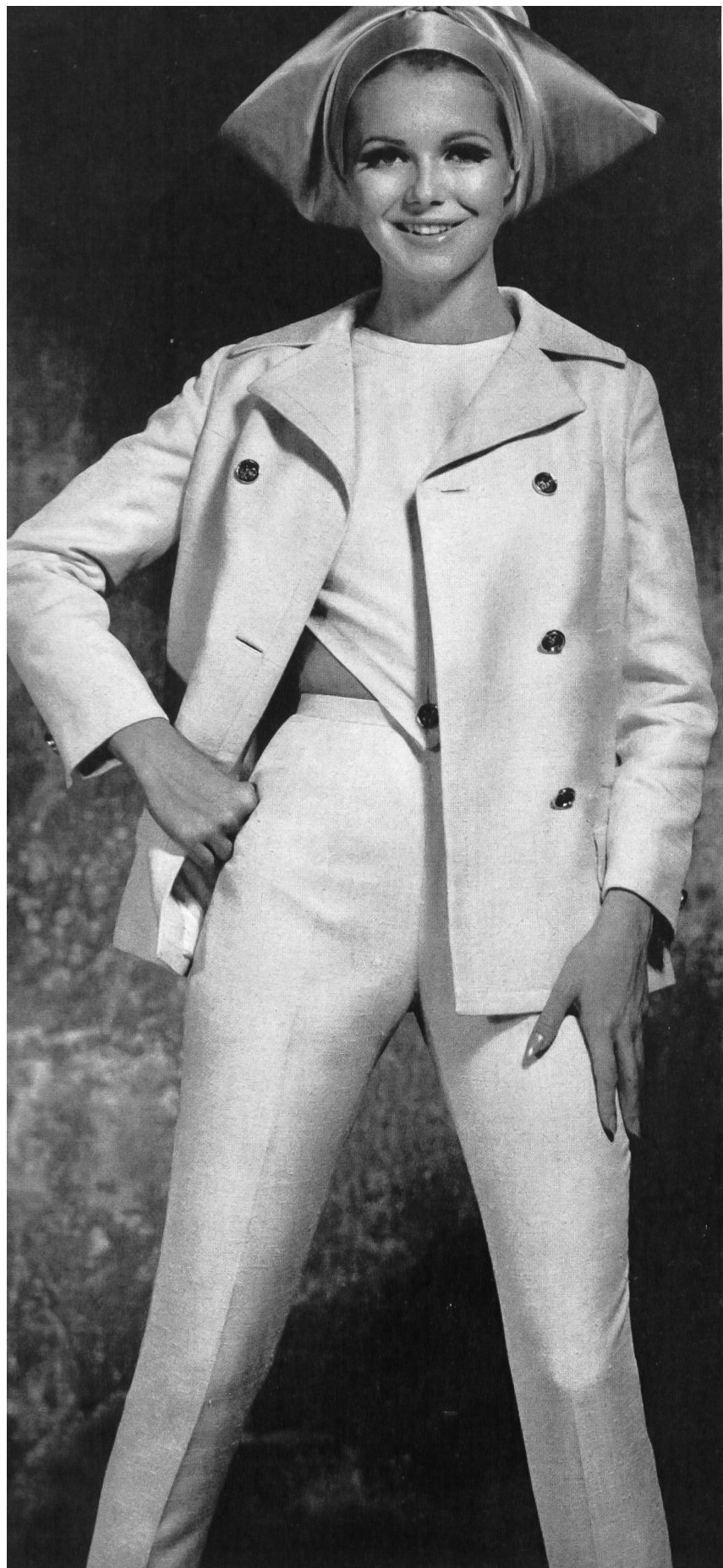


Pull et pantalon pour dame,
en jersey Heconda blanc et marine,
motif brodé
Modèle et jersey:
Victor Tanner S.A., St-Gall
Broderie: Union S.A., St-Gall

