

Zeitschrift: Textiles suisses [Édition multilingue]
Herausgeber: Textilverband Schweiz
Band: - (1967)
Heft: 3-4

Artikel: Manila : the first lady of the Philippines
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-796828>

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: 23.08.2025

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

Manila

The First Lady of the Philippines

and the Embroideries of Forster Willi & Co., St. Gall

The name is Imelda Marcos, the First Lady of the Philippines - an image so richly endowed with assurance, simplicity and regality that employing superlatives about her becomes second nature to the millions who love and admire her. Mrs. Imelda Marcos has captured the Filipino's public imagination. This is because of the fact that Filipinos have a preference or perhaps nostalgia for the uncomplicated world her person evokes, of sunshine, honor and domestic felicity.

Since her reign as the First Lady of the Philippines, Mrs. Imelda Marcos has had a long line of



Mrs. Imelda Marcos, First Lady of the Philippines, wearing a traditional Filipino Terno designed by Ramon Valera, foremost Manila Couturier, made of embroidered organza with applications by *Forster Willi & Co, St. Gall*, which is available at the leading department store of Manila – Rustan's.



Mrs. Imelda Marcos, First Lady of the Philippines, photographed in the Malacanang Palace, official residence of the President and His Wife, wearing a Filipino Terno designed by Ramon Valera, foremost Manila Couturier, made of lame guipure lace by *Forster Willi & Co, St. Gall*, exclusively represented by Rustan's of Manila.

accomplishment behind her. People say that she is one of the few who are gifted with that rare talent of turning and planning out complex things with a symphonic touch that makes everything come out precise, harmonious, successful. She is full of optimism and brims over fresh ideas for promoting tourism, beautifying the city, encouraging arts, patronizing cottage industries. One of her major accomplishments was the fund drive she herself launched for the building of what was to be the first cultural centre in Manila. Within a short period of twenty days, Mrs. Imelda Marcos was able to raise twenty million pesos, an accomplishment that is hard to top.

Her hard role as the First Lady does not, however, alter with her role as a wife. She is a true man's woman for her life definitely revolves around her man. And it is extremely difficult to conceive of Mrs. Imelda Marcos in isolation from President Ferdinand Marco. As she herself puts it, "We are sort of a package deal".

Mrs. Imelda Marcos is also a devoted, thoughtful mother to three precious children (two lovely girls, Imee and Irene and a handsome boy named Bongbong). In spite of her tight schedule, she still manages to find time to supervise the children in their homework and also play.

Without trying to be one, Mrs. Imelda Marcos is now a fashion setter in Manila. Fashion-conscious females are copying her style of dressing. A very traditional sort of person and possessing the characteristics considered "de rigueur" at the turn of the century, Mrs. Imelda Marcos will surely make a mark in history as one of the most stately first ladies. As one columnist aptly put it, "it is very difficult not to 'queennify' her".