

**Zeitschrift:** Textiles suisses [Édition multilingue]  
**Herausgeber:** Textilverband Schweiz  
**Band:** - (1968)  
**Heft:** 5

**Artikel:** Norman Norell  
**Autor:** [s.n.]  
**DOI:** <https://doi.org/10.5169/seals-796712>

### **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:** 29.12.2025

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

Norman Norell was born in Noblesville, Indiana, and as a child his family moved to Indianapolis where he lived until he was 19.

From early boyhood he yearned to be an artist and his education was directed toward that goal. He went to New York to study painting at the Parsons School and then graduated from the Pratt Institute.

During his student years he discovered the possibilities of self-expression dress design offered and received his first chance in an assignment to do the costumes for the Rudolph Valentino film, 'The Sainted Devil'.

He designed Gloria Swanson's costumes for the film 'Zaza', then joined the staff of the Brooks Costume Company.

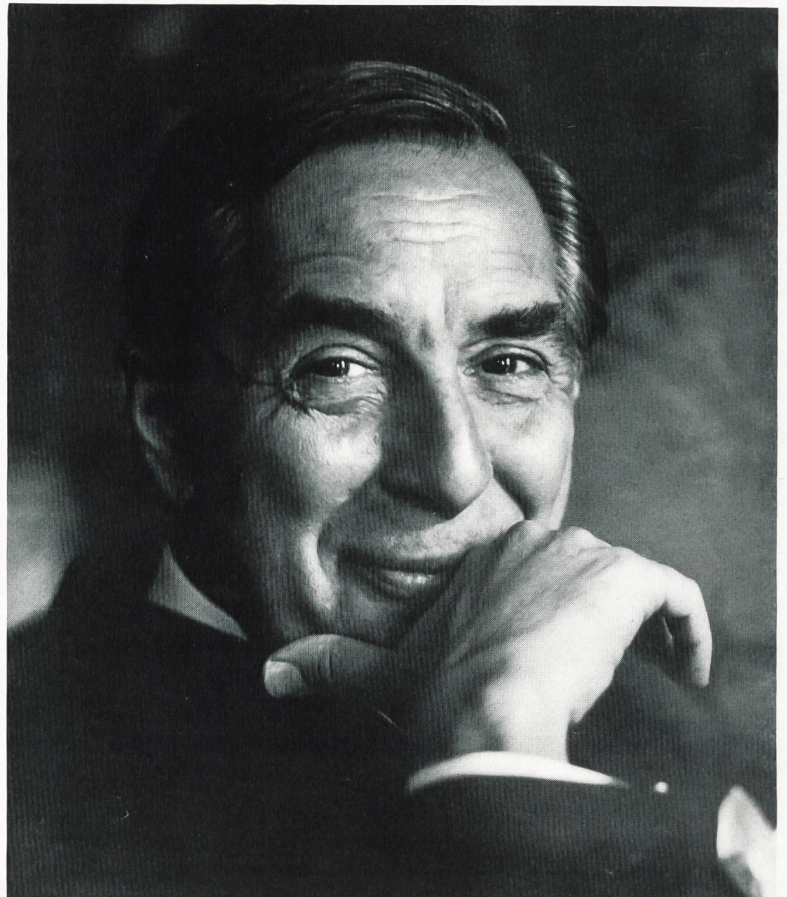
Charles Armour, the dress manufacturer, sensed Norell's gift for modern fashion design. The young designer spent four years in the Armour organization, then joined the staff of Hattie Carnegie, where he remained until 1941, when the firm of Traina-Norell was established.

Instant acclaim greeted the first Traina-Norell collection.

The lithe, cleanly proportioned Norell silhouette, the audacious use of rich fabric, and the faultless detail of the clothes brought his name into world prominence within a year of his emergence as an independent designer.

# ***norman norell***

One  
of America's  
most  
Outstanding  
Designers





MODEL: NORMAN NORELL, NEW YORK  
Braid embroidery with appliquéd guipure flowers by  
FORSTER WILLI & CO., ST-GALL



MODEL: NORMAN NORELL, NEW YORK  
Evening dress in cotton organdy by  
FORSTER WILLI & CO., ST-GALL



MODEL: NORMAN NORELL, NEW YORK  
White organdy with large flower motifs by  
FORSTER WILLI & CO., ST-GALL



In 1943, Norman Norell was the first designer to receive the Coty American Fashion Critics' Award. The jury cited his launching of several fundamental trends that had wide effect upon the entire fashion industry: the sequinned cocktail dress, the cloth coat, either sequin studded or fur lined for daytime and evening, the sweater-topped evening skirt, the revival of the chemise dress and fur slacks that set a new fashion in lounging costumes.

In 1951, he again was singled out by the Coty Award jury, with the first Return Award for the 'exceptional beauty and importance to fashion of his Winter 1951 collection'.

In 1958, he was the first to reach the Hall of Fame rank of the Coty Award.

Mr. Norell terminated his 19 years association with Traina-Norell Corporation to become president of his own firm, Norman Norell, Inc. The first collection of the new firm was presented in June, 1960.

Noted today for making some of the most sophisticated clothes in the world, Norman Norell is still his Indiana-bred self in his quiet, friendly manner and speech.

He collects French antiques and Chinese porcelains which decorate his New York apartment.

He is an avid auction fan, and may be found most Saturday afternoons at his favorite 'sport', bidding for treasures at the Parke-Bernet Galleries.