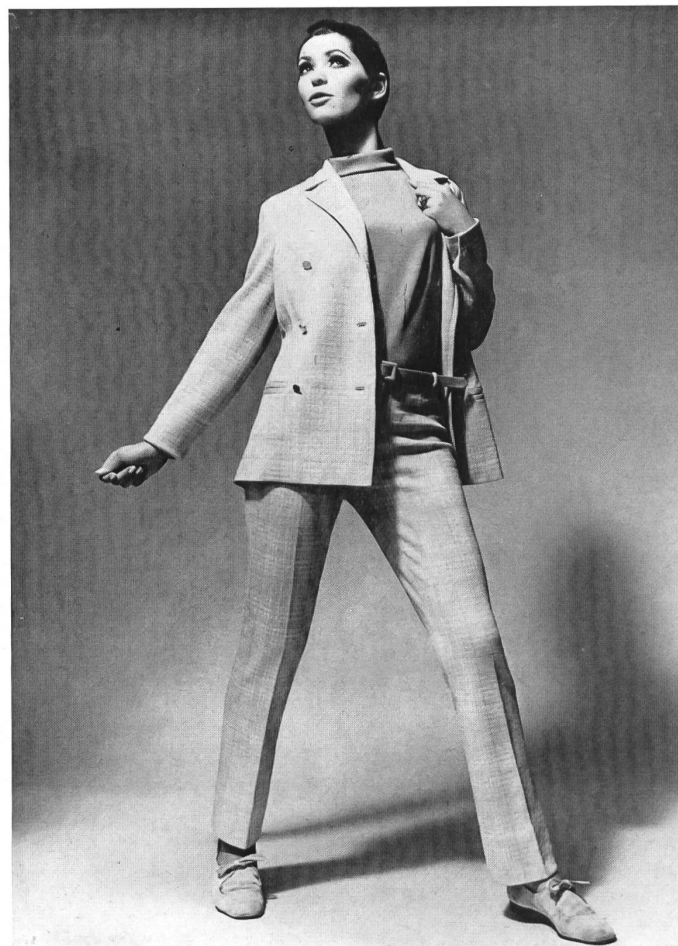
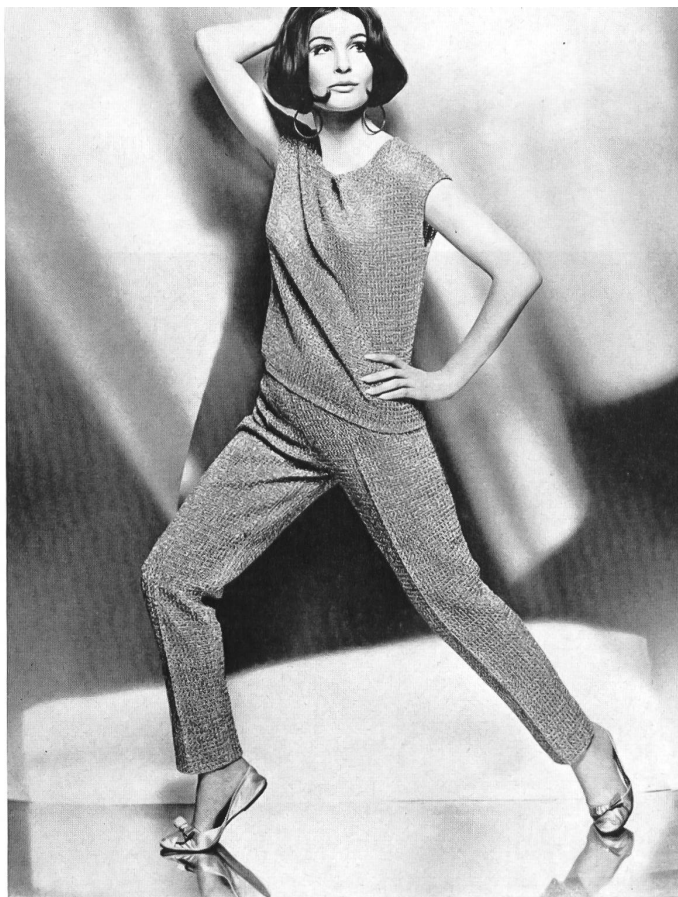
Pull et pantalon pour dame,
en jersey Heconda marine et rouge,
motif brodé
Modèle et jersey:
Victor Tanner S.A., St-Gall
Broderie: Union S.A., St-Gall

