

**Zeitschrift:** Textiles suisses [Édition multilingue]  
**Herausgeber:** Textilverband Schweiz  
**Band:** - (1968)  
**Heft:** 3

**Artikel:** Swiss fashion club 68-69  
**Autor:** [s.n.]  
**DOI:** <https://doi.org/10.5169/seals-796701>

#### **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:** 23.02.2026

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

# SWISS FASHION CLUB

68-69

*strain and relax*





The Swiss Fashion Club has become part of the Swiss textile and clothing scene. This does not mean that it intends to take advantage of its strong position by resting on its laurels. Far from it, for by its very nature it is compelled to renew itself continually and to produce each year some bright new idea in order to satisfy its ambition to create sports and leisure fashions that are original, youthful and bold but functional in style, that is to say wearable and in good taste.

This year, the Swiss Fashion Club, whose numbers have been increased by two new members—a fabric manufacturer and a coat and suit manufacturer—decided to alter the date and place of its annual fashion show, which used to be held at the beginning of the year, first of all at Arosa and then on the Righi, by postponing it to the first days of spring and holding it at Lugano. In addition, in order to be more in keeping with the sunnier weather of this season, the collections were not limited as in previous years to winter models but also included creations for the beach and summer pursuits.

What never seems to change though in this annual meeting of the Swiss Fashion Club is the glorious weather and the perfect organization, which enable fashion reporters to meet again in an enjoyable, relaxed atmosphere ideal for work and friendly contacts between writers and textile and clothing manufacturers.

While the simultaneous presentation of summer and winter models and the grouping according to the criteria of colours and not of use made it a little more difficult to judge the show as a whole, and while the absence of contrasting shades made for a certain monotony, the positive side of this arrangement must be pointed out. It can be said in all sincerity that the restrained use of colours gave great con-

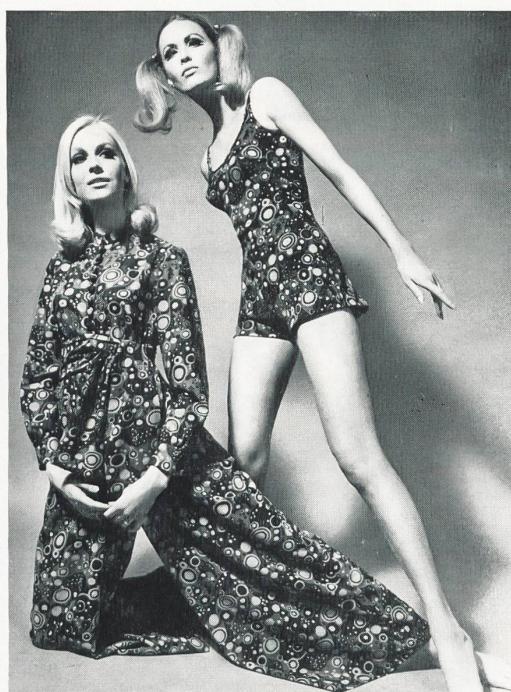
1. Skating outfit by Vollmoeller in Helanca® plush jersey, with colour-embroidered braid by Union.

2. Skiing outfit by Croydor: anorak in Stoffel's Aquaperl® "Ascona" in Dacron®/cotton with embroidered braid by Union.

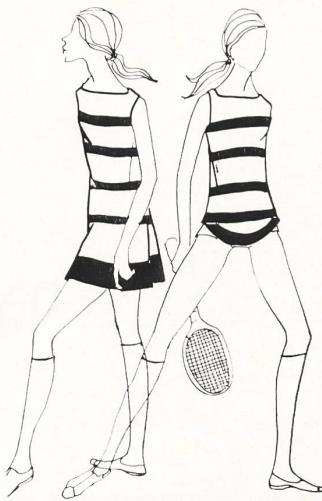
3. "Lion d'Or" rally outfit in ottoman by Schwarzenbach.

4. Travelling coat and dress by Tanner, in pure virgin wool, fully-fashioned coarse knit.





Bally shoes, regd. models



Ritex cycling outfit, in water-repellent pure wool; jacket with zip-on basques.

Lahco beach outfit: printed swimsuit in Helanca® and Antron® bouclé with cotton voile pyjamas to match printed with the same design.



sistency and unity to the presentation as a whole and to each model in particular. We must also mention, in this connection, that while certain manufacturers offer models whose extravagance destines them mainly to an ephemeral career in shopwindows, most of the garments displayed are intended not only to be sold but also to be worn, as is fully justified both by their elegance and the quality of the raw materials and workmanship.

The keynote of this year's parade was the contrast between tension and relaxation, between effort and rest, work and leisure, the alternation of which constitutes the rhythm of life itself. The colours—only six in all: yellow, red, blue, grey, beige and green—contributed to this rhythm, at the suggestion of the organiser of the parade, whom we shall refrain from criticizing on his very personal interpretation of the symbolism of colours, which did not exactly meet with unanimous approval.

The show featured many models that could easily be called classical, and above all functional, few gimmicks merely for the sake of novelty, comparatively few metallic effects but many convertible models, from the one-piece swimsuit which turns into a bikini to the man's lumberjack converted into a jacket by zipping on basques, heavy knits both ribbed and with multicoloured jacquard designs, long raincoats for men, wonderful leather and fur coats and jackets, a decidedly new and eye-catching afterski outfit with knickerbockers in knit trimmed with rabbit fur, and in the way of footwear, modern ski boots with clip fastenings, and boots galore.

On the whole, a very successful show with collections of perfect quality and very high standard, due this year to the pitiless selection carried out before the parade.

<b>Fischbacher, St. Gallen</b>	cotton fabrics
<b>Schmid, Gattikon</b>	sports fabrics
<b>Schwarzenbach, Thalwil</b>	silks
<b>Stoffel, St. Gall</b>	cotton fabrics
<b>Union, St. Gall</b>	embroideries
<b>Heberlein, Wattwil</b>	manufacture of "Helanca"
<b>Bally, Schönenwerd</b>	footwear
<b>Tanner, St. Gall</b>	men's and women's knitted sportswear
<b>Vollmöller, Uster</b>	knitted fashions
<b>Wieler, Kreuzlingen</b>	knitted sportswear and swimsuits
<b>Croydor, Zurich</b>	raincoats, women's sportswear
<b>Fehlmann fils, Schöftland</b>	sportswear
<b>Heinz Karasek, Zurich</b>	leather fashions
<b>Lahco, Baden</b>	men's and women's sports and leisure wear
<b>Lion d'Or, Zurich</b>	coats, suits
<b>Ritex, Zofingen</b>	men's sportswear
<b>Straehl, Kreuzlingen</b>	men's sportswear
<b>Sura, Reitnau</b>	women's sports and leisure fashions