Pull et pantalon pour dame,
en jersey Heconda rouge et blanc,
motif brodé
Modèle et jersey:
Victor Tanner S.A., St-Gall
Broderie: Union S.A., St-Gall





Caban et pantalon en toile de soie banane
Modèle: Cosma S.A., Zurich
Tissu: Weisbrod-Zürcher S.A., Hausen ZH

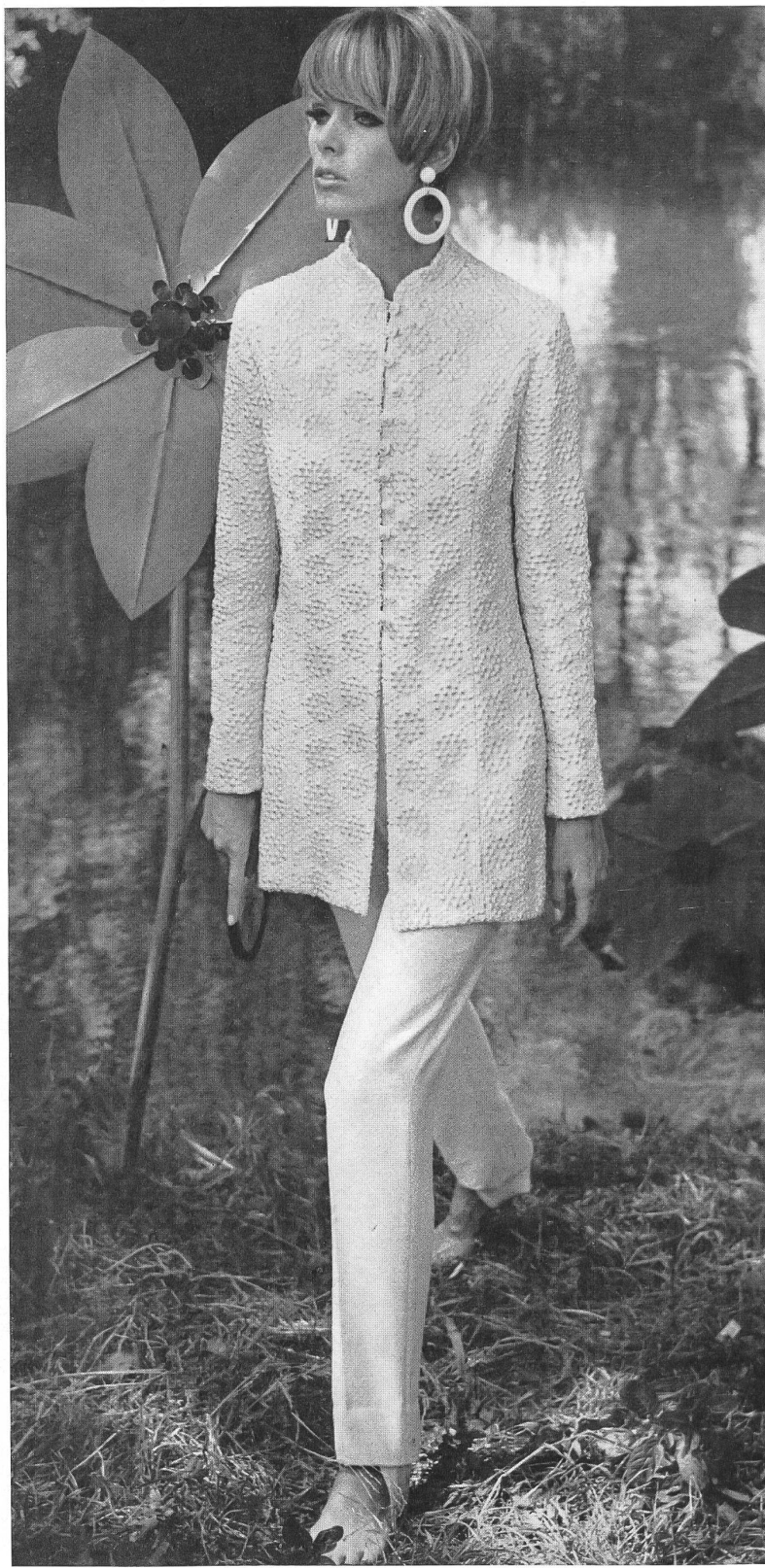


Ensemble d'intérieur tout en lurex or
Modèle et jersey Alpinit:
Ruepp & Cie S.A., Sarmenstorf

Caban et pantalon en jersey de laine vert tilleul
Modèle et jersey Belfa: Belfa S.A., Genève



Ensemble d'intérieur en jersey de laine
blanche et chromoflex
Modèle Camp: Humbert Entress S.A., Aadorf



Ensemble d'intérieur, tunique
en broderie guipure chromoflex argent,
pantalon en jersey de laine Helanca
et chromoflex blanc et argent
Modèle et jersey: Vollmoeller S.A., Uster
Broderie: Jakob Schläpfer & Cie, St-Gall



Robe en broderie superposée
sur fond de coton noir et multicolore
Modèle: H. Haller & Cie, Zurich
Broderie Nelo: J.G. Nef & Cie S.A., Hérissau

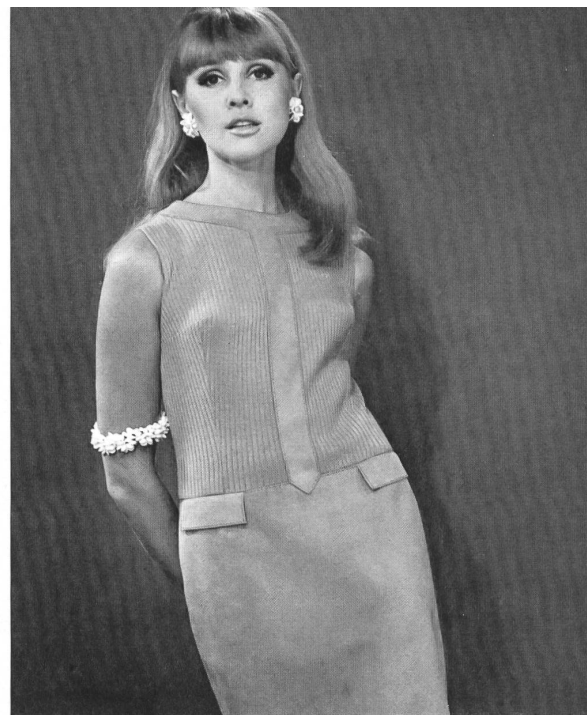


▲
Deux-pièces en jersey de coton jacquard bleu-blanc
Modèle et jersey Conit:
Vollmoeller S.A., Uster

Robe pour jeune fille, en piqué brodé blanc
Modèle Blu-Nor: Lucien Nordmann, Berne
Broderie sur fond en piqué de coton:
Reichenbach & Cie S.A., St-Gall

►
Ensemble gabardine et jersey de laine beige
Modèle et jersey Camp: Humbert Entress S.A., Aadorf
Gabardine: Kammgarnweberei Derendingen (SO)





▲
Trois-pièces en toile fibranne blanche
Modèle Ebeco:
E. Braunschweig & Cie S.A., Zurich
Tissu: Weisbrod-Zürcher S.A., Hausen ZH

►
Robe et veste en daim et jersey en laine feuille de bouleau
Modèle et jersey Camp:
Humbert Entress S.A., Aadorf

Trois-pièces en jersey en fibre synthétique vert sapin
Modèle et jersey Alpinit:
Ruepp & Cie S.A., Sarmenstorf

Robe de cocktail en jersey de laine vieux-rose et lurex
Modèle et jersey:
Victor Tanner S.A., St-Gall



Imperméable pour dame,
en soie rayée orange-blanc
Modèle: Jos. Foery S.A., Zurich
Saronga Silk: Weisbrod-Zürcher S.A.,
Hausen ZH

Imperméable noir moiré, pour dame
Modèle Croydor: Respolco S.A., Zurich
Coton et fibre synthétique Osa-Atmic:
Hausamann Textil S.A., Winterthur
▼



▲
Imperméable turquoise pour dame
Modèle: Sura S.A., Reitnau
Coton et fibre synthétique Osa-Atmic:
Hausamann Textil S.A., Winterthur

Imperméable pour dame,
en soie rayée brun-bleu
Modèle: Jos. Foery S.A., Zurich
Saronga Silk: Weisbrod-Zürcher S.A., Hausen ZH



Jersey: a Swiss Product

Women are particularly fond of jersey. For everyday life, for travelling by plane or car, in the office or at home – in summer and winter alike – jersey has undoubtedly become the modern woman's favourite fabric. Although Switzerland boasts several firms with world-wide reputations in this branch, Swiss women have only recently taken to this material, which has already been adopted for a long time abroad. After the English, the Scandinavians, the Dutch and the Germans, it is now the Americans who are discovering in Switzerland practical novelties in jersey. In the various parades at the Bürgenstock, we saw a great number of models in cotton jersey which will be worn increasingly in the future under the name of winter cottons. It should not be forgotten that it is not only in the United States but in many other countries now that buildings are better heated in winter than before and that many women prefer therefore to wear fabrics that are not too warm. For summer, a houndstooth coat in cotton jersey, for example, and outfits in delicate pastel shades – banana and white or light blue and white – have a particularly attractive effect. The diversity of the collections is also marked by suits with narrow skirts and short jackets, and even more so by dress and coat or dress and jacket outfits, the top in various lengths and sometimes almost like a bolero, the skirt short as demanded by the young, as well as jerseys with designs, mainly checks and in light pastel shades as used for lingerie. Many sports outfits that are not made for the practice of sport only but can easily be worn everyday by the active young woman. In the sports sector, let us mention first of all the new swimsuits manufactured with synthetic yarns, which are particularly suited to this type of garment. The trend towards distinctive colours is very fashionable, there are shades of violet and red which will be all the rage; the capes worn over the swimsuits are very vaporous; they are mainly coquettish and for fun, as either sleeve can be taken off separately. The swimsuit and filmy cape are made for each other. As an exporting country, Switzerland is known everywhere for her specialities like those presented at the Bürgenstock by swimsuit manufacturers. Yachting outfits, outfits with slacks, suits in pure virgin wool – natural fibres have not ceased to be fashionable – are still very much in demand, while the new dresses which can be squeezed into the corner of a suitcase, represent the future trend. New prints, a light material with a silky handle, which appears alongside Crimplene and the new Schap'blend, fulfil the requirements of those who are looking for an extremely light and soft jersey. What was hardly possible until today, except in the finest silk jersey, can now be made in Dorsuisse(R), which promises to be extremely popular. With or without sleeves – sleeves will shortly be back in fashion – the fine Dorsuisse dress, sometimes worn with an extravagant hood and scarf, is the ideal travelling and afternoon dress for all occasions. The all-purpose dress is generally made of jersey. In addition there are once again many skirt and sweater sets. The secretary, the young woman with

a slender figure, love to wear these outfits. They are made with matching designs and in plain versions, in a great many combinations. Let us call attention to a new diagonal effect in tricot, i. e. a type of heavy knitted gabardine, or with an ottoman look. The shades are discrete: camel, yellow, mustard, orange, red, white, light blue, aubergine and dark grey, but also gold and silver for the evening. Long dresses, but likewise slacks suits prove that, from morning to night, Swiss jersey is always right on the international scene.

Swiss Cotton: an international Success

In appearance, the new cotton fabrics are almost like silk. They all feature new finishes, perfect designs and attractive artistic colours. They are crêpes and bark crêpes, which established themselves first of all in the lingerie sector. Reversible satin and cotton gabardine, poplin, piqué and very fine voiles. Cotton fabrics resembling silk are not rare. As everyone knows, op-art was but a flash in the pan. We still see here and there however a few softened geometric designs, also on cotton jersey. Modern-style designs with a baroque look are particularly prevalent. Crêpe effects are very popular, crepon and bark crêpe are equally suited to light and romantic lingerie as to the never-dated shirtwaist dress; today, throughout the world, women of all ages wear these fabrics. Let us also mention telegraphically: voiles, both plain and colour-woven, in very fine cotton, a Swiss speciality; fabrics with a gauze weave, and clip-cord effects; extra fine cotton batiste, double fabrics in pure cotton; seersuckers, both plain and colour-woven; jacquard fabrics for leisure wear, bark effects obtained on Jacquard looms; jacquard effects resembling embroidery on cotton. In the Swiss export collections, the designs are particularly artistic. The range of colours has become fresher and bolder: yellow, orange, turquoise blue, green and warm Gauguin and Van Gogh type colours, also violet and brass shades with glints of gold.

St. Gall Embroideries: the Highlight of the Showings

It may be asserted without any fear of contradiction that St. Gall embroidery is an international visiting card of the Swiss textile industry. Women of all countries love to wear embroidered fabrics. St. Gall is a textile metropolis whose fame has spread far and wide throughout the world. For 1967, there are geometric designs which go well with the floral designs with superimposed motifs. The revival of a markedly feminine fashion is apparent not only in the embroideries of St. Gall but in all fashion trends as a whole. Neatly balanced, unexaggerated geometric motifs with a decorative effect for couture, are in demand abroad. Also very popular is the floral motif with superimposed effects and very wide possibilities of use. Stylised ornaments and motifs prevail. This style is the favourite for children's dresses and sports clothing. Naturally, here and there, a few classical edgings and edged allover may still be sold, but it is well known that on the whole the demand is mainly for fashionable articles. The really popular articles are very original guipures used as trimmings, lovely cotton embroideries in relief, many embroideries in gold and silver lamé, large flowers and recently embroideries in polyester, made with Schaplene yarns. Let us also mention the new finishes making ironing unnecessary, which show that embroidery manufacturers are marching with the times. Rayon crêpe, voile and lately gabardine too are much used as grounds for embroideries. In the fashion parades of *Élégance Suisse 66*, luxury lingerie with guipure motifs, negligés and children's dresses, as well as many dinner and evening dresses of breathtaking beauty illustrated the wealth and diversity of the creations of St. Gall, which continue to delight connoisseurs and are numbered among the finest achievements of Swiss textile production. Whether in several colours, in pastel shades or dazzling white, the embroidery of St. Gall is always one of the loveliest things a woman can wear and gives her a halo of the romanticism of days gone by.

Silk: the Queen of Textiles

Many more models made of Swiss silks are presented in Paris, Florence, Rome and New York than is popularly imagined. « Haute couture » and « alta moda », young American designers and men's tailors all use precious fabrics woven in Switzerland. Naturally Swiss silks had been used for some of the loveliest models in the Bürgenstock parades. *Elégance Suisse 66* also signifies Swiss silks in their most precious, glamorous aspect. Reversible gabardine, like Balenciaga loves to use, is particularly suitable for long evening dresses with matching coats. Nile green, cyclamen red, and pink are the chosen colours. Matelassés in Prince of Wales checks, gold and silver lamé matelassé – the latter becoming more and more popular. Are Reseda green and banana already the harbingers of next summer? Giant clover leaves on red, white and black pure silk cloqué... this fabric is used for a very striking evening gown. Crêpe in all its variations, for crêpe is top favourite for 66/67. Pure silk gabardine with very marked diagonal effects. Silks in pastel shades, as well as mauve and violet which are coming back into favour. But also silk mousseline, georgette, vat-dyed duchesse satin, pure silk export shantung and pure silk tweed in the fashionable golden tones; fabrics which look modestly like linen but which are nevertheless of the most precious pure silk.



Tailleur en laine Prince de Galles
beige-brun et noir
Modèle: Arthur Schibli S.A., Genève